AVI COHEN

Co-Founder & CEO | HLS Expert | Tech & Entrepreneurship

CORE COMPETENCIES

- Technology Management
- Resource Management
- HR-Intensive Arrays and Systems
- Customization of Technologies
- Organizational and Structural Changes
- Process Optimization and Streamlining
- Project Management (Local and Global)
- Entrepreneurial Mindset
- Strategic Change Initiatives
- Agility and Vision
- Organizational Transformation
- Exceptional Results Delivery

EDUCATION

- **Political Science, Research Diplomacy in Cyber "Hidden War" Era**
  The Impact of Artificial Intelligence in Cyber space on International Relations
  BBU, Babeș-Bolyai University, Cluj Napoca , Romania
  09/2019 - 09/2023

- **MA in Law**
  Bar Ilan University
  2016

- **B.Sc. in Electrical, Electronics and Computer Engineering**
  Ben Gurion University

CERTIFICATIONS

Directors Course
College of Management
2017 – 2017

Financial Analysis for Executives
Financial Course and Analysis of Financial Statements for seniors
Lahav School, Tel Aviv University
2017 – 2017

PROFESSIONAL PROFILE

Experienced Co-Founder & CEO with a track record of success in leading syn-rg-ai, a cutting-edge technology & managed services company serving esteemed clientele such as Presidents, Prime Ministers, Government & Military officals, and intelligence organizations. Recognized for high flexibility, creativity, and an innovative mindset, I excel in delivering complex projects and solving intricate problems. My expertise lies in large-scale project management, financial analysis, budget control, and employee motivation. If you seek a visionary and results-driven leader who can navigate complex environments, leverage technology for operational requirements, and foster strong relationships with government officials, I am ready to spearhead your organization's digital transformation and security initiatives.

WORK EXPERIENCE

Syn-rg-ai   **2020 - Present**
Co-Founder & CEO

- Headed a team of 10-12 permanent employees and coordinated an additional 80 consultants across various projects for the company.
- Successfully oversaw projects with budgets in the scope of hundreds of millions of shekels.
- Led a reorganization effort in an African country where the company operated, designing a unique force structure to address weaknesses in the existing command structure.
- Demonstrated expertise in financial and budget management, ensuring efficient allocation of resources.
- Strategically planned and executed recruitment initiatives to onboard highly skilled personnel.
- Provided technology management and leadership as the Chief Technology Officer (CTO).
- Spearheaded international business development efforts, forging valuable partnerships and expanding the company's global presence.
- Directed the execution and ongoing operations of projects as the Chief Operating Officer (COO)/Head of Project Management.
- Conducted technical and technological characterization and engineering of integrative solutions.
- Utilized pre-sale engineering expertise to support business development efforts and secure new contracts.
- Managed complex logistics operations involving thousands of SKU items and millions of dollars in strategic procurement.
- Effectively managed engagements and contracts, overseeing legal matters in collaboration with legal advisors, clients, and partners.
- Provided strategic consulting services to countries and armies, leveraging extensive industry knowledge and experience.
- Led various high-profile projects for the company, including:
- Director of Ultra-Orthodox Desk and General Desk at Magen Israel, overseeing a special project during the State of Israel's Corona period.
- Command and Control operation management for the Maccabiah Games, an international project executed on behalf of the Jewish Agency.
- Characterization, development, and management of a comprehensive training project for commando units in South Africa, valued at tens of millions of dollars.
- Identification and venture capital investments in AI, Big Data, and Quantum Computing startups, providing support and acceleration through strategic connections.
- Design and execution of turnkey solutions in the field of Homeland Security, catering to the needs of countries and international armies.
- Characterization, management, and development of the CityNet project, a smart cities initiative focused on enhancing urban communication and accessibility through a mobile platform.

Sphere-Soc   **2017 - 2018**
CTO and Entrepreneur

- Spearheaded the operations of a startup company with locations in Switzerland, Italy, and Germany, focusing on cyber protection for organizations.

PERSONAL SKILLS

- Effective Listening
- Interpersonal Relationship
- Flexibility
- Problem Solving
- Creativity

TECHNICAL SKILLS

A Vast knowledge in a broad range of technological areas – Satellites, Communication Networks, Telecom, Information Systems, Command and Control Systems, Monitoring Systems, Software, Video Analytics, Cyber Defense, IT Centers, Electronic Warfare,

LANGUAGES

- Hebrew: Native
- English: Fluent

- Led the company's efforts in constructing a state-of-the-art Security Operations Center (SOC) and conducting intelligence research and development in the fields of information security and cyber protection.
- Successfully raised seed investments to consolidate technologies and further develop the company's concept.
- Drove the development of a minimum viable product (MVP) within a year, showcasing the company's innovative solutions.
- Established and facilitated meetings with potential customers to initiate pilot programs and proof-of-concept (POC) engagements, demonstrating the effectiveness and value of the company's offerings.

