

# Anna Pellivert

## Summary

Business Development professional with successful record of execution of innovation and growth strategies for early-stage and established technology companies. Foster business relationships, program management, while negotiating complex environments and deals with multiple stakeholders. Investor relations. Public speaking. Knowledge of innovation ecosystem in Israel and EMEA. Passionate about bringing academic knowledge for the benefit of the market and society.

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## Professional Experience

### VP Business Development, Exact sciences & Social Science , Jerusalem

2018-currently / Yissum – *Technology transfer company of the Hebrew University in Jerusalem*

- Manage portfolio of early-stage technologies in Computer Science, Applied Social Science, Sustainability and Climate Change, EdTech, Neurotech, Digital Humanities stemming from academic research within Hebrew University
- Foster and maintain relationships with key stakeholders in Israeli innovation ecosystem and abroad - Innovation Authority, Incubators, Accelerators, VCs, MNC R&D Centers
- Agreement negotiations, deal structure and close contracts between Hebrew University's portfolio and clients such as Google, Amazon, IBM, Elbit, Rafael, Lightricks interested in buying academic technologies, with revenue increase of \$2.5M annually
- Pre-market development strategies, online media coverage and long-term mentorship, guidance of research groups to actualize ideas into reality
- Raising pre-seed and seed investment for startups from angel investors, venture funds, and non-dilutive grants
- Pitch technology portfolios to foreign delegations, VCs and multinationals

### Business Development, Head of Innovation and Incentives Department, Tel Aviv

2015-2018 / Grant Thornton Israel – *Global audit & business consulting network*

- Identified business opportunities, built and nurtured relationships with Israeli startups and companies interested in getting funding for R&D and innovation projects; secured funding of 45M NIS
- Educated and supported clients on how best to conceptualize their projects, prepared proposals for best success to obtain funding and get to market
- Wrote grant proposals for Israeli Innovation Authority, Horizon 2020 and Bi-lateral funds
- Assisted to define marketing position of projects for new products and services

### Head of Israeli Center, Russia

2011-2014 / Embassy of Israel in Russia

- Promoted Israeli education and culture by organizing programs and internships in Israel
- Set up partnerships with local authorities, businesses, and academic communities
- Produced media events, including press conferences, interviews, and other public speaking ventures

### Technical Analyst and Grants Project Manager, Tel Aviv

2007-2011 / ARTTIC International – *Consultancy and management services for Innovative and R&D programs*

- Mentored Israeli companies on how to raise funds from European R&D programs; defined what clients needed and helped them obtain their project and strategic goals

### Marketing Coordinator, Tel Aviv

2006-2007 / Israeli Institute of Export and International Cooperation

- Managed and facilitated international business marketing projects, joint ventures, and strategic alliances between international businesses and Israeli companies

## Education

2021 Multidisciplinary Program Innovation in Healthcare – Université libre de Bruxelles

2020-2021 Data Science and Machine Learning for Business – JBS, Hebrew University

2017 Customer Experience Management qualification course (National CX Forum)

2004-2008 MBA degree, L. Recanati Business School, Tel Aviv University

1999-2003 BA School of Management, Saint-Petersburg State University

**Languages** Hebrew, Russian – bilingual proficiency, English – fluent