

## Orit Goldman

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### *Education*

- 2010 **Ph.D. in Technology and Information Systems**  
Faculty of Management, Tel Aviv University, Tel-Aviv, Israel  
Thesis Topic: Data Mining in Medicine: Forecasting Coronary Heart Disease  
Supervisors: Prof. Israel Spiegler and Prof. Moshe Leshno
- 1993 **M.B.A in Information Systems**  
Faculty of Management, Bar-Ilan University, Ramat-Gan, Israel  
*Magna Cum Laude*
- 1986 **BA in Mathematics and Computer Science**  
Bar-Ilan University, Ramat-Gan, Israel  
*Cum Laude*

### *Work Experience*

- 2020-present Head of Information Systems and Technology Entrepreneurship (MBA), Faculty of Business Administration, Ono Academic College
- 2019 – 2020 Deputy head of the Information Systems program, Faculty of Business Administration, Ono Academic College
- 2017-present Researcher and Lecturer, Ono Academic College  
Courses:  
MBA program:  
▪ Business Analytics and Data Mining  
▪ Data Mining in the Big Data Era  
B.A:  
▪ Data Analysis using Python  
▪ Data Mining
- 2012 – 2020 Lecturer, Israel Academic College (IAC)  
Courses:  
▪ Business Intelligence (BI)  
▪ Data Mining with Weka
- 2010 – 2016 Head of Data Mining applications, Clalit Research Institute (Opisoft)  
Managing research aim of identifying targeted high-risk groups for the prevention of diseases, by using Data Mining tools and applying advanced modeling
- 1987 – 2007 Project Manager, Genius System Company (SPSS Israel)  
Experienced project manager for both software and data mining technologies

### Data Mining

Applications of data mining for many business issues of different customers.

The main projects I carried out included: Predicting churn in mobile, bank customer value analysis, identifying groups of customers depending on their consumption characteristics and more.

#### Systems Analysis and IT

Many projects in industry, security forces and government.

Among the main clients were the Ministry of Finance, Ministry of Industry and Trade, the IDF and others.

#### ***Computer Systems and Skills:***

Python, IBM Modeler, Weka, Microsoft SQL Server, SAP Business Objects, SPSS, System Analysis tools.

#### ***Publications***

Shadmi, E, Flaks-Manov, N, Hoshen, M., Goldman, O., Bitterman, H., Balicer, R.D. (2015). Predicting 30-Day Readmissions With Preadmission Electronic Health record data. *Medical Care*. 53(3), 283-9.

Gelbard R, Goldman O, Spiegler I, "Investigating diversity of clustering methods: An empirical comparison", *Data & Knowledge Engineering*, 63 (2007) pp.155–166.

#### ***Chapters in collective volumes and conference proceedings***

Goldman, O., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), Non-Alcoholic Fatty Liver Predictive Analytics, 14th Conference of the Israel Chapter of the AIS (ILAIS), Ramat-Gan Academic College, Israel (June 29, 2020).

#### ***Presentation of papers at conferences/meetings (oral or poster)***

Ben-Assuli, O., Zelber-Sagi, S., Goldman, O., Jacobi, A., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Shenhar-Tsarfaty, S., (2020), Stratifying Individuals into Non-alcoholic Fatty Liver Disease Risk Using Time-Series Machine Learning Model, 4th Conference on Health IT and Analytics (CHITA), Washington D.C., USA (October 9, 2020).

Goldman, O., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), Non-Alcoholic Fatty Liver Predictive Analytics, The annual Digital Economy Conference, Tel-Aviv University, Israel (March 1, 2020).