

CURRICULUM VITAE AND LIST OF PUBLICATIONS

**Personal Details**

Caren Weinberg, PhD

Born: June 21, 1962, California USA

Aliya: June 1984

Military Service: Israeli Air Force 1984-1987, Economic Officer

Address and telephone number work: Ruppin Academic Center, Emek Hefer, +972 (9) 898-3087

Address and telephone number home: Netanya, Israel, +972 (50) 527-9553

**Education**

B.A. - 1980-1984 – Scripps College, California - International Business and Economics

M.Sc. - 1987-1988 – Boston University, Ber Sheva – Management Science  
Title of Final Project: “Barter Structures - Trade with China and Russia”

Ph.D. - 2005-2010 – University of Cambridge, UK – Department of Engineering  
Advisor: Dr. Tim Minshall  
Title of thesis: “Entrepreneurial Firm Acquisition: Mapping Seller Expectations”

**Employment History**

2011 to Present - Senior Lecturer, Ruppin Academic Center, Department of Business Administration, Israel

2010 to Present - Adjunct Professor, University of Bologna, Department of Economics and Bologna Business School, Italy

2011 to 2014 – Adjunct Lecturer, University of Tel Aviv, LAHAV Executive Education, Israel

2010 to 2014 – Adjunct Professor China Productivity Centre and Taiwan University of Science & Technology, Taiwan

2005 to 2011 - Lecturing & Research – University of Cambridge, Department of Engineering, United Kingdom

2003 – 2004 - Teaching Sabbatical, University of the West Indies, Antigua

2002 – 2003 - Vice President, International Business Development and Marketing, XOR Technologies, Tel Aviv, Israel

1995 – 2002 - Director of Alliance Marketing – Europe, Middle East & Africa (EMEA) and Marketing Manager, Motorola, Inc. Israel and UK

1993 - 1995 International Marketing & Business Development, Aurec Group, Ltd. and Pineapple Multi-Media, Israel and United Kingdom

1988 – 1993 Business Operations & Controls Manager - DECSys, Israel, International Auditor - Corporate Headquarters, United Kingdom,

Business Analyst - Israel, Digital Equipment Corporation, US, UK and Israel

### **Professional Activities**

#### (a) Positions in academic administration

2006 - 2010 - Deputy Program Director and Curriculum Development i-Teams ('Innovation Teams'), University of Cambridge, Cambridge MIT Institute

2006 -2008 - Developer and Program Coordinator, 'PhINISHING SCHOOL', University of Cambridge, Career Development

2006 - Curriculum Coordinator and Chair, 13th Annual Institute for Manufacturing Research Methodologies Workshop, University of Cambridge, Institute for Manufacturing

2005 - 2008 - Behavioral Workshop Facilitator, Strength Deployment Inventory, University of Cambridge, Career Development Office

#### (b) Professional functions outside universities/institutions

2009 – Present - Visiting Professor Taiwan University of Science and Technology, Taiwan

#### (c) Significant professional consulting

2016 General Motors Israel, Open Innovation

2009 - 2017 - China Productivity Center, Taiwan, Technology Intelligence, Innovation and Entrepreneurship

2000 - Present - Advanced Creative Enterprises - CHL, Ltd. Advisor to Start-ups and SMEs in Entrepreneurship Innovation and Creativity

(d) Membership in professional/scientific societies

2005 to Present - Academy of Management, Member and Reviewer

2005 to 2016 - Cambridge Futures Board

2005 to 2016 - Greater Cambridge Partnerships, Women in Leadership Forum

2005 to 2016 - Cambridge Philosophical Society

2005 to Present - Cambridge Union Society

2005 to Present - Soroptimist International

2005 to 2016 - WiSETI/University of Cambridge Women in Science, Engineering & Technology

2005 to Present - Prowess – Supporter and Mentor ( UK association to support women and expand entrepreneurial ventures)

2005 – 2010 - Enterprising Women, East Anglia

2005- 2010 - MentorNet – Senior Mentor and Group Coordinator

2000 to Present - IEEE, Institute of Electrical and Electronics Engineers

2000 to Present - IET, Institution of Engineering and Technology

2000 to Present - WiTEC, the European Association for Women in Science, Engineering and Technology

