

C.V- Orit Katzir

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Education

2011–2014: MBA in Business Management with a specialization in Marketing, Ben-Gurion University of the Negev.

1996–2000: B.Sc. in **Nuclear Engineering** with a specialization in **Electrical Engineering**, Ben-Gurion University of the Negev.

Professional Experience

2016 – Present: Senior Sprinklers Product Manager, Netafim – Precision irrigation company

Global Product Manager for the Sprinklers Division at Netafim. This includes open-field sprinklers for agriculture, micro-sprinklers and sprayers for orchards (for irrigation and frost protection), and greenhouse solutions for irrigation, germination, and cooling.

- **Initiation of new products and product Launches:** Responsible for the full product life cycle – from ideation, development, transfer to operations, and global product launches. Conduct global and online product training sessions.
- **NetSpeX™ Software Development:** Led the development of an innovative software tool that recommends the optimal sprinkler based on field conditions and simulates its performance under various scenarios.
- **Strategic Vision and Planning:** Leveraged deep market knowledge to define future needs and guide the development of next-generation sprinkler products.

ISO Standard –

- **Member in the SC18 committee** – very active in the meetings and contributes the discussions and decisions.
- **High level involvement with ISO standards: 15886 parts 1-4.**
- **Member in WG 13: I took a very active part in writing of ISO WD 24120-3 Part 3: Sprinkler Irrigation.**

2021 – Present: Digital Products team manager at Netafim

This includes developing new software tools for irrigation products. For presale phase and after sale support. Digital Products as:

NetSpeX™ - Smart software for selecting the optimal sprinkler!

HydroCalc™ - Sophisticated calculator software for conducting hydraulic calculations for irrigation products: Driplines, sprinklers, valves, pipes and more

FilterConfig - an on-line configurator for selecting the optimal Filtration System per field application.

Netafim Talent Program: Selected for Netafim's managerial development program as part of the company's talent group.

Previous Positions at Netafim:

2014 – 2016: Controllers Product Manager

Managed Netafim's automation and control product line, including irrigation and climate controllers and monitoring systems.

- Oversaw the entire product life cycle, from ideation through launch and training.
- Created product requirement documents (PRDs) and market specifications.
- Defined detailed UI/UX specifications for cloud-based mobile and web applications.
- Worked closely with development, engineering, and logistics teams.

2005 – 2013: PMO, R&D Department

- Implemented and updated project life cycle management methodologies.
 - Managed "Funded Projects" portfolio, coordinating with Israel Innovation Authority and the EU.
 - Served as a development engineer, leading R&D projects in control and monitoring systems.
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2001 – 2004: Electronics Engineer, Engineering Department, Applied Materials

- Managed the transition of products from development to production.
 - Led an engineering team responsible for process analysis and manufacturing improvements.
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Military Service

1993–1995: Electronics Technician, Israel Defense Forces.

Skills and Competencies

Strong management skills. Creative, proactive, and highly involved. Excellent interpersonal and presentation skills. Strong analytical thinking and business mindset. Experienced in executing complex projects and work plans. Skilled in developing and delivering professional workshops.

Languages - Hebrew – Native | English – Fluent (Very High Proficiency)