CONFERENCE PROGRAM

8:15AM  REGISTRATION

9:00AM  OPENING REMARKS
Dr. Michael John Williams, Program Director and Clinical Professor, International Relations, Affiliate Professor of European Studies & History, NYU
Ido Aharoni, Global Distinguished Professor, International Relations, NYU

9:15AM  MORNING KEYNOTE
Scott Shay, Chairman, Signature Bank
‘Faith, Finance and a Theory of Everything’

10:00AM  Prof. Nicholas Cull, Professor of Communication, Director, Master of Public Diplomacy Program, Annenberg School, University of Southern California
‘Reputational Security and the New Rules: How and Why to Partner in the World of the New Diplomacy’

10:30AM  Julie Toskan, CEO, Genius 100 Visions; part of MAC Cosmetics Founding Team; Founder of YPI, Youth and Philanthropy Initiative
‘My Journey: from Business to For-Purpose Philanthropy’

11:15AM  BREAK

11:30AM  Dr. Efraim Chalamish, Prof., NYU, Senior Advisor, Duff and Phelps
‘US-China trade wars, Sovereign Finance, and the New Diplomacy’

12:00PM  Prof. Nathaniel Laor, Sackler Faculty of Medicine, Tel Aviv University
‘Moral and Psychological Exhaustion in Our Post-truth Era: the Role of New Diplomacy’

12:30PM  Michèle Ohayon, Film Director, Screenwriter and Producer; Founder, Kavana Entertainment
‘Film and Technology: The Love Hate Narrative’
1:15PM  LUNCH BREAK

2:00PM  SPECIAL ADDRESS
Tomer Sharon, Managing Director, Head of User Research & Metrics, Goldman Sachs
‘Five Principles of User Experience’

2:30PM  Simon Sylvester-Chaudhuri, Co-Founder and Executive Director, CIV:LAB, Co-Creator, Smart Cities New York, Adjunct Professor, NYU Center for Global Affairs
‘Communities, Technology and the Future of Power’

3:00PM  Hila Oren, CEO, The Tel Aviv Foundation; Founder, Tel Aviv Global City
‘Brand Tel Aviv in the International Arena’

3:30PM  AFTERNOON KEYNOTE
Lord Matthew Scheckner, Executive Director, Advertising Week; Managing Partner, Stillwell Partners
‘Next — Insights and a fearless forecast into what’s next’

4:00PM  BREAK

4:15PM  Dr. Nimrod Kozlovski, Adjunct Professor, Tel-Aviv University Law School; Partner, Herzog, Fox & Neeman Law Firm, Tel Aviv
‘The New Conversation’

4:45PM  Prof. Peter Jones, Associate Professor, Graduate School of Public and International Affairs, University of Ottawa
‘Conflict Resolution in the Age of Technology’

5:15PM  CLOSING REMARKS
Ido Aharoni, Global Distinguished Professor, International Relations, NYU

5:30PM  RECEPTION
Margery Kraus, founder and executive chairman of APCO Worldwide, a global consulting firm headquartered in Washington, D.C., specializing in public affairs, communication and business consulting for major multinationals. Ms. Kraus founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. In September 2004, Ms. Kraus led a management buy-out of her firm, making APCO one of the largest privately owned communication and public affairs firms in the world. Throughout the years, her approach has been to fuse the best local experience with a global perspective. Ms. Kraus specializes in providing strategic counsel on issue-based communication, crisis management, market entry and corporate reputation across diverse industry groups. In addition, she pioneered one of the industry’s earliest practices in corporate responsibility and the development of public/private partnerships. Prior to starting APCO, Ms. Kraus assisted in the creation and development of the Close Up Foundation, a multi-million-dollar educational foundation sponsored in part by the United States Congress. Ms. Kraus continues to be involved with the foundation by serving on its board of directors. Ms. Kraus is the author of numerous articles in the fields of public affairs management and corporate reputation and has been a guest lecturer throughout the world.

