

## Enterprise Education Conference

09:30- 13:30 February 13<sup>th</sup> 2019  
Van Leer Institute, Jerusalem

9:30-9:45 Registration and reception

9:45-10:00 Opening remarks: **Prof. Yaffa Zilbershats, Chair of the Planning and Budgeting Committee**

10:00-11:15 **Keynote speech Dr. Martha Mador, Head of Enterprise Education at Kingston University London:**

“Models for Incorporating Entrepreneurship in Academia in the UK & Europe”

11:15-11:30 Coffee break

11:30-13:30 Panel on "Challenges and Opportunities in Implementing Entrepreneurship in the Israeli HE System"

Moderated by **Dr. Dana Sheffer, Executive Director of Technion Entrepreneurship Center**

**and member of Erasmus+ HERE team:**

- Dr. Amnon Dekel – Executive Director, HUJI Innovate: The Center for Innovation and Entrepreneurship at the Hebrew University
- Ms. Dana Gavish - VP Entrepreneurship, BGN Technologies
- Ms. Orlee Guttman - Director of Strategic Partnerships, Lev Academic Center/Jerusalem College of Technology
- Dr. Yossi Maaravi - Vice Dean, Adelson School of Entrepreneurship at IDC
- Mr. Ariel Sella - Managing Director, UnBox Bar-Ilan Entrepreneurship Center
- Mr. Yair Sakov - Managing Director, Innovation and Entrepreneurship Center at TAU



## About the expert

**Dr. Martha Mador is Head of Enterprise Education at Kingston University London.**

Dr. Mador supports the development of enterprise education across the whole of Kingston University, providing extensive extra-curricular support for both students and staff starting enterprises. She also advises staff on how to embed Enterprise into curriculum – both as a pedagogic approach and a content topic. Her ambition is to help students and staff develop an enterprising mindset, which can be used to develop all sorts of opportunities.

Dr. Mador has been working in Enterprise Education for over 10 years. During that time she has directed national knowledge sharing networks (HEEG and KnowledgeLondon); developed games for learning enterprise; enabled hundreds of students to try out their ideas; facilitated events for hundreds of educators to develop their practice. She has managed academic consultancy projects, and developed and delivered executive programmes. Previously she lectured in Strategy in Kingston Business School, and was Course Director for the Kingston MBA.

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