



ORILY PRATT

STRATEGY AND MARKETING

EDUCATION

1997-1999 **Executive MBA**, Tel Aviv University, Israel

1990-1994 **BA**, English Literature, French Literature and Language. Tel Aviv University, Israel

ADDITIONAL EDUCATION

2023 **EWE, Mentor Academy Mentorship Course**, Early Warning Europe

Effective Company Directorship for Small and Medium Enterprises, Styrelseakademien Stockholm, Sweden

2004-2005 **Media Training**, ColBar LifeScience

LANGUAGES

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

NATIONALITY

- European
- Israeli



CONTACT

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ABOUT

Experienced Marketing and Strategy professional with well-established record in small and medium enterprises, especially in the Healthcare and MedTech industries. Savvy business expert skilled in business strategy, market planning, global marketing management, corporate 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 and mentor, supporting growth and innovation of SMEs, including EIC beneficiaries across Europe.

PROFESSIONAL EXPERIENCE

2021-today **Jury Member and Mentor**, EIC Tech2Market, Early Warning Europe, Dealflow Innovation Radar

2016-today **Business Coach**; European Commission EIC Business Services

2010-today **Strategy and Marketing Consultant**

2022-2023 **Partner, Board Member**; Sue Ellen Investments AB

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.