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Mayer Rubinstein is a scion of the Israeli economic elite. Her grandfather was one of the three Mayer brothers who built the Shalom Towers, Tel Aviv's first high-rise, and had ownership in a string of industrial, real estate, and banking companies. Though it could be said that she was born with the proverbial silver spoon in her mouth, she demonstrated that the status and the capital did not hinder her on her career path. Her recollections are of a warm home with a great deal of modesty, despite the family's fame and business success. “We didn't show-off and our parents, who are very close to my three siblings and I, trained us to work hard,” she says. “I had the drive to do things on my own and to provide for myself and those around me. That's ingrained in me.” She began working at a very young age, giving private lessons when she was only 16. She financed her Tel Aviv University bachelor's degree in economics with the

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help of a scholarship from the Perah program for tutoring needy in need and lecturing to economics classes.

At TAU she met her husband Golan Rubinstein, the son of contractor Aharon Rubinstein, whose brother is the former minister and law school dean Prof. Amnon Rubinstein. Golan is the CEO of a company focused on assisted living and foreign real estate. After completing her first degree with honors, Mayer Rubinstein studied law and a master's in business administration, specializing in finance, at TAU. She opted for law and worked for more than a decade at leading firms – M. Horowitz, Efrati Galili & Co. and Herzog Fox Ne'eman, Israel's largest law firm. In the two years since she joined IATI as CEO, Mayer Rubinstein has added substance to the organization and has worked to position it as a significant factor in shaping the high-tech and life sciences industries' image. Her management team includes representatives of large companies such as Microsoft and Google, General Motors, Qualcomm, and Johnson & Johnson alongside managers of small high-tech companies. The board also includes

representatives of big Israeli venture capital firms like Pitango, Carmel, Magma and Vertex, university technology transfer companies, incubators, accelerators, service providers, and the organization's joint chairmen, Yoav Chelouche and Dr. Benny Ze'evi. The 400+ companies from all business sectors that are registered in the organization provide a good cross-section of Israeli knowledge-based industry. “We have a double objective on the national level,” Mayer Rubinstein says, “to promote regulation that will benefit the industry and prevent damage to capital. The organization maintains almost daily contact with government offices including the Prime Minister's Office and the ministries of Foreign Affairs, Finance, Economics, and Communications, as well as with foreign ambassadors in Israel and Israeli diplomatic and economic missions abroad. IATI's objective is to secure business opportunities for its members. The highlight will be next year's Israel High-Tech Week, which will combine the existing biennial high-tech and biomedical conferences in May 2014. She also takes every opportunity to help women advance into management positions. Her consideration is a national one – full utilization of Israel's high level of female working power. She has no doubt that Israel has the potential to produce another Marissa Mayer, CEO of Yahoo. ☺

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