

## **Nir Reich**

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### **Education**

2019-Today: Doctoral student -Behavioral economics, Ben Gurion University, Beer Sheva

2008-2012: MA- Economics, Tel Aviv University

2004-2007: BA- Economics and Management, The Academic College of Tel Aviv-Yaffo

### **Professional Experience**

#### **2007- Today: Lecturer for Economics and Management**

- Tel Aviv University- Microeconomics, Macroeconomics, Statistics and Mathematics
- The College of Management Academic Studies- Behavioral economics and decisions, Microeconomics and Macroeconomics
- The Academic College of Tel Aviv-Yaffo- Microeconomics and Macroeconomics
- Kibbutzim College- Behavioral economics and decisions

#### **2011- 2016: Senior FP&A, Sales Division, Strauss Group, Zrfin**

- Manage Sales budget, plan and monitor annual budget (work plan, estimations, actual results)
- Conduct in depth analysis for sales activities and “tell the story behind the numbers”
- Research the consumers perception and the way we measure our customers' behavior
- Work closely with the Sales management

#### **2010- 2011: Economist, Israel Competition Authority, Jerusalem**

- Learn the way a specific market work, who are the different players and competitors, what differentiate between them and what is the strength of their competitive advantage
- Forecast influences on the competition, in case of a specific change in behavior of one of the players, and predict how other players will respond
- Summarize the conclusions into a position paper to share with the Chief of authority, using theoretical and regression models

### **ARMEY**

A Major at the Israel Air Force