



Eng. Iyad Suleiman

From: Nazareth

Personal Information: Age 42, married +3

Education: B.Sc. in Computer Science, B.Sc. in Information Systems Engineering, the Technion, MA in History of the Middle East, University of Haifa. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Suleiman is currently the CEO of aljamado - Learning Technologies Ltd., a startup company developing computerized tools for the treatment and assessment of school readiness of children, ages 3-8. Having grown up in Nazareth, Mr. Suleiman understands Jewish and Arab culture and believes this will benefit his work in an integrated business world.

Special Business Interests/Future Goals: Mr. Suleiman hopes to establish socially responsible business initiatives between the Arab community in Israel and the Palestinian and Jewish counterparts. His aim is to explore the model of tolerance of Spain (where Christians, Muslims and Jews lived in relatively peaceful companionship) and use this example as a model for peaceful coexistence between Arabs and Jews in Israel. **e-mail:** iyad@aljamado.com



Mr. Tuval Biran

From: Tel Aviv

Personal Information: Age 33, married +2

Education: B.Tech. Industrial Management & Computers from Shenkar College in Ramat-Gan. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Biran is a Senior Information Technology Consultant for Deloitte. Previously he worked as project manager for Ness Advanced Technologies, the largest Information Technology services company in Israel. In the past, he worked for SAP, the largest software company in Europe.

Special Business Interests/Future Goals: Mr. Biran believes that IT can be a wonderful work around for the miscommunication that usually accompanies the tension between the people in the region. Mr. Biran is also a casual sports man and as such believes that sports can help overcome the gaps between people. **e-mail:** tuvalb@gmail.com



Mrs. Lujia Khoury

From: Fassouta Village, Upper Galilee, Israel

Personal Information: Age 30, Married + 2

Education: BA in Political Science cooperative Business Administrative Studies, University of California. Currently completing the MBA at the University of Haifa.

Business Experience: Mrs. Khoury was the exports manager of a public (traded on the London Stock Exchange) company for 8 years. The company's exports are mainly to the United States, Brazil, London, and Turkey. Mrs. Khoury was involved in the set-up procedures, the reconciliation of activities and the sales transactions of the company's four daughter companies located in the above mentioned nations. She recently left her position to complete her MBA hoping to return following completion of her studies.

Special Business Interests/Future Goals: With Mrs. Khoury's background and experience in international management, she hopes to work with organizations abroad to further the business initiatives of the local business community. Hoping to enter into the neighboring business markets of Egypt and Jordan is her first goal. **e-mail:** lujia@bezeqint.net



Mr. Elad Inbar

From: Kibbutz Evron, Israel

Personal Information: 29, married +1

Education: Currently completing the MBA at the University of Haifa, BA in Economics from University of Haifa.

Business Experience: Mr. Inbar is currently the financial manager of the businesses owned by Kibbutz Evron. Until very recently, Mr. Inbar was the chief buyer in a company named BERMAO that manufactures and sells control valves for industrial and agricultural uses. The company's annual sales reach approximately 45 million dollars.

Special Business Interests/Future Goals: Though his former experience is mainly in the "low tech" industry, Mr. Inbar is mainly interested in education for the next generation. He would like to find partners from the Palestinian Authority as well as from Europe to initiate joint venture programs in this field. **e-mail:** elad@bermao.com



Ms. Carmel Ramadan

From: Jerusalem, Palestine

Personal Information: age 24

Education: BA in Accounting from Birzeit University, West Bank. Currently completing the MBA at the University of Haifa.

Business Experience: Ms. Ramadan worked as an accountant at the Center for Jerusalem Studies at Al-Quds University and at a local NGO called Civic Forum for Democracy and Civil Education. Ms. Ramadan is currently working as the chief financial officer of Unilever Palestine.

Special Business Interests/Future Goals: Ms. Ramadan is interested in promoting social issues through a range of tools. **e-mail:** chusar@yahoo.com



Ms. Tovli Riegler

From: Tel-Aviv, Israel

Education: LLB Hebrew University, Accredited mediator and professional certificates in software design, programming and communication. Currently completing the MBA at the University of Haifa.