Scott Shay is the founder and has been Chairman of Signature Bank since its formation which has grown organically from $43 million in assets and equity at its inception to $47 billion in assets. Presently, Signature Bank ranks among the top 40 largest U. S. commercial banks by deposits. Since its IPO in 2004, Signature is among the top-performing U.S. banks, based on stock market performance and total return. Signature was ranked as the Best Bank in America for 2015 by Forbes. Scott is a founder and chair of the Investment Committee of the Elah Fund, which is a social impact fund focused on investing in tangible industries in the North and South of Israel. He was also a founding director of Super Derivatives, an Israeli startup company that was sold in 2014 to ICE. This is the largest sale ever of an Israeli financial technology company. Scott was also one of the lead negotiators for the group that privatized Bank Hapoalim and later served on its board. Scott is actively involved in a Jewish formal and informal education. As part of his involvement, he serves or has recently
served as a board member of the UJA – Jewish Federation of New York, the Partnership for Excellence in Jewish Education, the Jewish Agency, the Birthright Israel Steering Committee and the American Hebrew Academy. He is the author of “Getting Our Groove Back: How to Energize American Jewry” (Devora, 2nd Edition 2008). Scott’s second book “In Good Faith: Questioning Religion and Atheism (Post Hill Press, September 2018) was a finalist for a Jewish Book Council Award and was named “one of the best books of 2018” by Mosaic Magazine. Scott is a seasoned speaker and recently presented at TEDx Wall Street in NYC as well as The Economist’s World Summit, among many others.

**Nicholas J. Cull** is professor of Public Diplomacy at the University of Southern California’s Annenberg School for Communication, where he established the pioneering Master’s Program in Public Diplomacy. Originally from Britain, he has published widely as a historian of the role of the media and communication in international affairs, including two volumes on the history on the United States Information Agency. His latest book is ‘Public Diplomacy: Foundations for Global Engagement in the Digital Age’ (Polity, 2019). He is a regular speaker at foreign ministries and diplomatic academies around the world and has acted as a consultant for the UK’s Foreign and Commonwealth Office, the Royal Netherlands Foreign Ministry and the Internet Corporation for Assigned Names and Numbers among others. He is currently visiting fellow at the Reuters Institute for the Study of Journalism at the University of Oxford.

**Julie Toskan** is the CEO and a Visionary of Genius 100 Visions inspired by Einstein. Both a business executive and philanthropist, Julie has an impressive track record which includes a proven expertise in building a global brand. She was part of the core founding group of MAC Cosmetics, one of the world’s top makeup brands. Julie is also the founder of the Youth and Philanthropy Initiative (YPI). The largest organization in the world for participatory grantmaking by young people. YPI combines in-class learning with community development experience to help high school students engage in philanthropic activities. Currently, YPI involves more than 40,000 students in Canada, the United States and the UK. Julie has received numerous awards for YPI and her other philanthropic work, including Canadian Best Practice in Civic Education; Ontario Premier’s Award for Philanthropy in Education; Ontario Medal for Good Citizenship; the Governor General of Canada’s Meritorious Service Award; and an Honorary Doctorate in Civil Law from St. Mary’s University in Halifax, Nova Scotia.
Dr. Nimrod Kozlovski is Adjunct Professor, Tel-Aviv University Law School and Partner, Herzog, Fox & Neeman Law Firm. Dr. Kozlovski joined HFN in 2013 as a Senior Advisor on Internet laws, Ad-tech, Monetization and e-Commerce. Nimrod is an expert investor in Cyber Security and a teaching professor on Internet and Cyber Law, Information Technology and Innovation with experience as a seasoned entrepreneur and strategic & legal consultant. Nimrod recently joined JVP, a leading Israeli VC, as a Partner, JVP Cyber Labs, focusing on Cyber Security and Big Data, co-leading an innovation incubator in Be’er Sheva. He formerly co-launched the Cyber Security studies at Tel Aviv University Management School. Formerly, Nimrod was the co-founder of innovative start-ups: PLYmedia and Altal Security and consulted to handful of other startups in the fields of Internet law, telecommunication regulation, information security and proactive security and to governmental and international security bodies. Nimrod received his doctorate in law (J.S.D) from Yale Law School and conducted his Postdoctoral research in Computer Science on Proactive Security at Yale School of Computer Sciences.