1998 to 2016 - CIM Chartered Institute Of Marketing

**Educational Activities**

Courses taught

The Game of Life, FreshBiz – Developing the Thinking Process – BA for Managers; Ruppin Academic Center

Yazamim Tsirim Seminar (Junior Achievement) – BA for Managers, Ruppin Academic Center

Innovation in Large Organizations – BA for Managers; Ruppin Academic Center

Acquisition Expectations from the Sellers Perspective Seminar - BA for Managers; Ruppin Academic Center

Marketing Theory and Definitions – 2<sup>nd</sup> Year BA Industrial Engineering; Ruppin Academic Center

Business Entrepreneurship and Technology Innovation – 3<sup>rd</sup> Year BA  
Industrial Engineering; Ruppin Academic Center  
Social and Business Entrepreneurship - 2<sup>nd</sup> Year BA Business  
Management; Ruppin Academic Center  
Innovation Business Entrepreneurship - MBA; Ruppin Academic  
Center  
Technology Marketing - MBA; Ruppin Academic Center  
What's Up in Business – BA for Managers; Ruppin Academic Center  
Meetings with Industry – MBA; Ruppin Academic Center  
Business Models and Lean Entrepreneurship - Kellogg-Recanati Mini  
MBA for Palestinian Executives also for Recanati Strategy Course and  
LAHAV External Education  
Israel the Start-up Nation, Incubators and Government Programs -  
MBA Taiwan Univ. of Science & Technology  
Technology Intelligence - Ex. MBA China Productivity Centre  
Innovative Decision Making - Ex. MBA China Productivity Centre  
Entrepreneurship through Innovation in Small and Medium Enterprises  
- MBA Taiwan Univ. of Science & Technology  
Business Models - MBA Taiwan Univ. of Science & Technology  
Technology Road Mapping - Ex. MBA China Productivity Centre  
Entrepreneurial Innovation – 4<sup>th</sup> Year Engineering, University of  
Cambridge  
Marketing, Human Resources and Alliance Management Module – 4<sup>th</sup>  
Year Engineering; University of Cambridge  
Marketing and Marketing Strategy – BA; University of the West Indies  
Time Management and Presentation Skills - 3<sup>rd</sup> and 4<sup>th</sup> Year  
Engineering; University of Cambridge  
Business and Corporate Venturing – Global MBA; University of  
Bologna  
Business Ethics – Green MBA; University of Bologna  
Technology Intelligence – Global MBA; Taiwan University of Science  
and Technology, Taiwan

Caren Weinberg, PhD

Engineer in Society (TA) – 1<sup>st</sup> Year Engineering; University of Cambridge

Commercializing Technology Research - i-Teams Program (MBA and PhD Students); University of Cambridge

### **Public Professional Activities**

2013 – Present, Mentor Start-up Bootcamp, Israel

2012 – Present, Mentor and Critique, Open University Entrepreneurship Club Round Tables

2011- Present, Mentor European Alliance for Innovation (EAI) EXcelerator

2013 – Present, Lecturer and Mentor Karen Heseq Entrepreneurship Program

2000 – Present, Friend of the Forum and Advisor, MIT Enterprise Forum of Israel

2006 – 2008 – Mentor, Mid-Career Enterprise Education for Technology and Science (MEETS), University of Cambridge, Cambridge MIT Institute, UK

2005 – 2010 – Founder and Director, The Cambridge Graduate Women's Network (GWN), University of Cambridge, UK

2005 – 2009 - Member and Organizer, Technology Enterprise Group (TEG) Ph.D. Research Review Sessions

2005 – 2008 - Darwin College Students' Association (DCSA) – Elected Women's Officer and College Council Representative

2005 – 2007 - Elected Treasurer, Manufacturing, Technology, and Management Society (MTMS), University of Cambridge, Institute for Manufacturing

### **Awards, Citations, Honors, Fellowships**

#### (a) Honors, Citation Awards

2017 – Best Paper – Kibbutz Fund, Perceived Feasibility and Desirability of Entrepreneurship in Institutional Contexts in Transition.