Professional experience: Ms. Riegler's previous positions include: VP customers and e-commerce services for an Internet company; VP corporate communication for a software company; Director of Business Development for an internet privacy company; Director of Technology and Publishing for a digital books company and Application Engineer in a Supply Chain management company. Ms. Riegler has extensive knowledge in internet standards, application development and on-line billing systems. Ms. Riegler is currently the CEO and co-founder of a start-up software company developing secured environments for kids and partial owner of a healthy lifestyle clinic.

Special Business Interests/Future Goals: Ms. Riegler's business interests include internet security and privacy, healthy lifestyle and digital lifestyle. She is also interested in green technology and in art (www.beyriqler.com) and its promotion. **e-mail:** tovri@netvision.net.il



Mr. Aharon Berenson

From: Rosh Pina

Personal Information: Israeli-Jew, Age 56, Married-6

Education: BA in Psychology & Political Science from the University of Haifa, MPA from Harvard University, currently completing the MBA at the University of Haifa.

Business Experience: Mr. Berenson is currently a private consultant and projects manager. Prior to that Mr. Berenson served as the Mayor of Rosh Pina (a small town in Israel) and as a project manager for a big commercial project in Athens, Greece. Mr. Berenson has also been a crab duster pilot and a government employee.

Special Business Interest/Future Goals: Mr. Berenson hopes to be involved and be able to promote joint ventures between Israelis and Palestinians in the municipal, environmental and business arenas. **e-mail:** mamash@012.net.il



Ms. Noa Sharir

From: Tel Aviv

Personal Information: 33 y/o, single

Education: BA Economics, Tel Aviv University, MA Philosophy of Science, Tel Aviv University. Currently completing the MBA at the University of Haifa.

Business Experience: For the past three years Ms. Sharir has been working as a sales manager for Unilever Israel. Previously she worked as a sales manager for HP Israel and for Dun & Bradstreet Israel.

Special Business Interests / Future Goals: Ms. Sharir is highly interested in areas of social ("not for profit") entrepreneurship, civil society and corporate social responsibility. Within the framework of the BBB program, she would like to explore the possibilities of initiating a joint social enterprise. **e-mail:** noa.sharir@unilever.com



Mr. Itzik Gnizi

From: Hod Hasharon

Personal Information: Israeli-Jew, born in Lebanon, Age 44, Married-1

Education: BSc. Mathematics & Computer Science, Tel-Aviv University. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Gnizi has held a variety of management positions, encompassing business development, marketing and Information Technology. Mr. Gnizi is a business development director and consultant. Mr. Gnizi served as the Business Development Manager for Bezeq, for a period of 8 years. Mr. Gnizi has widespread experience in working with international clients and has strong ties in the ICT market in Israel. Growing up in Lebanon, Mr. Gnizi is familiar with Arab culture and believes building business bridges is a basis for a normal and healthy relationship between cultures and nations.

Special Business Interests/Future Goals: Mr. Gnizi hopes to leverage his experience to establish business and social relationships between Israeli (Jews, Arabs) and Palestinians. Also, Mr. Gnizi would like to take part in building a new Middle East. **e-mail:** metrap@post.tau.ac.il



Mr. Ali Hijawi

From: Ramallah, Palestine

Personal Information: Age 37, married-4

Education: B.Sc. in Chemistry & Biology, M.Sc. in Pharmaceutical Chemistry, Yarmouk University, Jordan. Currently completing the MBA at the University of Haifa.

Business Experience: For the past seven years Mr. Hijawi has been working as the QA Manager of Coca-Cola Palestine. In the past, Mr. Hijawi was a research and teaching assistant at Yarmouk University and a teacher in the College of Pharmacy at Philadelphia University, Jordan. Mr. Hijawi also worked as a medical representative for an international pharmaceuticals company.

