

Dr. Ofer Zeller Mayer

Current Position: Ono Academic College Israel.

Fulltime Faculty Member, A. Professor of Marketing and Behavioral Decision Making.

Board Membership Experience

Served on the board of directors of two of the country's largest public companies:

Delek Automotive Systems Ltd., Nir Zvi, Israel.

The Israeli franchisee of Ford, Mazda and BMW.

2009-2018

HEAD OF THE FINANCE COMMITTEE; HEAD OF THE AUDIT COMMITTEE.

HOT, Euro-Park Yakum, Israel

A daughter company of Altice - a group of communication companies that offers customers variety of communication services.

2015-2018

HEAD OF THE AUDIT COMMITTEE.

Qualifications: specialty in the teaching and practice of planning, conducting and appraising marketing research; deep understanding in all areas of consumer behavior, emphasizing consumers' decision making and the derived marketing activities.

EDUCATION	Carnegie Mellon University	Pittsburgh, PA
	Ph.D. in Behavioral Decision Making and Marketing	December, 1996
	M.Sc. in Marketing and Consumer Decision Making	December, 1994
	Hebrew University of Jerusalem	Jerusalem, Israel
	B.A. Psychology and Business Administration with honors (cum laude) GPA: 90/100	June, 1991
HONORS	Hebrew University of Jerusalem Scholarship (1988, 1989) Dean's lists: Hebrew University (1989, 1990) Carnegie Mellon University Graduate Fellowship	
DISSERTATION WORK	This work attempts to reveal which attributes influence the pain that consumers feel when they have to make a payment. The dissertation also examines how this pain affects people's preferences regarding the time and mode of payment (e.g., pay before or after consumption occurs; pay with cash, check, or credit card).	
	<i>"The Pain of Paying"</i>	

**ACADEMIC
WORK
EXPERIENCE**

*Entrepreneurial
Work*

Herzeliya, Israel
Jan, 1997-May, 2004

Joined IDC, a new private university, with no alumni, no history, no guaranties, and no academic curriculum. Participated in building and marketing the institution. Joined IDC marketing forum (with its PR and Advertising agencies). Partook in designing the academic agenda and courses, responsible for all academic content in the areas of market research and consumer behavior at all studying levels. The organization now counts above 8,000 students.

Kiryat-Ono, Israel
Oct, 2003-Present

Joined OAC, a newly accredited private university. Joined OAC marketing forum. In Charge of OAC International Academic Relationship. The organization counts above 14,000 students.

Served as the Head of the Marketing Field 2005-2012

**ACADEMIC
WORK
EXPERIENCE**

Main Teaching
Courses

*Marketing Research,
Consumer Behavior,*

Marketing Project Course – Developing a Marketing Plan (including practical guidance of students-groups working with major firms in various industries),

Seminar Series in Marketing-&Law – Instructing students to devise integrative solutions to marketing & legal problems (including video simulations and mock trials).

Marketing & Movies – Examining the differences in reflection of the marketing activities in firms between Hollywood and the academic literature.

International Consumer Behavior – Taught internationally and developed for Friedrich Schiller – East Germany's Largest University – examining differences in the behavior of and marketing to consumers in different countries, using variety of theoretical and applied materials, including uniquely developed case studies.

*Teaching Assistant
and Lecturer (CMU)*
PGH, PA, 1991-1996

Behavioral Decision Making, Decision Analysis and Decision Support Systems, Experimental Research Methods, Organizational Behavior, Principles of Marketing.

*Research Assistant
(Hebrew Univ.)*
Jerusalem, 1989-1991

Running a research laboratory, in the area of lie detectors (G.K.T.).

**INDUSTRY
WORK
EXPERIENCE**

Israeli Democracy Institute, Jerusalem, Israel 2008-2009
Head of Marketing Strategy

Comverse Network Systems *Invited Speaker, 2000 & 2004*
The presentation, delivered to participants of CNS user's Forum in Marrakech Morocco, provided the theoretical foundation for a community-based cellular service that CNS offers.
The presentation, delivered to participants of CNS user's Forum in Paris France, provided the psychological reasons that lead to call termination.

ESOMAR *Invited Speaker, 2004*
Too much choice is a bad thing - the presentation analyzed the relationship between amount of choice consumers have and their level of satisfaction.

Pfizer Herzeliya, Israel, 2004 - 2006
Member of Pfizer strategic team, working with Pfizer's CMO in analyzing the market, searching for particular threats and opportunities and developing the company's marketing agenda with a long-term perspective.

PPG Pittsburgh, PA, December, 1993
Headed a team that conducted an employee profile analysis using advanced statistical and psychological tools for PPG Industries Inc., a fortune five hundred company.

UTAC (Universal Telecom Access Corporation) Pittsburgh, PA, 1992-1994
Marketing representative for the Pittsburgh region recruiting new customers to use SPRINT long-distance carrier via UTAC.

Car Care Program Los-Angeles, CA, 1988
Field marketing representative in a telemarketing firm selling comprehensive automobile maintenance services for Firestone.

Israel Air Force Tel-Aviv, Israel
Captain February 1982-August 1987
Commanding Officer of an aerial photography interpretation unit, managing 40 soldiers and officers, accomplishing tasks under a 24/7 operational schedule.
Served in the Israel Air Force Intelligence.

