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Born and raised in Beer Sheva, Israel, Vered had an innate vision to foster Negev regional tourism. “While I was growing up, the region had suffered decades of developmental neglect and I could see the beauty and the potential all around me in this wondrous desert region.”

In 2003 Vered received her BA in Hotel & Tourism Management at the Guilford Glazer Faculty of Business and Management, where its Masters degree was established one year later, “so I hurried to get my MBA there, to position myself as a leader in the field, and in the region.”

In 2012 Vered came to the Negev Development Authority (NDA), establishing and heading the Economic Development Department. The NDA promote regional tourism and culture, community building and resilience, and economic development. Vered pinpointed resources for economic development: small development towns in both Jewish and Bedouin sectors, and the burgeoning metropolis of Beer Sheva. Within two years she became Deputy Director of the Authority, leading initiatives for *inclusive growth* so that all the sectors in this re-emerging region could enjoy the product growth equally.

Vered’s particular concern is to **create and expand tourism among the Bedouin towns**. In 2015 the Authority launched its Bedouin Tourism Project, initiating product development, events to allure tourist consumerism. While most government-supported Negev tourism till now has been mostly rural crop-picking events, Vered’s team have introduced cultural, holiday and nature events that tourists crave. Most recently, the Authority invited the country to visit the city Rahat during the Ramadan, to visit the market and the open houses of Bedouins hosting guests for the festivities “and allow the magic of cultural exchange to bud into tourism,” Vered exalts.

In her highly regarded role with the NDA and her acumen for economic development, Vered envisages culinary, hotel and B&B tourism around the entire Negev, and fill the void with creative, international tourism.