

January 16, 2014

Curriculum Vitae**Summary**

I was born in South Africa in 1953, and have lived in Israel since 1964. After completing high school and compulsory military service, I continued my studies and in 1979 received a B.A. degree in Political Science and Psychology from Tel Aviv University. I continued studying towards a MBA degree from at the Rekanati School of Business Administration at Tel Aviv University.

After the completion of my studies I worked in the financial sector for 10 years, and in 1991 established METZAG Imaging Systems Ltd, an Israeli pioneer in the development of multimedia applications for business use.

In 1994 I established the writing wing of METZAG, which later evolved into a full service writing and translation company. I have a passion for creative writing, and am grateful to be able to fulfill this passion by working as a freelance writer and translator. I have extensive experience in editing, research, content development and writing on a wide range of subjects, including movie scripts, marketing material, business and finance, blogs, articles and web content. I have good technical skills and am completely internet-savvy. I am familiar with many software programs, including MS Office (Word, Excel, PowerPoint), Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Corel Draw, DreamWeaver, Wordfast, Trados and others.

As an English writer and translator I have worked extensively over the years with companies, institutions and individuals in Israel and abroad. Recent clients include the Israeli Ministry of Foreign Affairs, Beit Hatefutsoth – The Museum of the Jewish People, The Western Wall Heritage Foundation and many more.

I am a "team player" with good communication skills, as well as an enthusiastic, meticulous and hard worker with a keen eye for detail. I strive to establish an excellent working relationship with my clients, and enjoy an ongoing long-term relationship with many of them.

## Work History

Company	Position	Dates of employment
<b>Bank Leumi Le-Israel</b>	Portfolio Manager	1981 - 1991

I joined the bank as a management intern after completing my studies at Tel Aviv University. After completing several relevant courses at the Bank's training center, I went on to become head of a branch investment department.

<b>METZAG Imaging Systems Ltd</b>	Managing Director	1991-Present
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I left the bank to realize my dream of establishing my own company. METZAG was a pioneer of innovative techniques for the adaptation of multimedia applications to suit business requirements. Among others, these included computer-aided imaging systems in architecture and industry, multimedia productions combining audio, video and animation and more. From 1994, METZAG also specialized in website design and content creation.

I established METZAG's writing wing in 1994 as a result of the company's growing needs in these fields. This wing has since evolved into a full service content writing and translation agency that currently concentrates on providing creative writing, translation and website consultancy to various companies, both in Israel and abroad. Some recent and ongoing projects include website content creation for the Israeli Ministry of Foreign Affairs, various writing projects for The Western Wall Heritage Foundation, Beit Hatefutsoth – The Museum of the Jewish People and many others.

<b>Imply Multimedia Ltd</b>	Managing Director	2001-2005
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Imply Multimedia was a subsidiary of METZAG Imaging Systems Ltd, and all of METZAG's multimedia activities were merged into Imply. METZAG's shares in Imply were sold in 2005.

## Education

<b>University:</b>		
Tel Aviv University, Faculty of Business Management	MBA studies	1979-1981
Tel Aviv University, Faculty of Social Sciences	BA in Political Science and Psychology	1976-1979

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**Courses and Seminars**

Financial Education Center, Tel Aviv	Options and options trading	2011
Financial Education Center, Tel Aviv	Technical Analysis of Financial Markets	2010
Financial Education Center, Tel Aviv	Securities and Portfolio Management	2009
IBM Training Center, Tel Aviv	Introduction to Multimedia	September 1990
Bank Leumi Training Center	Portfolio Management	1982-1983

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