Carmel Sofer – Curriculum Vitae   May 2020

Email: carmelso@bgu.ac.il

Research interests:
- Modeling the human facial language of social interaction.
- The influence of face typicality on social interactions in various contexts.

Education

2013 – 2016: Ph.D. Psychology.
Behavioural Science Institute, Radboud University, The Netherlands
Advisors: Prof. Alexander Todorov -   Princeton University
                Prof.   Daniel Wigboldus -   Radboud University
                Dr.   Ron Dotsch -   Utrecht University
Thesis: The role of face typicality for perceptions of trustworthiness.

2009-2010: M.Sc.
Bradford University School of Management
Advisors: Prof. Nancy Harding, Prof. Gideon Keren
Thesis: The inconsistency between making and accepting face-based judgments

1980-1983: B.Sc. Electrical Engineering
Technion – Israel Institute for Technology, Haifa, Israel

Employment history

October 2018 – Associate Professor – Ben-Gurion University of the Negev
Department of Brain and Cognitive Sciences
Department of Industrial Engineering and Management

Research: Cognition and computation of social interaction
Teaching: Innovation in research, Principle of Entrepreneurship and innovation

October 2015 – June 2018:   Post-Doctoral research fellow
Department of Psychology and the ABC robotics initiative – Ben-Gurion University of the Negev
Advisor: Prof. Galia Avidan
Research: The language of facial interaction

Jan 2013- May 2013: A Visiting Research Collaborator
Psychology Department – Princeton University, USA
Advisor: Prof. Alexander Todorov

Professional activities

Positions in academic administration

2018-current Chairman, Yazamut360 for Entrepreneurship and Innovation, Ben-Gurion University of the Negev

2016 – 2018 – Member of the management committee of the ABC robotics initiative – Ben Gurion University of the Negev.

Positions in hi-tech industry

2009-current
- Advising large/medium High Tech companies on strategy, products and marketing
- Pro bono advisory
    - Advising non-profit organizations on strategy, and day to day activities including how to meet expectations of the public.
    - Advising entrepreneurs and startup companies on various related topics.
    - Advising (young) adults on career topics including preparations to job interviews

2004-2009:   General partner, Gemini Israel Fund
Investing in the fields of communication, media and internet. Actively chairing the boards of the investee companies, overseeing the strategic directions.

2002-2004:   President, Comverse Europe/World Group
Leading the turnaround in Comverse's business in Europe, Asia-pacific and Africa from crisis to a return to growth. Responsibility to all Comverse's activities in in these geographies, including a management of more than 1000 employees in 45 countries and revenue of hundreds of millions of dollars.

1998-2002:   Founder and CEO, Starhome
Establishing and leading the company to become a leading provider and a global brand in the field of roaming services for the mobile international travelers. Starhome supports many hundreds of mobile operators around the globe.

1995 – 1996: Research and Development of robotic sprinklers for smart irrigation

1984- 1994: Research and Development product line director– Rokar Ltd, Jerusalem.
  Leading the Research and Development of GPS receivers for satellites and missiles.

Editorship and reviewer of scientific journals

Perception

Acta Psychologica

Evolutionary Psychology

Memberships in scientific societies

2018 - Visions Science Society

2018 - Israeli Society of Cognition Research

Educational Activities
(A) Courses taught

2018 – 2020   Principles of Entrepreneurship and Innovation for graduate students.
Cognitive and Brain Science department; Industrial Engineering and Management department

(B) Research students

<u>*PhD student*</u>

Miriam Dissen Ben Or, Department of Brain and Cognitive Sciences with Dr. Oren Shriki) 2019 -

"Longitudinal Monitoring of Neural and Behavioral Measures in Patients with Schizophrenia"

<u>*Master students*</u>

Sheli Kohan (IEM with Dr. Dan Vilenchik) 2018 -
"Vector representation of facial expression sequences".