NSG Partner   **2017 - 2018**
CEO

- Directed the operations and strategic direction of Cyber Training and Israeli Cyber Research (StartUp), a specialized company focusing on cyber defense training across various sectors worldwide.
- Oversaw the development and implementation of comprehensive cyber defense training programs tailored to meet the specific needs of clients.
- Established and nurtured partnerships with organizations in diverse sectors, including government agencies, corporations, and critical infrastructure providers, to deliver targeted and effective cyber defense training solutions.
- Developed innovative training methodologies and cutting-edge curriculum to stay ahead of emerging cyber threats and technologies.
- Led a team of experts in conducting extensive research and analysis on cyber threats, vulnerabilities, and attack techniques, providing valuable insights for training programs. Collaborated with clients to assess their specific cyber defense requirements and design customized training solutions to enhance their security posture.
- Successfully managed the company's financial resources, ensuring cost-effective operations while maintaining high-quality training delivery.
- Built a strong network of industry professionals, experts, and thought leaders, fostering collaboration and knowledge sharing within the cyber defense community.
- Represented the company in industry conferences, seminars, and forums, establishing the organization as a trusted authority in cyber defense training. Stayed updated with the latest advancements in cyber defense technologies, industry trends, and regulatory changes to continuously improve training programs and maintain a competitive edge.
- Provided strategic guidance and leadership to the team, motivating and inspiring them to achieve excellence in their respective roles.
- Successfully expanded the company's presence into new markets and regions, driving business growth and increasing market share.
- Collaborated with internal teams, such as sales, marketing, and operations, to ensure seamless execution of training programs and overall business objectives.
- Managed key client relationships, ensuring high levels of customer satisfaction and fostering long-term partnerships.
- Played a pivotal role in securing contracts and partnerships with prominent clients and organizations, contributing to revenue growth and market expansion.

CasA strategy Ltd   **2017 - 2020**
Owner

- Spearheaded the formulation and definition of the digital strategy for the Israeli Prison Service (IPS), transforming it into a multi-year program with enhanced organizational structures.
- Led the process of identifying technological and business opportunities for various companies and entities, playing a crucial role in identifying growth prospects and strategic advancements (specific details cannot be disclosed due to confidentiality).
- Successfully executed the transportation of large-scale projects overseas, encompassing border security, homeland security (HLS), cyber protection, IT, and signal intelligence (Sigint) among others.
- Played a key role in mapping, surveying, conducting needs assessments, and identifying opportunities for government and overseas agencies, including police, IT, military, and intelligence agencies.
- Simultaneously, actively contributed to the definition of digital strategy, conceptualization, architecture, and took an active part in training and implementation processes.

Lecturer, Researcher and Panelist   **2017 – Present**
- Served as a senior lecturer and esteemed panelist at prominent international conferences, delivering expert insights and presentations on topics such as cyber, artificial intelligence, digital transformation, electronic warfare, and spectrum warfare. Notable events include CyberSec Poland, V4 in Budapest, Israel-Germany strategic discourse, and other prestigious conferences.
- Conducted in-depth research and pursued a PhD degree, focusing on areas relevant to the field. Engaged in rigorous academic study and contributed to the advancement of knowledge in the respective domain.

IDF Central Command (J6), IDF (Colonel)   **2014 - 2016**
- Established advanced telecommunication infrastructures for high-security areas.
- Managed a large operational array of 100 camps and facilities, serving 30,000 users.
- Successfully led multimillion ILS budget technological projects.

Key accomplishments:
- Developed and implemented a nationwide Visint intelligence system leveraging big data processing for defense entities.
- Spearheaded an innovative approach to cyber defense by integrating legacy and new technologies.

IDF, Chief of Staff (Colonel)   **2012 - 2014**
- Managed a cutting-edge, multi-disciplinary technological array.
- Oversaw spectrum management for the IDF.
- Led collaborative projects with foreign partners.

Key accomplishments:
- Pioneered a world-class "spectrum warfare" perception successfully applied during the "Protective Edge" operation.
- Directed electronic warfare and spectrum management projects from inception to operational deployment.

The Telecommunication Division (Lieutenant Colonel)   **2009 - 2011**
- Directed operational telecom strategies for IDF.
- Oversaw technological arrays, adapting IDF capabilities.
- Developed LTE-based tactical "military cellular" system.

Key accomplishments:
- Created telecom continuity and process monitoring standards.
- Led the promotion of the "National Radio" concept to key government entities.

Gaza Division (Lieutenant Colonel)   **2007 - 2009**
- Managed complex technological array during the "Cast Iron" Operation.
- Oversaw telecom and command and control (C&C) systems.
- Executed the world's first online/network operation (Network-Centric Warfare - NCW).

Head of Programming Section (Lieutenant Colonel), Computer and Cyber Defence Professions Academy (Mamram)   **2005-2007**
- Developed the IDF's programmers' course.
- Defined essential professional qualifications for the IT array.
- Designed comprehensive development and training programs.
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Chief of Staff Electronic Warfare Battalion (Lieutenant Colonel)   **2003 - 2005**
Commander of Psagot Battalion

Battlefront units, Givati Brigade, (Major)   **1989 - 2003**
C4I Core Roles