CURRICULUM VITAE

- ## Personal Details

  Name: Orit Goldman

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- ## Education

Year	Degree From
2010	**Ph.D. in Technology and Information Systems** Faculty of Management, **Tel Aviv University**, Tel-Aviv, Israel Thesis Topic: Data Mining in Medicine: Forecasting Coronary Heart Disease Supervisors*:* Prof. Israel Spiegler and Prof. Moshe Leshno
1993	**M.B.A in Information Systems** Faculty of Management, **Bar-Ilan University**, Ramat-Gan, Israel *Magna Cum Laude*
1986	**BA in Mathematics and Computer Science** **Bar-Ilan University**, Ramat-Gan, Israel *Cum Laude*

- ## Employment History

Year	Location and rank/Position held
2021-present	Head of Information Systems Management and Data Science (MBA), Faculty of Business Administration, Ono Academic College
2020-2021	Head of Information Systems and Technology Entrepreneurship (MBA), Faculty of Business Administration, Ono Academic College
2019 - 2020	Deputy head of the Information Systems program, Faculty of Business Administration, Ono Academic College
2017-present	Researcher and Lecturer, Ono Academic College
2012-2020	Adjunct Lecturer, Israel Academic College (IAC)
2010-2016	Head of Data Mining applications, Clalit Research Institute, Clalit Health Services (Contract via Opisoft Company). Managing research aim of identifying targeted high-risk groups for the prevention of diseases, by using Data Mining tools and applying advanced modeling
1987-2007	Genius System (SPSS Israel), Experienced project manager for both software and data mining technologies

- **Professional Activities**

Program Committee Member, ILAIS 2023: the 17th Conference of the Israel Chapter of the AIS (ILAIS), The Academic College of Tel Aviv–Yaffo, Israel (July 17, 2023).

Program Committee Member, ILAIS 2022: the 16th Conference of the Israel Chapter of the AIS (ILAIS), Ruppin Academic College (In collaboration with Ariel University), Israel (July 6, 2022).

- **Educational activities**

Courses developer and lecturer

Date	Name of Course	Program / Institution	Degree
2023-present	AI Business Analytics and Machine Learning	Digital strategy and Marketing communications, Ono Academic College	Graduate Course
2022-present	Applications in Data Science	MBA, Ono Academic College	Graduate Course
2022-present	Introduction to Data Science in the Big Data Era	MBA, Ono Academic College	Graduate Course
2021-2022	Business Analytics and Machine Learning	Digital strategy and Marketing communications, Ono Academic College	Graduate Course
2021-2022	Introduction to AI in the Big Data Era	Digital strategy and Marketing communications, Ono Academic College	Graduate Course
2018-2021	Data Analysis using Python	Information Systems, Ono Academic College	Undergraduate Course
2017-2021	Business Analytics and Data Mining	MBA, Ono Academic College	Graduate Course
2017-2021	Data Mining in the Big Data Era	MBA, Ono Academic College	Graduate Course
2013-2020	Data Mining	Information Technology Management, Israel Academic College (IAC)	Undergraduate Course
2012-2020	BI - Business Intelligence	Information Technology Management, Israel Academic College (IAC)	Undergraduate Course
2009-2010	Advanced Topics in Data Mining and Knowledge Discovery (Guest Lecturer)	MBA ,Recanati School of Business, Tel Aviv University	Graduate Course

- ## **Publications**

  1. Ben-Assuli, O., Jacobi, A., **Goldman, O.**, Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Zelber-Sagi, S., (2022, Accepted), Stratifying Individuals into Non-Alcoholic Fatty Liver Disease Risk Levels using Time Series Machine Learning Models, *Journal of Biomedical Informatics*, (IF=6.317).

  2. **Goldman, O**., Raphaeli, O., Goldman, E., Leshno, M., (2021), Improvement in the prediction of coronary heart disease risk by using artificial neural networks, *Quality Management in Health Care*. Oct-Dec 01;30(4):244-250.

  3. **Goldman, O**., Ben-Assuli, O., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Zelber-Sagi, S., Shenhar-Tsarfaty, S., (2021), Non-alcoholic Fatty Liver and Liver Fibrosis Predictive Analytics: Risk Prediction and Machine Learning Techniques for Improved Preventive Medicine, *Journal of Medical Systems*, vol. 45, paper 22, https://doi.org/10.1007/s10916-020-01693-5 (IF=3.058; Health Care Sciences & Services 23/102; Q1).

  4. Shadmi, E, Flaks-Manov, N, Hoshen,M., **Goldman, O**., Bitterman, H., Balicer, R.D. (2015). Predicting 30-Day Readmissions With Preadmission Electronic Health record data. Medical Care. 53(3), 283-9.

  5. Gelbard R, **Goldman O**, Spiegler I, "Investigating diversity of clustering methods: An empirical comparison", Data & Knowledge Engineering, 63 (2007) pp.155–166.

