

MICHAL ROM, PhD

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Professional Experience

2011 to date Strategy, Research & Marketing Consultant via *Words & Numbers*

Works with various clients for various purposes, using qualitative and quantitative research methods such as interviews, focus groups, case studies analysis, database analysis, search engines queries and more; Writes marketing materials and research papers. Among my clients are: Sapir Academic College, Mul-T-lock, Sendik Communication, Sheatufim The Israeli Center for Civil Society, Gandyr Foundation, and more (specific credentials and referrals will be given upon request).

2010 - 2011 Head of Research and Strategic Planning, Armoni Golan Bates, Tel Aviv

A full-service advertising agency affiliated with WPP/Bates

Responsible for developing marketing and advertising strategies through collecting data, analyzing market trends & customer behaviors, synthesizing it all to the creative brief and guiding the creative team in their work. For example for *Postinor*, *Face-IT* by Trima Israel (OTC pharma), *Israel Anti-Drug Authority*, and more.

2009 - 2010 Founder and director of [DAFNA Education Center](#), Bar Ilan University

- Initiated and developed the foundation of a non-academic education center within the Gender Studies Program, aiming to turn updated knowledge accessible.
- Worked in co-operation with third parties to tailor workshops, lectures and professional trainings for their special needs.

1998 - 2001 Research and Strategic Planning, Euro ZSZ Advertising, Tel Aviv, Israel

A full-service agency and a subsidiary of Euro RSCG, world's fifth largest advertising network and Europe's largest at that time

- Researched and developed marketing communications strategies for clients in a wide range of fields, including automobiles (*Peugeot*), banking (*Mizrahi Bank*), retail (*Shilav*), fast food (*Domino's Pizza*), telecom (*Barak 013*), hi-tech (*Intel*).
- Worked in tandem with planners in other agencies within the global network of EURO RSCG, sharing information and developing working processes.
- Key member of new business team, responsible for strategic input to pitches.
- **One of two founding members of the agency's interactive unit in Israel based on the experience and knowledge of EURO Worldwide teams:** Defined local agency policy on online advertising and interactive; Led education of local agency staff and clients on New Media; Designed online strategies and managed the production of their execution for clients like *Intel Israel*, *Yellow-Pages.co.il*, *Peugeot* and more.

1998 to date Teaching in Various Academic Settings

Courses in various fields such as Advertising, Marketing, Social Psychology, Behavioral Sciences, Media Studies, Research Methods, Sociology and Gender.

1996 – 1998 Marketing & PR Manager, Hed Artzi Video Publishing, Or-Yehuda, Israel

Worked with international production companies such as *BBC*, *BMG*, and *National Geographic* while localizing their marketing strategies and branded materials.

1993 – 1996 Research Officer (1Lt.), Department of Behavioral Sciences, Israel Defense Forces (IDF), Tel-Hashomer, Israel

As part of the IDF/Academic Reserves program (Atuda): Creation and development HR classification systems, performance of validation studies using various statistical tools (mainly SAS) through all stages: data collection, processing and analysis; consultancy and professional guidance in personnel classification, placement and planning of HR to specific units of IDF.

Education

- 2001 - 2008 **PhD, The Gender Studies program, Department of Interdisciplinary Studies,**
Bar Ilan University, Ramat Gan, Israel
- Dissertation title: *'So What Are You Called These Days?' Contestation and Appropriation in Israeli Women's Practice Regarding Their Family Names*
- 1996 - 1999 **Master of Business Administration MBA (Magna cum laude)**
School of Management, Ben Gurion University, Beer-Sheva, Israel
- 1995 - 1996 **Advertising Management Studies, LAHAV Program,**
Faculty of Management, Tel Aviv University, Israel
- 1990 - 1993 **BA in Business Administration and Sociology and Anthropology**
The Hebrew University, Jerusalem, Israel
- 1986 - 1990 Telma Yellin High School of the Arts, Givatayim, Israel

Special Achievements

- Qualitative Research Methods expert/consultant for **The ERC commissioned research on Judicial Conflict Resolution (JCR)** at Bar Ilan University Faculty of Law, under Prof. Michal Alberstein: a five-year long comparative research project of judicial dispute resolution practices in Israel, the United Kingdom and Italy (2016-2017).
- **Wrote and published** several academic and popular articles amongst a **weekly advertising review column** published on Ynet.co.il (2002-2003).
- **Lectured** in many academic conferences and professional forums amongst the "**New Economy Forum**" at **Insead Graduate Business School, Fontainebleau, France** (1999), the "**Professional CEO's Forum**" of **Sheetufim Center for civil society** (2010-2012), and more.
- **Co-authored** with Prof Orly Benjamin a book titled *[Feminism, Family and Identity in Israel: Women's Marital Names](#)* (Palgrave Macmillan: New York, 2011). The book is based on my PhD dissertation and presents the findings of the qualitative research I conducted. In preparation is another book in Hebrew
- Received several research grants and **Fellowships of Excellence** (2003-2010).

Computer Skills

- Extensive experience with internet-based searches and database such as Profound, BDI.
- Competence in TGI[®] software for market analysis, characterization of customer behavior and segmentation analysis, using statistical processing at various levels (correspondence map, cluster analysis).
- Good Understanding of statistical software packages (particular SAS).
- Strong proficiency in standard desktop tools, particular PowerPoint, Word, Excel.

Languages

Hebrew Mother Tongue

English - Fluent at mother tongue level including proven writing and presentation skills