

Orit Goldman

Education

- 2010 **Ph.D. in Technology and Information Systems**
 Faculty of Management, Tel Aviv University, Tel-Aviv, Israel
 Thesis Topic: Data Mining in Medicine: Forecasting Coronary Heart Disease
 Supervisors: Prof. Israel Spiegler and Prof. Moshe Leshno
- 1993 **M.B.A in Information Systems**
 Faculty of Management, Bar-Ilan University, Ramat-Gan, Israel
Magna Cum Laude
- 1986 **BA in Mathematics and Computer Science**
 Bar-Ilan University, Ramat-Gan, Israel
Cum Laude

Work Experience

- 2020-present Head of Information Systems and Technology Entrepreneurship (MBA), Faculty of Business Administration, Ono Academic College
- 2019 – 2020 Deputy head of the Information Systems program, Faculty of Business Administration, Ono Academic College
- 2017-present Researcher and Lecturer, Ono Academic College
 Courses:
 MBA program:
 ▪ Business Analytics and Data Mining
 ▪ Data Mining in the Big Data Era
 B.A:
 ▪ Data Analysis using Python
 ▪ Data Mining
- 2012 – 2020 Lecturer, Israel Academic College (IAC)
 Courses:
 ▪ Business Intelligence (BI)
 ▪ Data Mining with Weka
- 2010 – 2016 Head of Data Mining applications, Clalit Research Institute (Opisoft)
 Managing research aim of identifying targeted high-risk groups for the prevention of diseases, by using Data Mining tools and applying advanced modeling
- 1987 – 2007 Project Manager, Genius System Company (SPSS Israel)
 Experienced project manager for both software and data mining technologies

Data Mining

Applications of data mining for many business issues of different customers.

The main projects I carried out included: Predicting churn in mobile, bank customer value analysis, identifying groups of customers depending on their consumption characteristics and more.

Systems Analysis and IT

Many projects in industry, security forces and government.

Among the main clients were the Ministry of Finance, Ministry of Industry and Trade, the IDF and others.

Computer Systems and Skills:

Python, IBM Modeler, Weka, Microsoft SQL Server, SAP Business Objects, SPSS, System Analysis tools.

Publications

Shadmi, E, Flaks-Manov, N, Hoshen, M., Goldman, O., Bitterman, H., Balicer, R.D. (2015). Predicting 30-Day Readmissions With Preadmission Electronic Health record data. *Medical Care*. 53(3), 283-9.

Gelbard R, Goldman O, Spiegler I, "Investigating diversity of clustering methods: An empirical comparison", *Data & Knowledge Engineering*, 63 (2007) pp.155–166.

Chapters in collective volumes and conference proceedings

Goldman, O., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), Non-Alcoholic Fatty Liver Predictive Analytics, 14th Conference of the Israel Chapter of the AIS (ILAIS), Ramat-Gan Academic College, Israel (June 29, 2020).

Presentation of papers at conferences/meetings (oral or poster)

Ben-Assuli, O., Zelber-Sagi, S., Goldman, O., Jacobi, A., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Shenhar-Tsarfaty, S., (2020), Stratifying Individuals into Non-alcoholic Fatty Liver Disease Risk Using Time-Series Machine Learning Model, 4th Conference on Health IT and Analytics (CHITA), Washington D.C., USA (October 9, 2020).

Goldman, O., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), Non-Alcoholic Fatty Liver Predictive Analytics, The annual Digital Economy Conference, Tel-Aviv University, Israel (March 1, 2020).