From:	Pamela Oren-Artzi <poren@apple.com>
Sent:	Thursday, March 26, 2015 12:18 AM
To:	חנה דקלו
Cc:	עופר הדר; יהודה בן-שימול; חן אבין
Subject:	A Recommendation for the Department of CSE

Dear Department of CSE, Department Heads, Professors and Staff,

Dear Ms. Hana Dekalo,

And to whom it may concern,

I was an undergraduate student of the department for Communication Systems Engineering (CSE) of the University of Ben Gurion of the Negev between the years 2004 and 2008. I would hereby like to tell you how the department contributed to my professional career thus far and how I foresee its advantages in the future.

In my undergrad selection process I can say that I almost chose the program randomly, I knew I wanted to study engineering in Beer Sheva, and the Communication Systems Engineering degree sounded "cool". I did not know much about it but was lucky to have been selected to enter the program with a full merit-based scholarship (by Suzanne Zlotovsky). Prior to the program I came from a world of theoretical sciences; I received excellent matriculation results in Physics, Mathematics and Computer Sciences as well as having served in the Israeli Air Force Flight Academy as a Physics and Aerodynamics instructor. What I learned in the department helped me discover a world of practical applications. Such as writing a computer program that implements the "transportation layer" protocol, measuring real-life material and geo effects on wireless communication signals, and co-leading a project to build a WiFi-WiMAX handoff simulation platform that, with the guidance of our academic professor and advisors, awarded my partner and me two recognitions; the *Hubert Burda* Prize for Innovation and the *IDF Lea Lavi* Product Prize.

The CSE department always engaged with the students; administratively, academically and professionally. During the program I was fortunate to have been recommended by a CSE professor to join a (Power line) Communications Start-Up that is affiliated with the CSE department. I worked in that company during the lion's share of my degree and earned hands-on relevant professional experience. This would not have been possible without the department's support. Additionally, in my next job transitions, first as a 4th year student, and later as a graduate, I felt that the shifts were smooth and that the tools and practical knowledge I had gained through my studies were a crucial part of accelerating my job searches.

The CSE department has an excellent positioning, offering a combination of Electrical Engineering (EE) and Computer Science (CS) expertise. Post graduation I started to grow my professional career as an embedded software engineer at Anobit, which specialized in micro-architecture chips for memory devices. The broader background of both EE and CS helped me excel in my role and develop my career. I was selected out of 100 engineers to relocate to the US and serve as the US West Coast sole company representative for all Business Units (Mobile Computing and Enterprise Solutions) and as Apple's go-to person. That relationship resulted in the company's $380M acquisition. Today I continue my role from within Apple to program manage the technology into all of Apple products. A lot of the architectural and systems understanding is thanks to my undergraduate education.

Learning is not just about the academics. I have recently also expanded my academic record to add a graduate

MBA degree from UC Berkeley. Still, I always proudly tell about my great experience as an undergraduate student for the CSE department at Ben-Gurion, where I learned first hand how to deal with and overcome challenging problems, collaborate with a team to execute complex projects and prepare for the world of technology we live in today. I am confident these learnings will be handy through any career path I chose ahead for me.

Thank You,

Pamela Oren-Artzi

Sr. Engineering Program Manager

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