



# The 6th Biennial Conference of Israel's Technology Transfer Organization

## APPLIED SCIENCE OF INNOVATION

March 15, 2021 | David Intercontinental Hotel, Tel Aviv

The Israel Tech Transfer Network, ITTN, is pleased to invite you to ITTN's 6th biennial conference.

As evident from ITTN's 2018 report, the 166 technology transfer professionals acting for ITTN's 15 members produced a remarkable deal flow with over 1,000 new patent disclosures in 2018. Our members' commercial activity highlights acceleration, incubation and venture creation activities at a very large scale.

Concurrently with ITTN's mission to maintain and enhance our members' contribution by developing our professional capacities and generating novel best practices, this year's conference is dedicated to our professional staff, experts and partners in all disciplines.

Come join us for a wonderful selection of professional workshops in business development, IP management, legal and finance as well as a unique opportunity to get a flavor of the practical uses of systematic inventive thinking.




Israel  
Tech  
Transfer  
Network

ITTN facilitates the translation of generated intellectual property into marketable products. The conference is a joint effort of technology transfer companies comprised of the leading universities, hospitals and research institute in Israel.

## Conference Co-Chairs:



### **Tamar Raz, PhD**

Tamar Raz is the CEO of Hadasit, the Technology Transfer Company of Hadassah Medical Organization in Jerusalem.

Prior to joining Hadasit, Tamar served as VP Marketing and Strategy at Ramot, the Technology Transfer Company of Tel Aviv University, and was responsible for the company strategic alliances, marketing activities and commercialization.

Tamar managed the establishment and served as CEO of Allergene, an Israeli start-up company that was founded as an incubator project. Tamar's PhD and MSc were earned in Cell Biology from Tel Aviv University School of Medicine.

Expertise include; commercialization of medical technologies from the academic/ laboratory bench to the industry in order to turn ideas into viable products and services; establishment and management of corporate and academic relationships, pre-clinical development operations; raising funds including investment of venture capital, corporate collaborations, contractual research relationships and government grants.



### **Gil Granot-Mayer**

Gil Granot-Mayer is the CEO of Yeda Research and Development Co., which is the commercial arm of the Weizmann Institute of Science. He took the position of CEO in 2016 after having served as Yeda's Deputy CEO & General Counsel for 10 years.

Gil serves as Co-Chairman of ITTN (the Israeli Tech Transfer Organization) and on the board of directors of several of Yeda's spun-off companies. Prior to joining Yeda, Gil practiced law as a litigator and commercial attorney in several of the top prestigious law firms in Israel's private sector. Gil holds an MBA degree from the Leon Recanati Graduate School of Business and Administration as well as a LL.B. degree (cum laude) (Tel-Aviv University).

Gil has been a member of the Israel Bar Association since 1997, and is a frequent speaker in various forums covering issues related to Intellectual Property, Licensing, Innovation and Technology Transfer from the academia.

# The 6th Biennial Conference of Israel's Technology Transfer Organization

## Guest Speaker



Dr. Simon S. Litvin,  
CEO/President, GEN TRIZ, USA, PhD, TRIZ Master



Dr. Simon Litvin is one of the world's foremost experts on innovation methodology, including TRIZ, Value Engineering, Six Sigma, etc. He has more than 40 years of experience developing, teaching, and implementing innovative methods.

Dr. Litvin is one of the architects of advanced TRIZ methodology - GEN TRIZ. Dr. Litvin is one of the authors of modern Function Analysis, Trimming and Feature Transfer techniques, Cause-Effect Chain Analysis, Function-Oriented Search, and Main Parameters of Value Discovery.

Dr. Litvin is the founder and CEO/President of GEN TRIZ, LLC the biggest TRIZ-based company in the world. Dr. Litvin led numerous international consulting projects for Fortune 500 companies such as Alcoa, British American Tobacco, Clorox, Colgate-Palmolive, General Electric, Intel, Kimberly-Clark, Mars, Novartis, GSK, Pepsi, Owens-Illinois, P&G, Siemens, Tyco, and Unilever.

Dr. Litvin has over 110 publications to his credit, including 7 books and more than 30 patents. Dr. Litvin is a Vice President R&D of International TRIZ Association (MATRIZ) and Chairman of TRIZ Master Certification Board. He is also a member of Altshuller Institute for TRIZ Studies and European TRIZ Association (ETRIA).

## In Collaboration With



## Platinum Sponsors

PEARL COHEN



## Gold Sponsors



## Silver Sponsors



## APPLIED SCIENCE OF INNOVATION

March 15, 2021 | David Intercontinental Hotel, Tel Aviv

### CONFERENCE PROGRAM

- 08:30-09:00** Reception and Registration
- 09:00-09:30** Welcome and Introductory Remarks  
Dr. Tamar Raz, PhD, CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair  
Gil Granot-Mayer, CEO, Yeda Research and Development Company Ltd., ITTN Co-chair  
Prof. Dr. Otmar D. Wiestler, President of Helmholtz Association of German Research Centers e.V.  
Karin Mayer Rubinstein, CEO and President, Israel Advanced Technology Industries (IATI)
- 09:30-11:00** Concurrent TTOs Professional Workshops:  
Workshop A: Business & Negotiation for Effective Collaboration with Academia  
Workshop B: Patents & Innovations for Leveraging our Ecosystem  
Workshop C: TTO Financial Management 2021  
Workshop D: Hot Legal Issues
- 11:00-11:30** Coffee Break
- 11:30-13:00** GEN TRIZ Workshop Part I - Basics of Pragmatic Innovation  
Simon S. Litvin, Ph.D., TRIZ Master Chief Executive Officer/President, GEN TRIZ
- 13:00-14:00** Lunch
- 14:00-15:30** GEN TRIZ Workshop Part II - Active Learning  
Simon S. Litvin, Ph.D., TRIZ Master Chief Executive Officer/President, GEN TRIZ
- 15:30-15:40** Greetings: Dr. Ami Appelbaum, Chief Scientist and Chairman of the Board, Israel Innovation Authority
- 15:40-16:10** Keynote Speaker: Academia Industry Tango - Lessons From the Past and Vision into the Future  
Dov Moran, Managing Partner, Grove Ventures
- 16:10-16:30** Closing Remarks  
Dr. Tamar Raz, PhD, CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair  
Gil Granot-Mayer, CEO, Yeda Research and Development Company Ltd., ITTN Co-chair

### REGISTRATION

*\*The program is subject to changes.*

*\*\*English is the official conference language.*



For sponsorship and exhibition opportunities, please contact:

Ms. Tzipi Wapner | Mobile: +972-54-9935448

Phone: +972-3-5626090 ext 3 | [tzipiw@stier-group.com](mailto:tzipiw@stier-group.com)

For conference information and registration:

03-5626090 ext 5 | [conventions@stier-group.com](mailto:conventions@stier-group.com)