

Oran Reuveni

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Education

Tel Hai Academic College

2013-2016

B.Sc. Biotechnology specializing in Agriculture

Description:

The program provides a wide background in agricultural studies and related biotechnologies. The program provides hands on experience with fruit and vegetable cultivation.

Specialized in subtropical orchard cultivation and management

Professional Experience

Plan2Plant, Farmland Assets Manager DSS Software Start-up

2019-Present

Plan2plant software provides a solution that allows farmland assets managers and/or owners to gain insights as a sophisticated value investor from their assets, particularly a planting plan - what, where and when to plant including risk assessments – to gain optimal financial results.

The system analyzes the customer profile (resources, and strategy) and its environmental conditions according to markets. The system solves complicated problems optimally, automatically, and quickly.

Role description: Co-Founder, VP Agribusiness R&D, COO

CultivAid, Avocado expert and advisor

2018-Present

CultivAid is an Israeli-international NGO, specializing in capacity building and knowledge and technology transfer initiatives with a focus on the agricultural and water sectors. CultivAid emphasizes the development of skilled local professionals through hands-on training programs, field work, and joint research to build a sustainable knowledge infrastructure.

Role description: Consulting on avocado growing methods, leads training for farmers in Ethiopia on establishing and maintaining avocado orchards

Kibbutz Ashdot Yaacov Ichud –

Plantations business & professional manager

2016-Present

Kibbutz Ashdot Yaacov is a kibbutz (collective farm) in Israel. The Plantations division is part of a large business organization called "Ashdot Bahemek" and include avocado, mango, banana, lychee, and dates.

Role description: business & professional manager and head agronomist.

Kibbutz Ashdot Yaacov Ichud – Youth Director

2011-2013

Role description: In charge of all youth activities for the kibbutz population, youth guide.

Kibbutz Ashdot Yaacov Ichud – Youth Director

2008-2010

Role description: In charge of all youth activities for the kibbutz population, youth guide.

IDF Army service

Special Intelligence Unit

2006-2008

Areas of Expertise

Industry Knowledge:

- Operational and business management for big scale farms
- Expert in commercial growing methods of subtropical and various plantations
- Experienced in building long-term strategic plans based on business, marketing, agronomic and operational visions
- Business and agronomic Strategic planning

Skills

Interpersonal Skills:

- High communicational skills
- Leadership capabilities
- Excellent training and guidance abilities

Personal Qualities:

- Creativity
- Hard worker
- Multitasking
- Handles pressure well

Languages

English (fluent); Hebrew (Native)