Special Business Interests/Future Goals: Mr. Hijawi decided to join the MBA to enhance his managerial skills so he may, in the future, manage his own firm. Mr. Hijawi hopes to gain knowledge to initiate business initiatives that maximize benefit to his and his neighbor communities. His interests lay in manufacturing, including in the food and pharmaceuticals industries, recycling, certification of plants and health & safety services. **e-mail:** ali_hijawi2002@yahoo.com



Eng. Raja F. Tutunji

From: East Jerusalem

Personal Information: Age 26, Single

Education: B.Sc. in Civil Engineering, Birzeit University. Currently completing the MBA at the University of Haifa.

Business Experience: Site Engineer at UNRWA, Relief and Social Services Department, responsible for supervising rehabilitation and construction works implemented in refugee camps and other UNRWA buildings in the West Bank. Previously, Mr. Tutunji was employed as a site engineer at Dour Engineering and Planning Co., Jerusalem.

Special Business Interests/Future Goals: Mr. Tutunji's goal is to have engineers and professionals work together to improve the country. Mr. Tutunji believes one should seize opportunities, determine their own strengths and correct their weaknesses. He is hopeful that concerned Palestinian and Jewish citizens educate themselves and dedicate time to improving the country, especially the West Bank due to damage caused by the tanks and aggression. Mr. Tutunji encourages people to put aside their individual interests and ambitions for the benefit of all. **e-mail:** niteco22@yahoo.com



Ms. Ream Shamshoum

From: Haifa, Israel

Education: BSc. Certificate in Nutrition, Hebrew University professional certificates for primary and advanced management of non profit organizations. Currently completing the MBA at the University of Haifa.

Professional experience: Ms. Shamshoum is a specialist in the management of non profit organizations. She began her professional experience in the field as the Director of the Education Department for Arab Schools at the local Community Center of Ramla (her original home town). Within three years she was charged with establishing the first Arab community center in Ramla serving as its executive director for a period of eight years. Recently, Ms. Shamshoum relocated to Haifa working as a freelance resource development manager.

Special Business Interests/Future Goals: Ms. Shamshoum's future goals include both having her own private business, a consulting firm for non profit organizations and working for economic and social rights of the Arab Minority in Israel. **e-mail:** rim5@netvision.net.il



Mr. Saad Rahhal

From: Turan village

Personal Information: Israeli-Arab, Age 27, single

Education: BA in Accounting from Beihem University and CPA certification in Israel, currently completing the MBA at the University of Haifa.

Business Experience: Mr. Rahhal is currently cooperating with a Palestinian colleague from Jerusalem and together the two recently opened an accounting firm with two branches, one in Jerusalem and the other in Turan. Mr. Rahhal previously worked as a senior auditor at Philip Farrage and Co. in association with BDO International where his job required a high level of responsibility and managerial skills. Prior to this position, Mr. Rahhal occupied the post of financial manager at St. Joseph Hospital in Jerusalem where he was in charge of overall notifying, registering and reporting tasks including supervising of all cost allocations.

Special Business Interests/Future Goals: Mr. Rahhal hopes to promote a series of joint Israeli-Palestinian ventures through his firm. **e-mail:** saad_rahhal@yahoo.com



Mr. Moussa U. Al-Husseini

From: East-Jerusalem

Personal Information: Age 26, single

Education: BA in Accounting & Business Administration, CPA certification in US and the Palestinian Authority, CPA certification from Israel will be received in June 2005, currently completing the MBA at the University of Haifa.

Business Experience: Mr. Al-Husseini is currently the managing partner of Amror, Hussein for Financial Services Ltd. (Jerusalem and Ramallah branches), a unique firm providing tax and audit services, legal advisory and consultancy. He used to practice in the USA, Israel and the Palestinian Authority. He previously worked as an auditor at KPMG Palestine.

Business Interests/Future Goals: Mr. Al-Husseini hopes to enlarge his firm and for the firm to become a truly international firm. He also hopes to add software development tailored to clients' needs to the services offered by his firm. Mr. Al-Husseini's goal is to establish an ever growing network of professionals. **e-mail:** moussah@everite.com



Mr. Mohammad A. Al Atrash

From: Beit Safeta, Jerusalem, Palestine

Personal Information: Age 28, Single

Education: BA Accounting & Business Administration, Birzeit University; Certified Public Accountant (CPA) from the California Board of Accountancy. Currently, completing the MBA at the University of Haifa.