- ## **Chapters in collective volumes and conference proceedings**

  1. Ben-Assuli, O., Jacobi, A., **Goldman, O**., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Zelber-Sagi, S., (2020), Clustering Individuals into Non-alcoholic Fatty Liver Disease Risk Levels Using Machine Learning Model, Health Information Technology Symposium (HITS) - SIG Health Workshop at ICIS 2020, Hyderabad, India (Virtual Conference, December 15, 2020).

  2. Ben-Assuli, O., Shenhar-Tsarfaty, S., **Goldman, O**., Jacobi, A., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Zelber-Sagi, S., (2020), Analyzing Non-Alcoholic Fatty Liver Disease Risk Using Time-Series Model, Special Interest Group on Decision Support and Analytics (SIGDSA) Annual Conference, Title: "Addressing Global and Grand Challenges with Analytics", Hyderabad, India (Virtual Conference, December 12-13, 2020).

  3. Ben-Assuli, O., Zelber-Sagi, S., **Goldman, O**., Jacobi, A., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., Shenhar-Tsarfaty, S., (2020), Stratifying Individuals into Non-alcoholic Fatty Liver Disease Risk Using Time-Series Machine Learning Model, 4th Conference on Health IT and Analytics (CHITA), Washington D.C., USA (Virtual Conference, October 9, 2020)

  4. **Goldman, O**., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), Non-Alcoholic Fatty Liver Predictive

Analytics, 14th Conference of the Israel Chapter of the AIS (ILAIS), Ramat-Gan Academic College, Israel (June 29, 2020).

- ## **Lectures and Presentations at Meetings and Invited Seminars**

(a) <u>Presentation of papers at conferences/meetings (oral or poster)</u>

1. **Goldman, O.**, Ababa, S., Ben-Assuli, O., (2024), Forecasting Metabolic Syndrome Machine Learning Techniques for Improved Preventive Medicine, The Annual Conference of the Israel Association for Medical Informatics, Tel Aviv, Israel (March 19, 2024).

2. **Goldman, O**., Ben-Assuli, O., Jacobi, A., Zelber-Sagi, S., Shenhar-Tsarfaty, S., (2022), Non-alcoholic Fatty Liver Predictive Analytics, The 14th Annual Conference on Health Policy, The Institute for Health Policy Research, Tel Aviv, Israel (March 30, 2022). (Poster).

3. **Goldman, O**., Ben-Assuli, O., Zelber-Sagi, S., Shenhar-Tsarfaty, S., Rogowski, O., Zeltser, D., Shapira, I., Berliner, S., (2020), "Non-Alcoholic Fatty Liver Predictive Analytics" (oral presentation), The annual Digital Economy Conference, Tel-Aviv University, Israel (March 1, 2020).

4. Shadmi, E, Flaks-Manov, N, **Goldman, O**., Hoshen,M., Low, M., Balicer, R.D., (2013). "Using Electronic Health Record data to prevent 30-day readmissions: a prediction model for early identification of high-risk patients" (poster), The 5th International Jeusalem Health Policy Conference, Jerusalem, Israel.

5. Shadmi, E, Flaks-Manov, N, **Goldman, O**., Hoshen,M., Low, M., Balicer, R.D., (2012). "Directing policy towards prevention of emergency readmissions" (oral presentation), The 9th Annual Israeli Health Policy Conference, Tel Aviv, Israel.

(b) <u>Seminar/Conference presentations at universities and institutions</u>

1. July 4, 2018 - Machine Learning and Medicine in the new era of the information, The Israeli Chamber of Information Technology, Israel Academic College (IAC), Ramat Gan.

2. January 2, 2018 - Data Mining in Medicine: Forecasting Coronary Heart Disease, Faculty Seminar, The Faculty of Business Administration, Ono Academic College, Kiryat Ono, Israel.

3. November 5, 2017 - Tomorrow's Medicine In the Data Mining and Big Data Era, The Israeli Chamber of Information Technology, The Academic College of Tel Aviv-Yaffo, Israel.

4. November 13, 2016 - Data Mining in Medicine, Faculty Seminar, The Graduate Program in Science, Technology and Society, Bar-Ilan University, Israel.

5. February 10, 2016 - Identify the Symptoms - Medical Prediction as a Business Tool, Conference of Principals in Education, The Dead Sea, Israel.

6. January 13, 2016 - BI & Business Analytics, Round Table - Globes IT Magazine, Tel Aviv, Israel.

7. June 11, 2015 - Evaluating the Implications of Conducting a Survey for Early Detection of Lung Cancer, The Israel National Institute For Health Policy Research-NIHP, Tel Aviv.

8. March 30, 2015 - Data Mining in Medicine, The Israeli Association for Nursing Research, Hillel Yaffe Medical Center, Hadera, Israel.

9. July 1, 2013 - Using Neural Networks and Decision Trees for Prediction Models, Clalit Research Institute journal club, Tel Aviv, Israel.

10. October 2, 2011 - Data Mining in Medicine, Round Table - IBM – SPSS, Petah Tikva, Israel.

11. April 10, 2011- Development of a Model to Predict Attrition from Health Plan Enrollment, Tel Aviv, Clalit Health Services, colloquium talk at the Chief Physician Office Forum.