

MERAGE INSTITUTE

US-Israel Innovation Bridge Business Leadership Program

The Merage Institute Leadership Program for Home Land Security, Defense and Cyber Executives focuses on enhancing your and your company's ability to operate in the United States and to succeed in the global marketplace.

The program provides highly effective approaches to successful marketing, negotiation techniques, applied networking and sales strategies, finance, and legal and procurement issues for Israeli entrepreneurs operating in the U.S. market. Faculty members include some of the most effective U.S. entrepreneurs as well as experts from leading U.S. business schools. Faculty lead you and your colleagues through highly interactive sessions that include relevant case studies, simulations, and project-focused assignments.

The integrated program features an innovative business development component beginning with introductions to relevant U.S. entrepreneurs possibly interested in cooperating with value-adding Israeli businesses. This relationship begins during your coursework in the program and expands on a continuous basis as you and your firm develops over the years.

Criteria for Nomination and Selection:

The Merage Institute selects up to fifteen participants for each Executive Leadership Program. The program is limited to applicants from Home Land Security, Defense and Cyber related industries (including software and Mobile applications).

The Institute is seeking applicants who are executives at Israeli startup companies that have received first-stage financing and have at least a Prototype or POC. The Institute may choose to admit a limited additional number of participants from companies of a different profile. Applications are reviewed by the Institute's Israeli Advisory Board. The top-ranked candidates will be interviewed by the Israeli Advisory Board, which submits nominations to the Merage Institute for final consideration. Both the applicants and the company they represent must demonstrate a clear capacity and commitment to developing and implement strategies to engage U.S. markets successfully. The Institute considers applicants and companies whose products and services reflect a potential comparative or competitive advantage in U.S. markets.

Deadlines:

Applications for the January, 2020 Leadership Program for Home Land Security, Defense and Cyber Executives are found at https://www.merageinstitute.org/application-form/?program_id=2485.

The program will take place in Orange county, California on January 13th - January 25th, 2020

The forms or CV and company introduction must be submitted before September 29th 2019.

About the Merage Institute

The Merage Institute is committed to promoting trade as a vehicle to economic growth between Israel and the United States. Faculty members in all of the Institute's leadership programs include professors from some of the finest business schools in America. Other faculty members are highly respected CEOs and leading practitioners. The Institute also features an innovative business development component beginning with introductions to relevant U.S. entrepreneurs who may be interested in cooperating with value-adding Israeli businesses.