



# ORILY PRATT

STRATEGY AND MARKETING

## EDUCATION

- 1997-1999 **Executive MBA**, Tel Aviv University.  
Graduated Summa Cum Laude
- 1990-1994 **BA**, English Literature, French Literature and Language. Tel Aviv University.  
Graduated Summa Cum Laude

## LANGUAGES

- Hebrew - mother tongue
- English - mother tongue level
- French - high level
- Swedish - average level

## NATIONALITY

- European
- Israeli



## CONTACT

1 Grizim St.  
Tel Aviv 6228601, ISRAEL

Tel.: +972 54 425 1787

E-mail: [orily@orilypratt.com](mailto:orily@orilypratt.com)

[www.orilypratt.com](http://www.orilypratt.com)

## ABOUT

Experienced Marketing and Strategy Consultant with well-established history in small and medium enterprises, especially in the medical device industry.

Strong marketing professional skilled in global marketing management, market planning, business planning, branding & identity, and international business growth. Held senior marketing and business positions in growing entrepreneurial companies, as well as established global enterprises.

Serving as a business coach for the European Commission, supporting growth and innovation for EIC Accelerator (formerly Horizon2020 SME Instrument) granted companies across Europe.

## PROFESSIONAL EXPERIENCE

2016–today **Business Coach**; European Commission EIC Accelerator

2010–today **Strategy and Marketing Consultant**

2007–2010 **VP Marketing**; Nordic Aesthetics AB

2004–2006 **Marketing Director**; ColBar LifeScience Ltd (a Johnson&Johnson company)

2001–2003 **Director of Business Development**; Jason&Jason Communications

2000–2001 **Director of Professional Services**; KLab Ltd.

1999–2000 **Director of Product Marketing**; Intercomp Ltd.

1990–1999 **Marketing Director**; Analytic Management Ltd.