

Name: Jenya Gotfrid

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CURRICULUM VITAE

Personal Details

Name: Ms. Jenya Gotfrid

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Higher Education

Undergraduate and Graduate Studies

Year of Degree Approval	Degree	Name of Institution and Department	Period of Study
2008	MBA in Business Administration (specialization in Finance and Accounting)	Tel Aviv University, Business Administration	2005–2008
2004	B.A. in Economics and Information Systems (with honors)	The Max Stern Yezreel Valley College, Department of Economics and Information Systems	2001–2004

Academic Ranks and Tenure in Institutes of Higher Education

Rank/Position	Name of Institution and Department	Dates
Lecturer (Systems Analysis Program)	Technion – Israel Institute of Technology, Continuing Education and External Studies Division	2021–Present
Lecturer and Final Project Supervisor	The Max Stern Yezreel Valley College, Department of Information Systems	2017–Present

Teaching

Courses Taught in Recent Years

Year(s)	Name of Course	Type of Course	Degree/Program	Number of Students
2021–Present	Business Intelligence and Data Visualization with Power BI	Workshop	Systems Analysis Certificate Program, Technion – Continuing Education	About 20 students per group
2017–Present	Introduction to Databases	Lecture	B.A., The Max Stern Yezreel Valley College, Department of Information Systems	About 35 students per group
2017–Present	Economics of the Digital World	Lecture	B.A., The Max Stern Yezreel Valley College, Department of Information Systems	About 20 students per group

Professional Experience

Years	Position and Employer	Main Responsibilities
2017–Present	Independent Financial and Business Consultant	Consulting and ongoing financial management for industrial companies and businesses; business development, feasibility studies, preparation of business plans and valuations; controller services; development and implementation of managerial tools (costing, reports, KPIs); economic and financial analyses; implementation of BI systems and performance metrics. Selected clients: Clariant, IFF, Agrical, Merav Mazon Kol, Torpaz, Klil, and others.
2016–2017	Head of Economic Department, Zohar Dalia Ltd.	Managing a team of economists providing comprehensive economic support to the parent company, subsidiary and group; financial analyses and preparation of management reports and presentations; development of managerial tools, responsibility for consolidated budgeting and budget control; feasibility studies, valuations, definition of procedures and processes.
2012–2016	Financial Implementer / Business Analyst (Oracle), Frutarom Ltd.	Responsibility for costing and implementation of global costing models in all subsidiaries; design and implementation of standard costing and economic models as managerial tools for analysis and strategic decision-making.
2006–2011	Corporate Economist and Analyst, Frutarom Ltd.	Professional leadership of a global team of economists; company valuations, business and financial analysis, due diligence and investment feasibility; ongoing monitoring and control of financial and economic reports from subsidiaries; organizational change implementation and BI management reporting; definition and monitoring of economic KPIs.
2005–2006	Economist, Dexxon Ltd. (pharmaceutical manufacturing)	Economic analyses and support for management decision-making in a pharmaceutical manufacturing company.