

## **Keren Primor Cohen**

### **Ramot at Tel Aviv University | CEO**

Keren is responsible for the management and commercial development of all technologies and intellectual property arising from Tel Aviv University research and innovation initiatives. This includes industry liaison, IP management, business development, technology commercialization, and the formation of startup companies and new ventures around TAU technologies. She is also responsible for creating collaborations with industry leaders and initiating funded research projects for TAU faculty.

As part of her important role as a collaborator between research and industry, Keren was a driving force behind the establishment of the Momentum Fund. This fund invests in early stage promising innovative projects, working in collaboration with industry leading companies and VCs. Keren has a major role in the formation of dozens of start-ups, such as: Imagindairy Ltd, SiliB Ltd, MultiVu, Unispectral, QART Medical, and Trobix Bio, and serves as a board member in all of them.

Keren also serves as a board member at TAU Ventures, a subsidiary of Ramot, and an accelerator that was established to invest in early, highly innovative startups that have been founded by undergraduates and graduates of TAU.

Before serving as CEO, Keren was Ramot's VP Business Affairs and General Counsel and has been with Ramot since 2007.

Prior to joining Ramot, she served as legal counsel at Yeda Research and Development Co. Ltd., the technology-transfer office of the Weizmann Institute of Science, and at RiT Technologies Ltd.

She holds a B.A. in Economics and LL.B. and LL.M. degrees, all from Tel Aviv University, and has been a member of the Israeli Bar Association since 2000.