Israeli National Road Safety Authority, Jerusalem, Israel 2017
The Committee for Examination of Ways to Reduce the Number of Casualties from the Use of Smartphones While Driving Headed by Major General (ret.) Nimrod Sheffer

IDC Computing Committee Herzeliya, Israel
Arison School of Business (ASB) Representative 1997-2001
Policy-making and resource allocation responsibilities for the entire institution including: personal computers; internal and external networks; service; support; external service providers; administrative research and teaching software.

Admissions Committee
Member of the ASB Admissions Committee 1997-2002
Performed activities include:

Developing the formula according to which a candidate's integrated score is calculated. The project of developing the new formula demanded analyses of both the matriculation and psychometric scores of IDC applicants. Beginning with the academic year 2000, the new formula was placed into the admissions' process for all IDC applicants.

Acting as the ASB Academic Advisor for the past five years. Meet on a weekly basis with ASB potential candidates in their early stages of the school selection process, to advise them with their career choice based on the candidate's true aspirations and abilities.

Acting as the ASB Security Forces Admission's Committee. IDC reserves a quota of student slots for candidates whose insufficient academic credentials are compensated by a robust and proven record of service in the Israeli security forces. In many cases, the decision is subjective and is a consequence of a discussion between the academic representative and the security representative (initially General Amos Lapidot and later Shabtai Shavit – former head of the “mosad”).

Integrated Marketing Communication Program
Member of the IMC steering committee 1997-1999
Served as a member in a selected team of marketing professionals in creating the IMC program: a program targeted at BA holders who wanted to specialize in the marketing communications field; the program served as a basis of IDC's marketing specially in its MBA program.

IDC Culture Committee
Chair of the IDC Culture Committee 1999-2002
Formed and lead IDC's Culture Committee -- a function that did not exist previously -- in an attempt to make the institution socially pleasant, on top of being academically excellent. In an attempt to involve all employees, this committee runs on and off campus activities engaging the broader IDC community

INSTITUTIONAL
RESPONSIBILITIES
OAC

OAC International Academic Relations

Chair of the International Academic Relations 2004-Present

Formed the OAC-FSU by-national agreement contract.

Initiated the first and only participation of an Israeli institute in the EU prestigious TEMPUS* program.

TEMPUS – Trans-European-Mobility-for-University-Studies.

OAC Committees

Member of OAC research Committee 2003-2012

Member of OAC business Development Committee 2004-Present

Member of OAC Culture Committee* 2007-Present

As part of the new vision "to better the face of Israeli society."

International Exchange Program

Founder & Head of OAC Intl Exchange Program 2003-Present

Created the ties and formed the contractual basis for international cooperation. Lead four delegations of Israeli students to Germany and German Students to Israel, during which students participated in seminars, visited firms' headquarters and worked in bilateral teams on various applied problems with senior management of companies in both countries. To date, about 70 students took part in the program.

Founder & Head of Ono-NuSkin Intl. Case Study Contest 2008

Visualized, Initiated and ran an industry-sponsored competition and led the winning team to a presentation at the U.S. headquarters.

**EDUCATIONAL
ENTREPRENEURSHIP**

Believing that learning is much more than teaching, in 2014 together with the ministry of education in Andorra, founded Academski – a novel program that combines skiing with academic studies.

For the last several years, invited speaker at Skinnovation – the first startup conference on ski – by the University of Innsbruck. 2016-Present

INDUSTRIAL ACTIVITY

Amex-IDC Club

Founder and Head of the Amex-IDC Club

2001

Initiated and created the Amex-IDC Club which entitles every student, graduate and staff member to apply for a credit card that bears the organization's logo. As the club's membership grows, its force as a consumer community increases, to everyone's benefit.

Establishing the club required careful "handholding" every step of the way: searching for a credit-card issuer with whom to cooperate; creating the connections with the issuing company; getting the required approvals, both within IDC and with American Express; negotiating the terms and conditions so that even students without established credit can enjoy the same upgraded benefits as our most affluent alumni; formulating the legal agreement; designing the operations and marketing concepts; developing all the written communication to all the different audiences; following up on the club's growth; and, dealing with personal complaint of a few unhappy customers, whose request for a card was denied.

Three years into its establishment, the club boasted 2000 members, which given the small initial target audience of about 5000, is a remarkable penetration by any marketing standard.

Zoom – Ono Qualitative Marketing Research

Founder and Director of the Zoom

2007

Established Zoom, the first marketing research institute to be set up within an academic framework – unique in Israel and unusual in the rest of the world as well – whose aim is to provide its clients – marketing and research departments of a wide range of organizations – added value, and to strengthen the principle of applied academics and ties to industry. It provides clients with added professional value and can easily install innovations in the field, including: a platform for qualitative studies on the Internet; on-line chats and on-line bulletin boards. These studies will make it possible to reach populations that are far away or not mobile, who are noted for their maximum openness and no-holds barred communication, all the while maintaining the depth and understanding attained from qualitative face-to-face research. It has access to the most up-to-date academic and practical databases of Ono Academic College, a network of advisers from among the lecturers in marketing and advertising, and support for in-depth studies. Zoom also has a state-of-the-art lab built according to the highest European standards.