

8:30- 9:15

Reception, Morning Buffet

9:15-9:30

Welcome Opening

9:30-10:00

Gary Survis

Insight Partners, operating founder

Branding in the Age of AI: The Last Frontier for Authenticity

10:00- 10:20

Hagit Kaufman

WIX, VP design & branding

Shaping Wix: why and how design lies at the heart of Wix brand and culture

10:20-10:40

Carmel Yoeli

Atreo, Founder

The elusive ROI of brand advertising

10:40-11:00

Ilil Ben Zur

Head of Brand, Melio

Breaking Free from the Free: The Melio Brand Makeover

11:00-11:25

Coffee break

11:25 - 11:55

Regev Gur

Founder and CEO , Narrative Group, The influencers tech marketing company

Why Every Tech company Should Work with Influencers? The game changer

11:55- 12:15

Erica Marom

Aleph, COO

The Aleph Algorithm: Why Different > Better

12:35-12:55

Roy Katz

WIZ, Head of brand

Branding Magic: How Wiz Defied the Gravity of Industry Norms with Creativity

12:55-13:50

Launch

13:50-14:10

Shahar Sorek

Overwolf, CMO

Legendary Storytelling: The Journey from Genesis to Lasting Brand Impact

14:10-14:30

Caty Pearl

Founder and CEO, PearlCom

"When Giants Unite: Building the Future of Pharma Through Bold Branding- The case of AION Labs. "

14:30-14:50

Gabriel Ehrlich

Remotion, Founder

How to Build a B2B brand on LinkedIn in 2025

14:30-14:55

Coffee break

14:55-15:15

Michal Reinfeld

VP Marketing, Israel Innovation Authority

State-Level Branding with a Startup Soul: Building Israel's Innovation Authority's Brand

15:15 – 16:10

Keynote Speaker

UDI LEDERGOR

One of the best b2b start up marketing leaders in the world

Session Title: Punch Above Your Weight

- Schedule and speaker order may be subject to changes.