My life before BGU:
I obtained my undergraduate degree in industrial engineering at Tel Aviv University. I spent the next few years working in software development (pricing systems) in various roles, in Israel and abroad. During this time I also got an MBA. At one point we went to the USA, for my wife’s post-doc, and I completed my move to academia with a PhD in marketing from UC San Diego. After ten years abroad, we returned to Israel. For the first two years, I taught and conducted research at the Interdisciplinary Center in Herzliya. I research consumer behavior and decision-making, with a focus on new products, social influence and pro-social behavior.

Something that doesn’t appear on my resume:
I surf, ride mountain bikes (formerly in competitive downhill racing), and play guitar – hobbies I started in my childhood and which now take me to amazing places in the world. I was a rebellious teenager: for example, I graduated high school without taking the mathematics matriculation exam, since I went surfing on the day of the exam.

A source of inspiration:
Ada, my 11th grade counselor, who I insisted I study for matriculation instead of going to the beach, and gave me her notes so I had something to study from.

When I grow up:
As a child I thought I would become a musician or an athlete. I was in a band and did a lot of sports. In retrospect, neither the world of sports nor of music have suffered much from my absence.

Despite the impressive scientific and technological advances of the last decades, there are at least two major fields that we are still far from really understanding: the universe and the human brain. The behavioral research I am engaged in now allows me to be part of the wondrous journey to unlock the secrets of the human mind and its decision-making processes, most of which are automatic, unconscious and easily swayed by cognitive biases (or mistakes).