2014 - 2015 - 2016 – 2017 Awarded honors for outstanding teaching, research and community support at Ruppin Academic Center

2013 – Best Presentation Award, Western Business Management Conference, San Francisco “ Entrepreneurial Expectations - Knowledge Visualisation”

2006 – Best Paper Award from faculty judges: “Stakeholder Expectations; Conceptual Framework for Analysis of High-Technology Small Firms”

2002 – Woman of the Year Award, for Outstanding Achievement in the mentorship of women and new immigrants, AACI Israel

1998 – CEO Volunteer of the Year Award, Motorola Inc.

(b) Fellowships

2008 – University of Cambridge, Institute for Manufacturing - £10K – Curriculum Development for the Advancement of Women in Science Engineering and Technology

**Scientific Publications**

(a) Referred Publications, Chapters in volumes of collected papers - Conference proceedings

2018 – Weinberg, C. “Israel’s Innovation Ecosystem: The Historical Role of Government Assistance”; In 11th Annual Conference of the EuroMed Academy of Business, University of Malta, Valetta, Malta. Conference proceedings (ISSN 2547-8516).

2017 - Heilbrunn, S., Itzkovitch, Y., & Weinberg, C., Perceived Feasibility and Desirability of Entrepreneurship in Institutional Contexts in Transition. Entrepreneurship Research Journal, 7(4).

2017 - Weinberg, C., “Firm vs. Individuals: The Case of an Acquisition of TTPCom and Motorola.” In Management of Engineering and Technology (PICMET), 2017 Portland International Conference on (pp. 1-8). IEEE.

2015 - Dee, N., Gill, D., Weinberg, C., & McTavish, S. "Startup support programmes: What's the difference?" [www.nesta.org](http://www.nesta.org)

2010 - C. Weinberg, T. Minshall, E. Garnsey, "Acquisition in the ICT Industry"; *New Technology-Based Firms in the New Millennium*, Volume VIII. Editor: Emerald Group Publishing Ltd. (Originally presented at International High-Technology Small Firms Conference, University of Manchester, 2006)

### **Lectures and Presentations at Meetings and Invited Seminars not Followed by Published Proceedings**

- (a) Invited plenary lectures at conferences/meetings
1. 2017 - "Firm vs. Individuals: The Case of an Acquisition of TTPCom and Motorola" PICMET (Portland International Center for Management of Engineering and Technology)
  2. 2016 - "Israel – A Start-up Nation: Applying Knowledge and Experience to Thailand, CONC Thammasat Forum, Thammasat University Thailand
  3. 2014 - "The Israeli entrepreneurial eco-system; education and support platforms" Keynote speech at the Congress for Entrepreneurial Education sponsored by the Taiwanese Ministry of Education and the National Taiwanese University of Science and Technology
  4. 2008 - "On the Footsteps of IP Based Business Models" – co-authored with S. Ferriani and G. Lorenzoni, presented in Rome, economic partnership conference sponsored by the UK and Italian Governments
  5. 2007 - "Emerging and leading models for university-industry collaboration", Silicon Valley Masters Classes, Judge Business School, Inaugural Silicon Valley Comes to Cambridge Conference - VIP Panel Member, University of Cambridge, UK
- (b) Presentation of papers at conferences/meetings
1. 2018 – "International Teaching Collaborations" Professional Development Workshop, Academy of Management Conference, Chicago Illinois

