

CURRICULUM VITAE

MICHAEL GERSHMAN, PhD

Date & Place of birth: October 8, 1951, Saint-Petersburg, Russia (former Leningrad, USSR)

Family Status: Married, 2 children

Immigration Date: March 3, 1990

Home Address: 78 Ha-Ilanot str., Zoran, 42823, Israel

Tel/Fax 972-98987629

Mobile: 972-54-4351658

Email: michaell112@orange.net.il

Education:

- M.S. in Machines Dynamics, Faculty of Physics & Mechanics, Polytechnic Institute, Leningrad, USSR.
- Ph.D. in Theoretical Mechanics, Faculty of Mathematics & Mechanics, Leningrad State University, Leningrad, USSR.
- Certified expert in TRIZ (Theory of Inventive Problem Solving), MATRIZ – International TRIZ Organization.

Employment:

- 2008-2010 Air-Freedom Ltd., www.air-freedom.com - Innovative air filter configuration development, start-up, CTO.
- 2006-2008 ECSER Ltd., USA, Israel <http://www.ecserrubber.com/> - Secondary rubber utilization and devulcanization technology development company, innovation, patenting.
- 1997- 2006 GEN3 Partners – Technology Consulting company, USA (www.gen3partners.com) – Technological problem solving (TRIZ); technology and market trends analysis; innovative products development (medical devices, transportation, consumer products, food products, power sources, and others); analyst and projects leader.
- 1995-1997 LITAN Advanced Instrumentation Ltd., Israel - Heavy truck overturn computer modeling, algorithms elaboration, C-programming; Head of the calculation group.
- 1993-1995 Applied Inventive Thinking Ltd, Israel - Technology Development projects in the field of energy, vehicle navigation and entertainment; Head of the projects.
- 1991-1993 The Open University of Israel, The Center of Innovative Training, The Analytic Inventive Thinking Course; Teacher, projects supervisor, methodic developer.
- 1974-1989 MECHANOBR - The All-Union Institute of Mineral Processing, Leningrad, USSR - Scientific research in the field of theoretical mechanics, fluid-dynamics, new mineral separation technologies and equipment development; Research fellow, head of sector.

Experience:

Combined analysis of Market and Technology trends and Evolutionary Lines Analysis, technology development forecast, innovative product concepts development, inventive problem solving, new technologies analysis and screening (consulting projects for P&G, Clorox, Purina, Energizer, Gen Mills, Chiquita, BARD, Alcoa, Unilever, General Electric and others).

Air-filtration.

Patenting.

Theoretical Mechanics, Strength Calculations, Vibrations, Fluid-Dynamics, Mineral processing, separation technology and equipment.

Teaching experience:

1989-1990 Leningrad Public University Course TRIZ - Theory of Inventive Problem Solving, (in Russian), lecturer.

1992-1993 The Open University of Israel, Handasaim High School (TA University) - Course "Analytic Inventive Thinking" (in Hebrew), lecturer.

Publications:

36 scientific papers (technology evolution lines, theoretical mechanics, separation processes), 7 USSR authorships, 2 US patents, 1 PCT patent application, 9 US provisional patents.

Languages:

Russian, Hebrew, English.