Liza Okopnyak (IEM) 2018 –
 "Analysis of facial expression patterns to identify autism in children"

Coral Cohen (IEM) 2019 –
"What can facial information tell about driver's attention"

Lior Weisselberger (IEM) 2019 –
"Recognizing facial expressions templates of cooperation intention"

Roy Kimchi (IEM with Dr. Nimrod Talmon) 2019-
Predicting success of start-ups based on collective expert wisdom

Awards and Fellowships

2016 – 2018 ABC robotics Ben Gurion University, Post Doctorate fellowship grant

Publications
Refereed Articles in Scientific Journals

Sofer C, Dotsch R, Wigboldus D, & Todorov A (2015) What is Typical Is Good. *Psychological Science.*

Sofer C, Dotsch R, Oikawa M, Oikawa H, Wigboldus D, & Todorov A (2017) – For your local eyes only: Culture-specific face typicality influences perceptions of trustworthiness. *Perception.*

Papers under review:
Sofer C, Dotsch R, Wigboldus D, & Todorov A – A more complete model of face evaluation: Face typicality and emotional expressions both influence perceived trustworthiness. *Personality and Social Psychology Bulletin.*

Sofer C, Vilenchik D, Dotsch D, & Avidan G. - The principle of facial expressions compositinality. *Emotion*

Talks in Conferences and Seminars

May 2018 – Visions Science Society
February 2018, Cognition Research of the Israeli society - Sequences of emotional facial expressions have meaning beyond their discrete constituents
July 2017, Ben Gurion University – Cognition and brain research department
March 2015, IDC – The influence of face typicality on trustworthiness perception
December 2014, Ben Gurion University - –The influence of face typicality on trustworthiness perception
November 2014, Tel Aviv University –The influence of face typicality on trustworthiness perception
April 2014 & June 2015, Hebrew University of Jerusalem

Patents

Biran, O., Raviv, L.-O., **Sofer, C**., & Wolfman, S. (2002). Method and apparatus for supporting cellular data communication to roaming mobile telephony devices.
Biran, O., **Sofer, C**., & Wolfman, S. (2000). System and methods for global access to services for mobile telephone subscribers.
Biran, O., **Sofer, C**., & Wolfman, S. (2005). System and method for roaming for prepaid mobile telephone service.
Sofer, C., & Wolfman, S. (2005). System and method for providing access to value added services for roaming users of mobile telephones.
Sofer, C., Wolfman, S., & Biran, O. (2005). System and methods for global access to services for mobile telephone subscribers.
Sofer, C., Wolfman, S., & Biran, O. (2007). System and methods for global access to services for mobile telephone subscribers.

Research Grants
<u>Granted</u>

2016 – 2019 – Mafat – Israeli Defense Ministry – Models for automatic comprehension and interpretation of facial expression sequences. Three year grant of 200K Shekel per year. Rese Prof. Galia Avidan- Psychology department.

2018 - 2020 - ABC robotics – Drivers interaction with driverless cars. What can facial information tell us about driver's readiness to take –over requests in autonomous vehicles. Ben Gurion University internal. Three year grant of 15K USD per year. In Collaboration with Prof Tal Oron - Industrial Engineering and Management dep. and Prof, Galia Avidan- Psychology department.

2019 – Israeli Consul for Higher Education – Encouraging Entrepreneurship and Innovation activities in academia – 6,000,000 Shekel for 4 years. Leading BGU submission of the grant proposal.

November 2019 - Israel Innovation authority; Research and Development of Anti Deep Fake methodology. Grant duration 1Y + 1Y, Amount granted 430,000 Shekels/Year. In collaboration with Dr. Dan Vilenchik – Communication Systems Engeneering department.

Research collaborations

2014:   Do typical faces gain access to awareness differently from atypical faces?

Hebrew University of Jerusalem - with Prof. Ran Hassin and Dr. Asael Sklar

2016:   Vectors for Word Representation reveal the richness of meanings of facial expressions

Utrecht University- Dr. Ron Dotsch, Ben Gurion University – Dr. Dan Vilenchik, Prof. Galia Avidan

2017:   Templates of facial expressions predict cooperation decisions

Ben Gurion University – Dr. Robert Moskowitz, Prof. Galia Avidan

2018:   Recognition of subtle emotion states from sequences of facial expressions

Ben Gurion University – Dr. Dan Vilenchik, Prof. Galia Avidan

2018- 2020:   What can facial information tell about driver's readiness to 'take-over requests' in autonomous vehicles

Ben Gurion University – Prof. Tal Oron, Prof. Galia Avidan

2019 -2020: Face2Vector modeling - Ben Gurion University – Dan Vilenchik

2019 – 2020: Research and Development of Anti Deep Fake, word2vec based algorithms