

Bio: Shmuel (Mooly) Eden

Shmuel (Mooly) Eden is One of Israel's Technology leaders, and until recently He held the position of Senior Vice president in Intel Corporation and the president of Intel Israel (The biggest private employer in the state).

Eden joined Intel Israel in 1982. He held numerous technical and managerial positions in microprocessor research & development. Among the highlight of his career one can mention:

- Leading the design of the Intel® Pentium® processor with MMX™ technology (The 1st Multibillion \$ processor designed in Israel).
- Leading the design of Intel® Centrino® Processor Technology (That started the Mobile revolution)
- Shaping the Intel Israel development centers to be one of the best innovative design centers in the world

In 2003 Eden relocated to the US and held several marketing and executive positions. Before returning to Israel he was heading Intel's biggest business unit, The Notebook and desk top group, growing its revenue to 32B\$

In 2012 Eden returned to Israel where he has been serving as the President of Intel Israel as well as the General Manager of the Perceptual Computing organization which he established in 2011. Eden dedicated his free time to promote STEM education and help startups.

In 2010 Eden was voted by the "Fast Company magazine as one the 26 most creative people in the world (1st place was held by Lady gaga)

In 2012 Eden was voted by **Forbes** magazine as one of the top 10 most brilliant technological minds in the world along side Amazon CEO and Apple chief designer.

Eden received a bachelor's degree in electrical engineering from the Technion Institute of Technology in Israel in 1973 and a senior business management degree from Jerusalem University. He taught as an adjunct senior lecturer at the MBA program of the Technion Institute of Technology from 1999 to 2002