Michèle Ohayon, is the CEO of Kavana Entertainment with a mission to bridge between Hollywood and the world through meaningful stories and impactful storytelling. Michèle is an award winning director, writer and producer, who graduated from Tel Aviv University (Film & TV) and moved to LA to direct and produce acclaimed documentary features such as: It was a Wonderful Life, narrated by Jodie Foster; about the Hidden homeless women, Colors Straight Up, nominated for an Academy Award, a Directors Guild of America award, and an IFP Spirit Awards, and the winner of 13 National awards; Cowboy del Amor, winner of the renowned South by Southwest festival both jury and audience awards, and a Writers Guild Nomination; Steal a Pencil for Me, a love story from the camps, winner of the Yad Vashem award/ Jerusalem Film Festival; S.O.S State of Security, about National Security, opened at the Berlin Film Festival; Power, a documentary about renewable solutions shown at the Climate Change Summit in Morocco; Cristina, a Netflix documentary that portrays the intimate journey of a 37-year-old woman in love and battling cancer. Michele also produced 100 Years: One Woman’s Fight For Justice, about the Native America hero, winner at the Big Sky Film Festival. Michèle is an active member of the Academy of Motion Picture Arts and Sciences, serving on the Academy Executive Committee of the Foreign Films, as well as the Educational and Grants Committees and the
Tomer Sharon, Managing Director, Head of User Research & Metrics, Goldman Sachs. He is a leading voice on the topics of design thinking, user experience, and lean research methodology. Tomer is Managing Director, Head of User Research & Metrics at Goldman Sachs. He is the author of two books, Validating Product Ideas (2016) and, It’s Our Research (2012). Previously, Tomer was Head of User Experience at WeWork and Sr. User Experience Researcher at Google Search. He has mentored organizations (large and small) on user research methodology, has given keynotes, and taught workshops in 13 countries. Tomer holds a master’s degree in Human Factors in Information Design from Bentley University in Waltham, Massachusetts.

Simon Sylvester-Chaudhuri, Co-Founder and Executive Director, CIV:LAB, Co-Creator, Smart Cities New York, Adjunct Professor, NYU Center for Global Affairs. Simon is the Executive Director of Civ:Lab, a non-profit dedicated to scaling solutions for cities globally. In this capacity he is also the head of Urbantech NYC for the City of New York on behalf of the New York City Economic Development Corporation. Previously, Simon was the Managing Director at Global Futures Group, spearheading products and programs driving urban innovation including Smart Cities New York, North America’s largest smart city event and global convening of Mayors, where he led strategy and business development. Simon’s clients included Citi, Mastercard, Microsoft, Verizon, BMW/MINI and McKinsey & Co. Simon is a Strategic Advisor to the US Department of Commerce and the International Trade Administration on Smart Cities. In this capacity he has worked with and given keynote speeches to ministers, federal and city leaders in Dubai, London, Hong Kong, the Netherlands, the City of Helsinki and the City of Copenhagen to mention a few. Additionally, Simon has worked closely with a number of smart city leaders at the state level and with PMO in India, most notably the Vice President of India, Venkaiah Naidu, previously the Minister of the Office of Urban Development and Housing. Simon is an Adjunct Professor at NYU’s Center for Global Affairs where he created the masters course, Global Entrepreneurship, now in its fourth year. As of May 2018, Simon is a Business Advisory Board Member for Imperial Business School’s Global MBA and an Advisor to the Cornell Baker Real Estate Program. Additionally, Simon has spoken and guest lectured at Universities including Imperial Business School, MIT, Yale, the Woodrow Wilson School at Princeton, Cornell and Columbia.
Hila Oren is CEO, The Tel Aviv Foundation and Founder, Tel Aviv Global City. The Tel Aviv Foundation serves as a driver of progress, elevating the City’s quality of life through education, the arts, sports, social services, the environment and innovative urban projects. It has established more than 600 projects and raised over $550 million worldwide, thereby touching the lives of more than 450,000 residents and 1 million visitors and commuters to the city. Previously, Oren founded and served as CEO of Tel Aviv Global City, an initiative by the Mayor’s Office of Tel Aviv-Yafo dedicated to elevating the city’s brand and global positioning. During her term, the Startup City vision was formed: a municipal strategic plan for investors, entrepreneurs, tourists and students, connecting a city platform with private initiative. As a result, Tel Aviv-Yafo was awarded the title “Best Smart City in the World” in 2014. Hila’s prior experience includes leading the Tel Aviv Centennial Administration and the Society for the Protection of Nature in Israel. Hila serves as a board member of Haifa Port, Vertigo Dance Troupe and Neot Kdumim Park. She formerly served as a board member of Amidor Housing Company. Hila is a PhD candidate in the department of Geography at The University of Haifa, working on a thesis about the Global Branding of Tel Aviv. She holds a BA and MBA from Tel University, and completed a program at the Harvard Kennedy School.

