Efi Arazi School of Computer Science invites you to a lecture in the "CS For Real" series of lectures on:

"Social media" - The good, the bad, and ... the nasty"

Speaker: Shai Wolkomir
CEO and Co-Founder Celtego

Tuesday, May 19, 2009, 14:15
Room CB07 (-1 level), Arazi-Ofer Building
Abstract: In today's age everybody is talking about social media, how great it is, and how we can we make ton's of money out of it, what pitfalls should we look out from, and how it makes the world a "better place". With no exception we would talk about that too, but only as an Intro.

The focus of this talk is on the "dark" side of social media, what other parties it attracts, what danger lies ahead, and why should we even care ? as consumers ? as technology providers ? or maybe publishers ....

The session would be tech oriented but won't drill down to the bits&bytes, where we would come across some mainstream CS (security oriented) buzz-words that would require your knowledge, the heart of this session is the ultimate (and G-r-e-a-t) clash between New Media, business and technology.

BIO: B.Sc. in computer science. Graduate of the MBA business school at IDC. for the last ±7 years, Specialized in the field of information and network security, fulfilled a number of positions in this field, "Raised" at checkpoint software technologies, as a security software engineer, focusing on hacking and attack tools, and later on, as vulnerability research team lead (focus on threats and vulnerabilities in the app domain).

Moved to consulting services in the realm of information and network security, worked with some of Israel's biggest data centers and hi-tech companies.

From there on led a position of product management and research team leader at RSA security (recently acquired by EMC), responsible for the development and production of technology services to control and mitigate fraudulent attacks against the world's biggest financial institutions (Barclays, HSBC, Citibank, etc … )

And for the last 18 months, the Co-founder of ConTrust, A.k.a "Content you can trust", a VC backed start-up in the realm of user generated content monitoring technologies.

The lecture will be conducted in Hebrew

The "CS For Real" series of weekly talks is organized and hosted by the Efi Arazi School of Computer Science. Most of the talks in this series are about topics that involve technology, business, entrepreneurship and plain common sense. The series is open to all IDC students, irrespective of major and school.