Professional Experience: Mr. Al Atrash is the Financial Manager of the Emergency Municipal Support Program (EMSP), funded by the European Commission where he manages their financial operations. Previously Mr. Al Atrash was a senior auditor with Ernst & Young, Ramallah and a senior auditor with Arthur Andersen.

Special Business Interests/Future Goals: Mr. Al Atrash's future goal is to have his own business, or to be a partner in a business operating in the region, especially Palestine and Israel. He would like his business to deal with a wide range of professional services including assessment, evaluation, financial auditing and accounting. Mr. Al Atrash is also interested in sports which he believes is a communication bridge between people and nations. **e-mail:** mrtrash@mf-palestine.org



Mr. Boaz Sigelman

From: Kfar Saba

Personal Information: Age 34, married +1

Education: BSc in Industrial Engineering from Tel Aviv University, currently completing the MBA at the University of Haifa.

Business Experience: Mr. Sigelman is a manager for large scale projects, currently working in the technology division of Teva Pharmaceuticals (NASDAQ: TEVA). Mr. Sigelman is currently converting level 5 entire Israeli operations division to an Electronic Document Management System (EDMS). Mr. Sigelman was previously the R&D Manager of an internet/-business company (Zdulus Systems and Communication Ltd.) and the CEO of a dot.com startup (Aneodots). Overall, Mr. Sigelman has 13 years experience in system analysis and software development. Mr. Sigelman is an amateur musician and liquor maker and is interested in environmental issues.

Special Business Interests/Future Goals: Mr. Sigelman hopes to lead and participate in joint business initiatives between Jews and Arabs. **e-mail:** boazi@zpu.uspsluisa.co.il



Mr. Ala' Abdul Minem Turshan

From: Jerusalem

Personal Information: Age 26, single

Education: BA Civil Engineering, Birzeit University. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Turshan is currently working as a Job Creation Programme Coordinator (JCP) at UNRWA. Through the activities of the JCP, UNRWA aims to alleviate poverty associated with the high rate of unemployment in the West Bank, improve the infrastructure of the West Bank camps as well as better environmental health conditions. Through the procurement of materials and tools and hiring of equipment, the JCP also aims to minimize the business recession occurring in the local market since the outbreak of the Intifada.

Special Business Interests/Future Goals: Mr. Turshan hopes to establish his own business to improve the economic situation in West Bank and reduce the unemployment rate which has dramatically increased since Israel began preventing Palestinian laborers from reaching their work places inside Israel. **e-mail:** aturshan@yahoo.com



Eng. Hammad Hamdan

From: Tabeih

Personal Information: 35, married + 4

Education: Special Degree in Electrical Engineering, University of Aden. Currently completing the MBA at the University of Haifa.

Professional Experience: Sales Manager of Al-Arabia Establishment for electrical appliances in the West Bank from 1995 to 1999. From 1999 to present Mr. Hamdan has worked with different Israeli contractors and companies and communication systems, occupying positions ranging from work manager to project manager in the field of electrical installations and communication systems.

Interests and Goals: Mr. Hamdan hopes to get a PhD in the field of business, specializing in business ethics. He also hopes to be a lecturer in one of the region's universities. Through such a position Mr. Hamdan would like to promote peace and cooperation between Palestinians and Israelis. He believes that ethics is the true bridge between the two nations, people and the three religions. He believes that businesses are important in achieving this goal as they will allow people to work together. **e-mail:** amhmeti@bezeqint.net



Mr. Naim Najjar

From: Nazareth, Israel

Personal Information: Age 34, married + 2

Education: BA in Accounting & Economics, Hebrew University, CPA certification in Israel. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Najjar has been working for more than twelve years as an audit manager for an accounting firm located in Haifa. He is in charge of auditing a wide range of clients, including large industrial companies, public companies traded on the Israeli stock market, municipalities and other non-profit organizations. Mr. Najjar also manages his own firm in Nazareth.