Lord Matthew Scheckner is the Global CEO of Stillwell Partners and Executive Director of Advertising. Stillwell Partners in a New York City based boutique consultancy, best known as the producer of Advertising Week, the world’s largest advertising, marketing, media industry summit. The Week is conducted in New York City, London and Tokyo. Under Scheckner’s leadership, which dates back to 2004, the B2B event has evolved into a vibrant, platform and is number 1 in the world. Scheckner has served on the Board of Governors of the Friars Club and stands alongside such luminaries as Milton Berle, Frank Sinatra, Ed Sullivan, and Henny Youngman, as winner of the “Friar of the Year” - a distinction he was awarded by his fellow Friars in 2011. He is active with many causes, including the launch of War Child in the United States, Comic Relief UK, London’s Roundhouse and Tuesday’s Children, which honored Scheckner as their 2013 Gala Honoree. Scheckner also served as Chairman of the World Trade Center Memorial Communications Advisory Council and led a public campaign that generated $300 million towards construction and completion of the World Trade Center Memorial. From 2006-2008, Scheckner served as
Consigliere at Yahoo!, where he produced the very first digital Upfront, “Broadband on Broadway” in 2007, and managed the corporation’s relationships with Madison Avenue. For more than a decade (1995-2006), Scheckner owned and ran Empire Sports & Entertainment, a New York City-based marketing and strategic consulting firm.

**Prof. Nathaniel Laor** is Professor with the Departments of Psychiatry and Philosophy, Tel-Aviv University. He is Director of the Cohen-Harris Resilience Center, and Clinical and Academic Director of the Association for Children at Risk, Israel. Prof. Laor is also a Clinical Professor at the Yale Child Study Center. He had directed the Sackler School affiliated Tel Aviv-Brull Mental Health Center (1989-2014) and Chair of the Department of Medical Education at the Sackler Faculty of Medicine, Tel Aviv University (2014-2018). Prof. Laor served as Professional Director of the national “Leon H. Charney Urban Resilience Pilot Program” (2010-14), under the leadership of Israel’s Minister of Defense and the National Emergency Management Authority. Since 2018 he co-directs the Tzili Charney Program to improve professionalism and prevent burnout in surgeons in the Surgical Division at Sourasky Tel-Aviv Medical Center, Tel Aviv, Israel. Prof. Laor has published over 150 professional papers and books on medical ethics, diagnostic methodology, meta-psychiatry, forensic medicine, as well as the psychopathology of trauma and resilience in the face of disaster, war and terrorism.

