Innovation. Creativity. Entrepreneurship.

An evening of ladies that launch
at IDC HERZLIYA

Be inspired and get connected to some of the leading innovators of today!

This is a special invitation to a private Dinner and Discussion with women from the US and Israel who are changing the face of technology and reinventing the world of marketing.

Shelley Zalis, CEO and Founder of Ipsos Open Thinking Exchange, will be moderating a discussion on innovation in technology and marketing with:

**Michal Segalov**, Software Engineer at Google’s R&D Center
**Lital Asher-Dotan**, Open Innovation Leader, Global Business Development at Procter & Gamble
**Liat Aaronson**, Director of the Zell Entrepreneurship Program at IDC Herzliya
**Dr. Yael Almog**, Vice President GITAM BBDO

There will be plenty of opportunity for audience questions and interaction. The evening’s presentation will be followed by a chance to meet and mingle with women in the fields of technology and marketing over dinner and drinks in an intimate setting.

**Schedule for the evening:**

17:00 Drinks and networking

17:30 Panel and discussion (will start promptly)

18:30 Dinner

**Sunday, March 17th 2013, at 17:00**
Arison-Lauder Building Lobby at IDC Herzliya,
Kanfei Nesharim St, Herzliya
This event is sponsored by Ipsos and is by invitation only. There is no charge but places must be reserved in advance. The event will be conducted in English.

To secure your place RSVP by March 11th to Felicia Zarai: Felicia@afidc.org

Shelley Zalis – CEO, Ipsos Open Thinking Exchange

Shelley Zalis has been a leader of change in the market research industry. As a first-mover (and black sheep), Shelley envisioned and pioneered the use of online research well before any other company recognized the potential. Her drive, vision, and endless passion to deliver innovative research tools are uniquely balanced by her keen ability to listen, learn, connect and bring others together to create new markets. She remains focused on conceiving new ideas and using fresh thinking to meet the evolving demands and needs of her client base, the exploding possibilities of the internet (blogs, social networking, intense and increased use of digital media), and the drive to continuously challenge the status quo to understand consumers today. In 2008, Shelley was awarded the Ernst & Young Entrepreneur Of The Year® award in the On-Line Services category and in 2010 the ARF Great Minds in Innovation award. Under Shelley's vision and guidance as Founder & CEO, OTX (Online Testing Exchange) became the 18th largest research company in the world in 9 short years and in January 2010 was acquired by Ipsos. Shelley now leads the Ipsos Global Innovation Center, Ipsos Open Thinking Exchange pioneering next generation research solutions.