Special Business Interests/Future Goals: During his professional career Mr. Najjar was exposed to various business initiatives both in the Jewish and in the Arab sector and over the years gained a very good reputation as an expert in his profession. Mr. Najjar is planning to use his experience and professional knowledge to promote joint ventures between Arabs and Jews in Israel as well as between Palestinians and Israelis. **e-mail:** naim_nj@netvision.net.il



Mr. Fadi M. Abdellatif

From: Jerusalem, Palestine

Personal Information: Age 29, Engaged

Education: BA Accounting & Business Administration, Bethlehem University; Certified Public Accountant (CPA) from the California Board of Accountancy in the U.S.. Currently completing the MBA at the University of Haifa.

Business Experience: Mr. Abdellatif is a Senior ERP consultant in a high-tech company based in Ramallah. Previously Mr. Abdellatif worked as a senior auditor at Arthur Andersen Palestine.

Special Business Interests/Future Goals: Mr. Abdellatif's goal is to establish his own business and for his firm to operate in the regional arena of the Middle East. His firm will cover some or all of his business interests which include assessment, evaluation and reporting on accounting, internal control systems, financial management and organization structure; implementations of MIS, AS, and ERP solutions; business analysis and risk assessment; designing financial and internal control systems and auditing and accounting services. **e-mail:** fadi_abdellatif@yahoo.com



Mr. Younis Saada

From: Um El Fehm

Personal Information: Israeli-Arab age 40 married + 3

Education: MA in Public Policy, Tel Aviv University, BA in Communications, Tel Aviv University. Currently completing the MBA at the University of Haifa.

Professional Experience: Mr. Saada has been the general manager and owner of the Sanaa Company for Baby Food since 1989. His company serves the West Bank and Gaza Strip.

Special Business Interests/Future Goals: Mr. Saada believes that business is a good way to create a strong bridge of peace between the people of the region, but not any business, rather businesses that is socially responsible and creates constructive dialogue on a human and international level. **e-mail:** younisaa@zahavnet.il

Class of 2005 / Introduction

Who we are

We are a diverse group of twenty-one professionals (7 Palestinians, 7 Israeli-Arabs and 7 Israeli-Jews) who chose to participate and were selected for the Building Business Bridges MBA Program by the Center for Jewish Arab Economic Development and the Palestinian Media and Development Institute. We come from different personal and professional backgrounds, have different histories and cultures, and hold a broad range of stereotypes, beliefs, and motivations. We would not have met otherwise.

The reality that challenges us daily includes the occupation, the settlements, terror, borders and walls - a long and bloody feud. Yet we share the same desire for a better reality; for a better future, for a better now.

Today we stand as one group with one resolve: to achieve a better life for both Palestinians and Israelis in two neighboring states: Palestine and Israel.

What we are about

We believe that in building trust and relationships between us, individuals of both sides, we are taking a major step forward towards Building Business Bridges. We believe that we can transform our reality by bringing

economic and social change to our societies. We believe that an improvement in the economic situation of our two states is critical if we are to bring about this change. We believe that prosperity for all of us will benefit us all.

The Birch Way

We have spent our time together studying and cooperating both in the academic program and during the enrichment sessions. We became a group, going out together and staying up late together, to work on our assignments, all the while crossing imaginary and not-so imaginary borders.

Each of us may have different goals - our societies are different after all. Some of us come from a society that is still in the process of forming its independent state, some of us face other issues, such as the necessity for a better integration and equal citizenship rights between the Jewish majority and Arab minority in Israel.

When our program ends in September, we will have gained new friendships, a deeper understanding of one another. We will have become a part of a wider network.

These ties will eventually manifest themselves, we believe, in the form of joint projects between members of our group.

Now, we are taking our first steps towards cooperation outside of the BBB program. We are beginning to formulate our own ideas for joint initiatives such as jointly treating wastewater and using it for irrigation within our states or building and running a Carbon Dioxide manufacturing plant.

In conclusion

Despite our expressed and existing conflicts, together we form a human puzzle, and though we may clash, it seems it is possible for us to fit nicely together. We are committed to succeeding together. We are confident that we will achieve our goals.



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BBB MBA Class of 2005

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Student Profiles