

The team of writers and contributors



Amos Lasker is the co-founder and serves as the Chairman of the Board of the Israeli Smart Energy Association (ISEA).

Mr. Lasker, the former President & CEO of the Israel Electric Corporation Ltd., is a seasoned business leader in the Hi-Tech and Energy space

Lasker's previous positions include CEO, Gilat Satcom; private promoter of telecom projects; Founder & CEO of the med Group; Founder & Managing Director of Globescom investments Ltd.; Founder, President & CEO of Gvanim cable TV Ltd. Managing Director of Keren electronics Ltd.; VP Marketing & Sales at Telrad Industries Ltd. , and Finance division controller & Product Planning manager for Israel aircraft industries Ltd.

Project Co-ordinator and leader
Executive Summary
Chapter 7 – Industry Engagement



Daniel Sfez

Daniel holds a mechanical Engineers Bsc, from the Technion Israel Since 2008, is acting, as the Energy and Infrastructure division general manager in General Engineers Company that is one of the major players, supplying power and grid equipment to the Israel Country.

Daniel, was in the past a design engineer in the Israel Electrical corporation dealing mainly with environmental protection equipment design.

Chapter 1 – SG Review and World Trends



Dan Weinstock

Dan served as the Chief Electricity Engineer at Better Place, with responsibility for analysis, planning and implementation of charging and smart grid solutions. Prior to that, Dan served as the Director of the Electricity Administration in the Israeli Ministry of Energy and Water, and as the chief engineer of the light rail project of Tel Aviv. Dan is a published author and known expert, lecturer, and speaker in the field of smart grid, solar energy, energy optimization and deployment.

Chapter 2- Solutions, Technology and Road Map



Emek Sadod

Emek's expertise in Smart Grid and electric vehicle spans 5 years at Better Place as a senior director and head of energy services group, investigating Smart Grid managed platforms, smart charging, EV-roaming, utilities, batteries, charging systems and ancillary services. Prior to that position, Emek was CTO of Avaya USA, with responsibility for smart grid, wireless, and mobility. He has authored or co-authored more than 20 patents in the areas of electric vehicle managed platform, smart charging, electric consumption estimation and communications.

Chapter 2- Solutions, Technology and Road Map



Juliet Shavit

Juliet Shavit is Head of the SmartMark Group, a family of companies that including SmartMark Communications, SmartEnergy IP, SmartShows, and SmartHoldings.

Juliet is a world-renowned expert on Smart Grid and the impact of customer experience on Smart Grid deployments. She enjoys applying lessons in communications convergence to help drive new business revenue models across multiple industries.

Chapter 3- The end-user as a Stake Holder



Amnon Epstein

Partner at ERM Law

Amnon's practice is focused on finance, infrastructure and energy, and

he heads the firm's finance and projects practices.

Throughout his international and local career, Amnon has gained substantial experience acting for lenders, borrowers, debt issuers and credit enhancers on a full spectrum of international financing transactions and regulation.

In addition, Amnon has gained vast experience advising sponsors, lenders and EPC contractors in relation to complex projects in Israel and abroad, with specific expertise in infrastructure and energy.

Chapter 4- The legal aspects



Dr. Ilan Suliman

Dr Suliman has 16 years of experience in the public Energy sector. Ilan served as Deputy Chairman of the Israeli PUA (Public Utility Authority) until 2010. Since 2011 he is the founder and CEO of a consulting company focusing on Economics and Regulation of the Energy market.

Chapter 5 - Challenges and barriers and milestones for SG implementation in Israel



Knut Haukenes

Knut Lytskjold Haukenes is currently a Masters student at London School of Economics in the field of International Political Economy. He is specializing in energy economics. Knut has two undergraduate degrees, one in Political Science and one in Economics, partially completed at the prestigious university of Sciences Po. in Paris. He has previously been working for Statoil,

one of the world's leading energy companies.

Chapter 6 – Cost Benefit Analysis



Gal Gonen

Gal has considerable experience in managing efficiency and cost reduction projects for corporations, performing business modeling and supervising and conducting tenders. Gal is an expert in negotiation management, market analysis and business strategy development. Gal is a consultant for leading Israeli companies in diverse fields such as: health services, insurance, real-estate, infrastructure and technology, retail and venture capital initiatives.

Gal received both a B.A in economics and a M.B.A from Tel Aviv University.

Chapter 6 – Cost Benefit Analysis

Advised and reviewed:



Elad Shaviv

Elad Shaviv is the co-founder and serves as the CEO of the Israeli Smart Energy Association (ISEA). Mr. Shaviv is a seasoned business leader, currently engaged with both the Hi-Tech and Cleantech space and volunteers in several initiatives looking at possible initiatives to encourage investment at the Israeli cleantech industry. Mr. Shaviv has over 20 years of executive experience in the IT, telecoms and communications industries. Among his roles, Shaviv served as business executive at Cisco Europe, General Manager at Riverhead Networks, CEO of Forbase, and other executive roles including roles at the RAD Group, VCON and ECI Telecom



Moty Gonen

Moty has more than 25 years of professional experience in the fields of corporate finance, performing business modeling and project valuations. Moty is an expert in founding and managing of finance systems, operations, computing and administration, capital raising, budgets and control. Moty took part in founding and financial managing of many corporations and venture capital initiatives and has enormous experience in leading and managing the financial part of large tenders such as: the second and third cellular tenders in Israel, The IEC fiber-optic cable tender in Israel, The postal office tenders and more. Moty received a B.A in economics and accounting from Tel Aviv University and is a certified C.P.A



Dan Bar Mashiah

Mr Bar Mashiah is the CEO and founder of ESCO Israel Energy Services. He is an economist and has a Master in Business Administration. In his former position as economic consultant to the CEO of the Israeli Ministry of Energy and Infrastructures, he has supervised the reform in the Fuel Sector and the national structure of the Natural Gas Sector



Yackov Haimovitz

Mr. Haimovich has nearly 40 years of experience in finance and banking.

Yaacov held various management positions at Bank Hapoalim including : Executive vice president as head of Asset Liability Management, director of the bank saving products department and manager of internal audit department.



The Samuel Neaman Institute is an independent multi-disciplinary national policy research institute. The activity of the institute is focused on issues in science and technology, education, economy and industry, physical infrastructure and social development which determine Israel's national resilience.

Policy research and surveys are executed at the Samuel Neaman Institute and their conclusions and recommendations serve the decision makers at various levels.

The Samuel Neaman Institute has performed hundreds of exploratory policy research projects and surveys that serve decision makers and professionals in economy and government. In particular the institute plays an important role in outlining Israel's national policies in science, technology and higher education.

The chairman of Samuel Neaman Institute is professor Zehev Tadmor and the director is professor Omri Rand. The institute operates within the framework of a budget funded by Mr. Samuel Neaman in order to incorporate Israel's scientific technological economic and social advancement.

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