

# Ofer Zeller Mayer

## CURRICULUM VITAE AND LIST OF PUBLICATIONS

### • Education

- 1996                      Ph.D. Behavioral Decision Making and Marketing, Carnegie Mellon University, Pittsburgh, PA.  
Dissertation: " The Pain of Paying".  
Ph.D. Supervisors: George Loewenstein (Chair), Robyn Dawes, Paul Fischbeck and Baruch Fischhoff.
- 1994                      M.Sc. Marketing and Consumer Decision Making, Carnegie Mellon University, Pittsburgh, PA.
- 1991                      B.A. Psychology and Business Administration. Cum laude. Hebrew University, Israel.

### • Employment History

- 2003 - Present        Ono Academic College
- 1996-2003            Interdisciplinary Center, Herzliya

### • Professional Activities

#### (a) Professional academic functions

- 2005-2012            Head of Marketing Program  
Hitmachut Shivuk
- 2003 - Present        Founder & Head of OAC International Exchange Program
- Created the ties and formed the contractual basis for international cooperation.
  - Led four delegations of Israeli students to Germany and German students to Israel, during which time they 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 haven taken part in the program.

- 2008 Founder & Head of Ono-NuSkin International Case Study Contest  
- Visualized, initiated and ran an industry-sponsored competition and led the winning team to a presentation at the U.S. headquarters.
- 2007 Founder and Director of Zoom – Ono Qualitative Marketing Research  
- 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.  
- Provides its clients – marketing and research departments of a wide range of organizations – added value, and strengthens the principle of applied academics and ties to industry.
- 2001 Founder and Head of the Amex-IDC Club  
- Entitles every student, graduate and staff member to apply for a credit card that bears the organization's logo.

(b) Professional functions outside universities/institutions

- 2008 - Present External Director  
Delek Automotive Systems, Ltd. Nir Zvi, Israel
- 2008-2009 Head of Marketing Strategy  
Israel Democracy, Jerusalem, Israel

• **Educational Activities**

(a) Courses taught

Graduate Courses

Consumer Behavior

Decision Making

International Consumer Behavior

Marketing and Movies

Marketing Research

Marketing Project Course

Undergraduate Courses

Consumer Behavior

Marketing Research

Seminar in Integrated Marketing Communication

Seminar Series in Marketing and Law