

Name: Michal Perry

Date: June 2025

## **CURRICULUM VITAE**

### **1. Personal Details:**

Permanent Home Address: Ramot-Menashe, Israel  
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### **2. Higher Education:**

| <b>Period of Study</b> | <b>Name of Institution and Department</b>  | <b>Degree</b> | <b>Year of Approval of Degree</b> |
|------------------------|--|---------------|-----------------------------------|
| 1992-1995              | Tel Aviv University – Biology Department   | BSC           | 1995                              |
| 2011-2013              | Gomeh College - Personal & Organizational coaching                               | CCIL          | 2013                              |
| 2015-2017              | The Max Stern Yezreel Valley College –Organizational Development and Consulting. | MA            | 2018                              |
| 2018 - 2025            | University of Twente, the Netherlands - Paused                                   | PHD           |                                   |

### **3. Academic Ranks and Tenure in Institutes of Higher Education**

| <b>Dates</b> | <b>Name of Institution and Department</b> | <b>Rank/Position</b>        |
|--------------|---|-----------------------------|
| <b>2018</b>  | The Max Stern Yezreel Valley College      | Fellow Teacher              |
| <b>2016</b>  | The Max Stern Yezreel Valley College      | External Teaching Assistant |

### **6. Participation in Scholarly Conferences**

| <b>Date</b> | <b>Name of Conference</b> | <b>Place of Conference</b> | <b>Subject of Lecture/Discussion</b>                                    | <b>Role</b>       |
|-------------|---------------------------|----------------------------|---|-------------------|
| 6/2019      | IFERA                     | Bergamo Italy              | Critical Mission: The interface between the business and family spheres | Oral Presentation |

## **9. Scholarships, Awards and Prizes**

2019 – Nomination for Best Dissertation award IFERA

2018 – MA Graduate with Honors.

2017 – Max Stern Yezreel Valley College – Dean's Award for Excellence in MA Studies – Scholarship.

## **10. Teaching:**

| <b>Year</b> | <b>Name of Course</b>                                     | <b>Type of Course</b>   | <b>Name of Institution and Department</b> | <b>Degree</b>  | <b># Students</b> |
|-------------|---|---|---|----------------|-------------------|
| 2025<br>-   | Customers Service management – Theory and practice        | Elective Course for undergraduate students, Department of health systems management & department of human services. | Max Stern Yezreel Valley College          | Fellow Teacher | 36                |
| 2025<br>-   | Practical Strategic Management and Planning               | Field Experience for undergraduate students, Department of Economic and Management                                  | Max Stern Yezreel Valley College          | Fellow Teacher | 11                |
| 2025<br>-   | The next step - An introduction to the employment world   | Workshop for undergraduate students, Department of health systems management & department of human services.        | Max Stern Yezreel Valley College          | Fellow Teacher | 45                |
| 2024<br>-   | Interpersonal communication                               | Workshop Course for undergraduate students, Department of health systems management & department of human services. | Max Stern Yezreel Valley College          | Fellow Teacher | 23                |
| 2024        |   |   |   |                |                   |
| 2023<br>-   | Research Methods  | Introductory Course for undergraduate students, Department of Nursing.  | Max Stern Yezreel Valley College          | Fellow Teacher | 35                |
| 2023<br>-   | The theory of organizations                               | Course for undergraduate students, Department of health systems management & department of human services.          | Max Stern Yezreel Valley College          | Fellow Teacher | 30                |
| 2023<br>-   | Risk Management   | Course for undergraduate students, Department of health systems management & department of human services.          | Max Stern Yezreel Valley College          | Fellow Teacher | 30                |
| 2023<br>-   | Organizational Intervention                               | Workshop for Undergraduate students, Department for MA in Organizational Consulting                                 | Max Stern Yezreel Valley College          | Fellow Teacher | 25                |
| 2024        |   |   |   |                |                   |
| 2021<br>-   | Academic reading and writing                              | Introductory Course for undergraduate students, Department of Economic and Management                               | Max Stern Yezreel Valley College          | Fellow Teacher | 130               |
| 2020<br>-   | Team development  | Workshop Course for undergraduate students, Department of health systems management & department of human services. | Max Stern Yezreel Valley College          | Fellow Teacher | 23                |
| 2020<br>-   | Conflicts between pharma Industry and health care systems | Elective Course for undergraduate students, Department of health systems management & department of human services. | Max Stern Yezreel Valley College          | Fellow Teacher | 42                |

|                   |                                  |   |                                  |   |     |
|-------------------|----------------------------------|---|----------------------------------|---|-----|
| 2020<br>-<br>2021 | Qualitative Research Methods     | Introductory Course for undergraduate students, Department of Nursing.  | Max Stern Yezreel Valley College | Fellow Teacher                            | 60  |
| 2019<br>-<br>2023 | Academic reading and writing A+B | Introductory Course for undergraduate students, Department of health systems management & department of human services. | Max Stern Yezreel Valley College | Fellow Teacher                            | 60  |
| 2019<br>-<br>2020 | Advanced Research methods        | Advanced course for MA Students, Department of MA Studies in Organizational Development and Consulting                  | Max Stern Yezreel Valley College | Fellow Teacher<br>-<br>Teaching Assistant | 7   |
| 2019<br>-<br>2020 | Research Methods                 | Introductory Course for undergraduate students, department of sociology and Anthropology.                               | Max Stern Yezreel Valley College | Fellow Teacher                            | 30  |
| 2018<br>-         | Academic reading and writing     | Introductory Course for undergraduate students, Department of Nursing.  | Max Stern Yezreel Valley College | Fellow Teacher                            | 90  |
| 2018<br>-<br>2019 | Organizational Interventions     | Workshop for MA Students, Department of MA Studies in Organizational Development and Consulting                         | Max Stern Yezreel Valley College | Teaching Assistant                        | 30  |
| 2017<br>-<br>2020 | Research Methods                 | Introductory Course for undergraduate students, department of health systems management & department of human services. | Max Stern Yezreel Valley College | Teaching Assistant                        | 150 |

## **Publications:**

Perry, M. (2017). Strategic process and harnessing change in family business, (109 pages, Hebrew). The Max Stern Yezreel Valley College. Supervised by Dr. Ariela Harel.

## **12. Professional Experience**

### **2013- present Organizational Consultant - Freelancer**

- Organizational Consulting and Development for SME
- Building intervention plans: Strategy, Training, Team development, Employee Evaluation.
- Executive coaching
- Trainer: the Israel Police and the Israeli Prime Minister's Office in the fields of Customer Service and Team Development using the ODT methods 2015-2018.
- Personal Coaching

### **2011 - 2009 Product Manager - Ferring - International Pharmaceutical**

- Building marketing strategies, planning and executing new product launches.
- Transforming academic material into marketing material.

### **1995-2001 Iska Tova - Manager of Customer Service Department**

- Establishment and management of frontal and call customer service center
- Responsibility for Public Relations in the company.
- Member of the Executive Committee.

### **2001-2008 Product Specialist - BAYER - International Pharmaceutical**

- Marketing planning for several products.
- Responsible for promotion of sales with the front team.
- Building a workplan and monitoring the performance of team with the related MDs.

- Locating marketing material to promote the products and its assimilation among the Medical Representative team.
- KPI Development for leverage product penetration.
- Participation in international conferences of product management.
- Initiation of international research projects.

**Volunteer work:**

2010-2012 Research coordinator in Pediatric Gastroenterology Institute – Rambam Hospital.

2012-2013 Environmental Protest Group - Management, strategy, administration.