

Name: Dr. Lihi Raichelson

Date: 07.2025

## CURRICULUM VITAE

### 1. Personal Details

Permanent Home Address: Igal Alon 3 Zichron Yaakov

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### 2. Higher Education

#### A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2008-2016	University of Haifa – Information System department	PhD	2017
2005-2007	University of Haifa – Statistic department	.M.A.	2007
2000-2002	Technion - Computer Software Engineering		2002
1996-1999	University of Haifa – Statistic department	B.A.	1999

### 3. Academic Ranks and Tenure in Institutes of Higher Education

<b>Dates</b>	<b>Name of Institution and Department</b>	<b>Rank/Position</b>
10.23-current	School of Information Systems	מורה

### 4. Participation in Scholarly Conferences

#### a. Active Participation

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
06.26	Business Intelligence & Analytics Summit	London	Comparing Visualization Language Accuracy: The Impact of Built-in AI Tools on Data Visualization Quality	Lecture

### 8. Teaching

#### a. Courses Taught in Recent Years

<b>Year</b>	<b>Name of Course</b>	<b>Type of Course</b> <b>Lecture/Seminar/ Workshop/High Learn Course/ Introduction Course (Mandatory)</b>	<b>Degree</b>	<b>Number of Students</b>
2023 - current	1. Advanced-Data Science Tools 2. Data Visualization 3. AI & ML	1. High Learn Course 2. Lecture 3. Workshop 4. Seminar	<b>1+2</b>	<b>15-70</b>

	Innovation Workshop 4. Practical Learning Accelerator 5. Information Systems Fundamentals	5. Introduction Course (Mandatory)		
2008-2012	1. introduction to probability, 2. introduction to statistics, 3. distribution theory, 4. Statistical inference	Lecture - Introduction Course (Mandatory)	1	30-120
2008-2012	Operation and supply chain	Lecture - High Learn Course	1	120

b. **Supervision of Graduate Students**

Name of Student	Title of Thesis	Degree	Date of Completion / in Progress	Students' Achievements
Nitzan Mark Sagi Levy	Optimizing Public Transportation Scheduling: Planning vs. Execution Using Advanced Data Mining Models	M.A.	05.25	
Nadav Yerushalmi Noee Cohen	Human Resource Management Using Computerized Systems	M.A.	05.25	

Tali Itzikovich		M.A.	05.25	
Levinger Yoav				
Elena Kirin	Assessing Accessibility Levels in Hotels through Sentiment Analysis of Guest Reviews	M.A.	05.25	
Yarden Cohen				

## **11. Miscellaneous**

עבודת מחקר עם ד"ר אורן גל מאוניברסיטת חיפה – עולמות חיזוי הביקושים

## **12. Professional Experience**

### **2023 - Present – The Academic College of Tel-Aviv, Yaffo , Faculty Lecturer**

Teaching Courses:

- Advanced-Data Science Tools
- Data Visualization
- AI & ML Innovation Workshop
- Practical Learning Accelerator
- Information Systems Fundamentals

### **2017 - Present – Belle - AI Co-Founder & CEO**

- Entrepreneur in the leading AI tech
- Algorithm developer - combines machine learning (ML) technology and wisdom of the crowd for the e-commerce fashion economy

### **2021 - 2023 – StarGo Advisory Board Member**

- Share AI & ML specializes in a co-leadership model using SaaS solutions for the supply chain B2B market. A key contributor supporting the CEO and leadership team crafting solutions, identifying strategic opportunities to impact growth, maximize goals with a focus on the freight market.

### **2020 - 2021 – StarGo CSO & CTO (AI & ML Solution)**

- Leading all of the technological aspects of the company, with vast hands-on experience in building and managing engineering teams (+20 members) at StarGo - an artificial intelligence (AI) pricing optimization solution.

- Leading an automation and optimization solution, converting unstructured to structured data with NLP algorithms (Emails, Excels, PDF, Word) producing up-to-date pricing for international and domestic shipments, in ammeter of seconds, with multiple large number of carriers, for all freight modes.

**2018 - 2020 - Intel Israel IT Innovation Leader**

- Leading all IT innovation activities as part of a global innovation program
- Drive new & creative ideas and technologies into Intel IT environment

**2016 - 2020 - Intel Israel Business Development Management - Analyst & Strategist**

- Well experience project manager in IT worlds, implementing new products & technologies in a large and complex organization
- Business Development Analyst & Strategist - leading new strategic based big data in-depth analysis, experience with Big Data tools, such: ElasticSearch, Kibana
- Regional project manager - responsible for \$50M yearly compute budget to Intel engineering groups worldwide, including forecasting, planning, execution, and efficiencies

**2011-2016 Intel Israel Design Automation SW Engineer, Team Leader**

- Led a vast paradigm of processes automation
- Developed mission critical high scale tools

**2008-2012 University of Haifa, Department of Information System Lecturer**

- Lecturer and facilitator of courses: Introduction to Probability, Introduction to Statistics, Theory of Distributions, Statistical Inference, Operations and Supply Chain

**2001-2008 Iscar Industry, Information Systems Department Software Development & Team Lead**

- Analyzed, designed, and developed procedures, interfaces and control systems in diverse areas including CRM, R&D, HR, finances, logistics, and marketing and customer training

## **PUBLICATIONS**

### **A. Ph.D. Dissertation**

- A. Raichelson, L.**, P. Soffer, and E. Verbeek. 2017. “*Merging Event Logs: Combining Granularity Levels for Process Flow Analysis.*” *Information Systems* 71: 211–227. [[Google Scholar](#)]
- B. Raichelson, L.**, Soffer, P. (2015). “*Merging event logs with many to many relationships.*” In: Fournier, F., Mendling, J. (eds.) *BPM 2014*. LNBI, vol. 202, pp. 330–341. Springer, Cham (2015). [[Google Scholar](#)]
- C. Fournier, F., & Mendling, J. (Eds.).** (2014). “*Business Process Management Workshops: BPM 2014*” International Workshops, Eindhoven, the Netherlands, September 7-8, 2014, Revised Papers (Vol. 202). Springer. [[Google Scholar](#)]

### **L. Summary of my Activities and Future Plans**

- Research in collaboration with Dr. Orly Barzilai, from The Academic College of Tel Aviv-Yaffo, examining whether works conducted using built-in AI within BI tools generate a more accurate visualization language than those conducted without built-in AI.
- Research in collaboration with Dr. Oren Gal, from the University of Haifa, focusing on AI's capability to forecast demand for new items lacking historical data.