

Rutie Adar

Director, Head of Samsung Strategy and Innovation Center, Israel.

Bio:

Rutie Adar has been heading Samsung's Strategy and Innovation Center, Israel since July 2010. Within this center Samsung Electronics collaborates, seeks investment opportunities and incubates startups focused on disruptive ideas to fuel innovative platforms.

Rutie has been working in the Consumer Semiconductors industry during the past 25 years. She started her career developing image processing and parallel processing algorithms. In the past 15 years Rutie held various managerial positions in marketing , strategy, planning and business development. She has BSc and MSc in mathematics and computer science from the Hebrew University, Jerusalem and MBA from Tel Aviv University.