מרצים לניהול מוצר
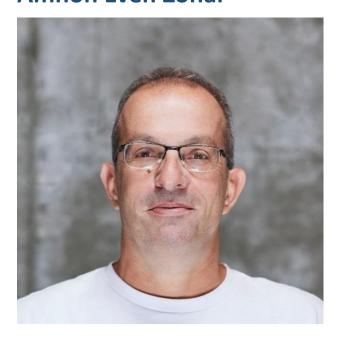# אונ' תל אביב - ארגון בוגרי הנדסה

Baruch Deutsch

Baruch Deutsch is a hi-tech industry veteran, with over 25yrs of hands-on product management and marketing experience. He worked 20yrs in Silicon Valley, California, where he held senior management positions at major corporations (e.g. Cisco Systems and Cadence Design Systems) and as a product lead at start-ups (3 of which were acquired). Currently Mr. Deutsch consults with hi-tech companies, serves as mentor at hi-tech accelerators, authors blogs and delivers professional talks. He traveled around the globe on business and for pleasure, and is fluent in both English and Hebrew. Mr. Deutsch has a BSEE and MSEE degrees in computer engineering, an MBA degree in Marketing and Finance, and a BA degree in Philosophy and History.

Amit Ashman

Amit is a visionary catalyst for business success through product expertise and leadership, with a proven track record of creating value through innovative products and services. Over the past 25+ years, he has spearheaded award-winning products, founded two innovative startups, and guided multiple teams from the inception of ideas to the triumph in the market. Amit held product-related senior management roles in diverse organizations, ranging from early-stage startups (two of which were acquired) to Fortune 500 enterprises (such as Bank of America and NICE), in the US and Israel, including enterprise solutions and consumer products. Amit started his career in Mamram, as a software engineer, and later managed all of IDF's advanced computers education, as well as managed an important strategic project at the IAF. Amit holds a bachelor's degree in Computer Science, Economics & Psychology from Bar-Ilan University, and an MBA from Golden Gate University in San Francisco.

Amnon Even Zohar

An experienced product management leader with vast experience in building products and leading company roadmap into new evolution stages while managing and satisfying customer expectations and putting the customer first.

With over 25 years experience in the Hi-Tech world, Amnon brings vast experience in product management leading roles, both in startup and in Enterprise companies. In the past 12 years, Amnon led several products from scratch in the cyber security companies in multiple companies (e.g. Imperva, Chechmarx) where he gained a deep understanding of the industry, its needs and the impact required from a product management role.

In parallel, Amnon taught product management course in Hamichlala Leminhal in Rishon Lezion, and is mentoring PMs in the scope of the Product League program.

Amnon holds a bachelor's degree in Computer Science & Economics & from Beer-Sheva University of the Negev, and an MBA from Reichman University.

Galit Galperin

Highly experienced Product Executive with more than 20 year in product and a profound expertise in conversational A and digital platforms.

I have a proven track record in leading product and design teams in global corporations, excelling in the integration of AI tools into workflows and services.
I possess a strong passion for empowering founders and product executives, helping them navigate the rapidly evolving world of AI-driven product development.

As an active educator, I lecture at IDC Herzliya Human-Computer Interaction Innovation Lab, focusing on product management and conversational AI. In addition, I deliver tailored lectures and workshops to diverse groups, providing insights on the practical applications of generative AI in contemporary workflows.

Outside of my professional and academic commitments, I host the podcast "Singulariot", featuring discussions with leading professionals about the role and impact of AI in various fields.

I am also a dedicated mentor for Leadwith Women in Tech and Product league, committed to helping individuals and organizations achieve their potential in the industry.