2. 2018 – “International Research Collaborations” Professional Development Workshop, Academy of Management Conference, Chicago Illinois
3. 2017 - “Israel’s Entrepreneurial Ecosystem: How the world sees us... how we see the word!” Ruppin Academic Center Small Businesses as the Mechanism for Growth and Social Mobility Conference, Israel
4. 2016 – “Start-up Support Programs and their Evolution – Defining a Typology, R&D Management Conference 2016, Churchill College, Cambridge, UK
5. 2014 – “Venture Realities - Conflicts in Academic Instruction” Entrepreneurship and Innovation and Participant-Centered Learning, Ministry of Education and National Taiwan University of Science and Technology, Taipei Taiwan
6. 2014 – “Entrepreneurial Expectations - Knowledge Visualization”, Western Business Management conference, San Francisco, CA
7. 2013 – “M&A Sellers Expectations”, Technology Entrepreneurship, Imperial College, London
8. 2012 – “Acquisition of Technology Based Firms: A Visual Approach to Mapping Entrepreneurial Expectations”, Academy of Management, Boston, MA
9. 2010 - “Technology Intelligence and Innovative Decision Making”, China Productivity Centre, Taiwan
10. 2009 – “Research Models Using Visualization” Business Policy and Strategy Division at AOM Doctoral Consortium, Chicago, IL
11. 2008 - “Women as Leaders: The Challenges of Entrepreneurship and Innovation”, Judge Business School, University of Cambridge, UK
12. 2008 - “Seller Expectations in the Cambridge ICT Cluster” Presentation, Academy of Management, Philadelphia, USA
13. 2007 - “Small Firm Expectations from Acquisition in the ICT Industry; A Conceptual Framework for Stakeholder Analysis” Paper Presentation; 1st Israel Strategy Conference; Hebrew University, Jerusalem, Israel
14. 2007 - “Innovation and Firm Dynamics”; St. Catharine’s College, Cambridge, UK



15. 2006 - "Stakeholder Expectations; Conceptual Framework for Analysis of High-Technology Small Firms". Paper presentation awarded "Best Presentation" from faculty judges. Network for Technology Management Innovation (NET4TMI); University of Nottingham, UK
16. 2006 - "Resource Based View and Small Company Acquisition". Paper Presentation; Cass Business School Centre for New Technologies, Innovation and Entrepreneurship International Strategy Workshop, London

(c) Presentations at informal international seminars and workshops

1. 2016 – Innovation Workshop and Keynote, Ignite, Center of Entrepreneurship; Cambridge University, UK
2. 2016 – Introducing Open Innovation to Large Organizations, General Motors Israel, International Senior Management Seminar
3. 2013 – Intrapreneurship and Innovative Corporate Practices; AMDOCS Senior Innovation Team
4. 2013 – Strategy and Roadmapping; AMDOCS Senior Executive Training
5. 2007 - "The Corporate View – Partnering with Motorola" - Managing partnerships between start-ups and large companies; St. John's Innovation Centre, Cambridge, UK
6. 2007- "Mapping the Support for Female Entrepreneurs", Greater Cambridge Partnership Workshop:, Cambridge County Council, UK
7. 2007 - "Growing Big Gorillas"; The Eighth Cambridge Enterprise Conference and Workshop; Churchill College, Cambridge
8. 2008 (Feb, March and April) - "Managing Industry - University Collaborations: Initiating, Sustaining, and Making the Most of your Partnerships", University Partnerships, University of Cambridge, UK
9. 2006 and 2008 Process Research and Using M&A as a Context for Studying Organizations – PDW Workshops, Academy of Management, Anaheim and Chicago

10. 2007 - “Innovation and ideas, creative people responding to commercial realities”, Creative Industries Workshop; East England Development Authority
11. 2006 - Postgraduate Interdisciplinary Research Seminar, Centre for Research in the Arts, Social Sciences and Humanities (CRASSH), University of Cambridge, UK
12. 2006 - “Opening Doors to Enterprise” Conference to encourage women-led start-ups, University of Cambridge, UK

**Synopsis of research, including reference to publications and grants in above lists**

Main Areas of Research – Based on PhD Mergers and Acquisitions in Technology Based Firms, Innovation and Entrepreneurship, Knowledge Acquisition and Knowledge Visualization

Research Collaboration - with eminent professors from the Economics Department at the University of Bologna - IP Based Business Models in Entrepreneurial Environments  
Also with Taiwan University of Science & Technology – Ambidextrous Innovation Strategy of New Ventures

Research Group Collaboration - with Institute of Manufacturing, Center for Technology Management, Department of Engineering, University of Cambridge on Technology Intelligence, Open Innovation and Technology Education.

Continuing work started in 2014 with St. John’s Innovation Centre and the University of Cambridge whereby we obtained a GBP 25K grant from NESTA to study international Start-up Eco-systems. (Now morphing into a GIF Grant submission on German and Israeli Eco-systems and role of Immigrants.)

Research Collaboration with researchers from Kinneret Academic College, the University of Tel Aviv and Google regarding the effect of the Google Moms accelerator on entrepreneurial intentions of women.