**Prof. Peter Jones** is an Associate Professor at the Graduate School of Public and International Affairs, University of Ottawa. Peter Jones holds a Ph.D. in War Studies from Kings' College, London, and an MA in War Studies from the Royal Military College of Canada. Before joining the University of Ottawa, he served as a senior analyst for the Security and Intelligence Secretariat of the Privy Council of Canada. Previously, he held various positions related to international affairs and security at the Department of Foreign Affairs, the Privy Council Office, and the Department of Defence. An expert on security in the Middle East and track-two diplomacy, he led the Middle East Security and Arms Control Project at the Stockholm International Peace Research Institute (SIPRI) in Sweden in the 1990s. He is presently leading several Track Two initiatives in South Asia and the Middle East, and is also widely published in Iran. Peter is currently an Annenberg Distinguished Visiting Fellow at the Hoover Institution at Stanford University.
Dr. Efraim Chalamish is an international economic law Professor, advisor, and commentator. He has been involved in international legal practice in New York, Paris and Israel, along with research and analysis of cutting edge areas in public and private international economic law. His work included both international arbitration disputes and cross-border transactions for multinational clients and sovereign governments. Dr. Chalamish teaches trade and investment policies, trade and energy markets, disputes between investors and states, and seminars on the U.S. and Chinese economies, among other topics. He is also a Senior Advisor to the management of Duff and Phelps, a global valuation and risk management firm. He has also served as a Global Fellow at New York University, exploring global governance of corporations and multilateral institutions, the intersection of business and national security, energy and sovereign wealth funds’ economics and policy, international investment arbitration, and global governance and financial regulation. He has advised the Israeli government and Israel’s Prime Minister’s Office on related matters, such as the oil and natural gas industry in Israel. His articles have been published in leading journals and magazines in the United States and Europe, such as the European Journal of International Law. He is the founder and president of the Global Center for Economic Development and Security.

Prof. Michael John Williams is Program Director and Clinical Professor, International Relations and Affiliate Professor of European Studies & History, NYU. Dr. Williams functional area of research is international security with an emphasis on the sociology of war and the relationship between technology, law, and warfare. He is currently completing a textbook on international security for Cambridge University Press.Prof. Williams is a Fellow of the Inter-University Seminar on Armed Forces and Society and an alumnus of the International Summer Policy Institute at American University. Formerly, former advisor for the Department of State, and former Congressional candidate for the 5th District of Connecticut.Williams is the author of numerous books focusing on foreign affairs. In 2006 he was elected a 'Young-Leader' by the Atlantic Bridge (Atlantik-Bruecke) foundation dedicated to developing US-European relations.Educated at the University of Delaware, Hamburg,
Bayreuth, Bath, Berlin, and Moscow he earned his doctorate at the London School of Economics & Political Science.

Ido Aharoni is a Global Distinguished Professor, International Relations, New York University. Since 2016 he serves on the International Advisory Council of APCO Worldwide, one of the largest strategic communications firms in the world. He is the founder of Emerson Rigby, an issue management consultancy. He is the Chairman of the Leon Charney Forum on New Diplomacy at the University of Haifa.

Ido Aharoni is a 25-year veteran of Israel’s Foreign Service, a public diplomacy specialist, founder of the Brand Israel program and a well-known nation branding practitioner. He has been Israel’s longest serving consul-general in New York (2010-2016) and oversaw the operations of Israel’s largest diplomatic mission worldwide. He held two other overseas positions in Los Angeles (1994-1998) and in New York (2001-2005). In 2002 Aharoni convened the Brand Israel Group thus creating the foundation to what would later become the Brand Israel Program. He later was appointed to serve as his nation’s first head of brand management. The program is designed to improve Israel’s positioning in the world by highlighting its relative advantages and increasing its relevance. In 2015 Aharoni conceived the creation of the world’s leading nation branding index known today as the Best Countries Index by U.S. News & World Report Magazine.