




# Maximizing IP Marketing efforts by harnessing the Power of Social Networks

**Tamir Huberman**




**Department at Yissum**

# About Me



**everything is possible**  
for one who believes

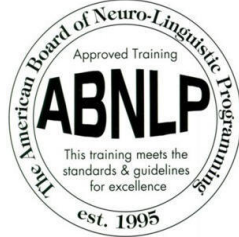


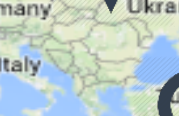
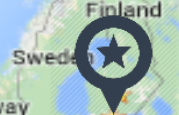
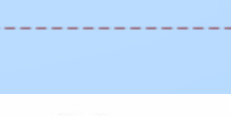
**Tamir Huberman** 1st • PREMIUM  
VP Business Development Computer Science & IT Director  
Israel | Venture Capital & Private Equity

Current Yissum, THI - The Huberman Insight, InnerEye Ltd.  
Previous Volcani Research Center - ARO, Yissum - Technology Transfer Company of the Hebrew University, Inverness Medical  
Education ABNLP

[Send a message](#)

500+ connections







## Table of Contents

- What are the Top reasons for using LinkedIn
- How to avoid common 4 mistakes related to LinkedIn usage
- What are the most important sections that are required in a powerful Profile
- How to use LinkedIn Groups
- Real Technology Transfer Examples using LinkedIn



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# What are the Top reasons for using LinkedIn



1. Jobs and Hiring
2. Profile Look up (face is easier to remember than a name)
3. Build Professional Relationships (**LION**)
4. Give and Receive Recommendations
5. LinkedIn Groups
6. Stay Updated with Colleagues, Contacts (Mini CRM)
7. Sponsor Company Updates
8. Strengthen old relationships
9. Branding yourself
10. Business Development & Marketing



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## Common Mistake I



1<sup>st</sup>

mistake



"I have a Profile, It's a waste of Time /  
Money / Energy to use & learn"

## Common Mistake 2



2<sup>nd</sup>

mistake



"I don't know so many people, so I can't build a  
Professional Network"

## Common Mistake 3



3<sup>rd</sup>

mistake



"I wrote to several people and did not receive replies,  
it doesn't work for me"

## Common Mistake 4



4<sup>th</sup>

mistake



“I am already using LinkedIn there is nothing I have  
to learn more...”



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# Profile Sections



## Photo

Members with a photo get 11 times more profile views.



## Summary

Adding a summary is a quick and easy way to highlight your experience and interests.



## Skills

Members with skills on their profile get 4 times as many profile views.



## Publications

Publications are a great way to show off your professional accomplishments.



## Interests

Share some of your professional and personal interests.



## Advice for Contacting

Make sure you're found for the opportunities you're interested in.



## Certifications

Members with a certification on their profile get double the profile views.



## Language

This can help you find a new job, get a promotion, or transfer overseas.



## Posts

Write a post to increase your visibility and improve your professional brand.



## Personal Details

You can control who will see this information.



## Advice for Contacting

Make sure you're found for the opportunities you're interested in.



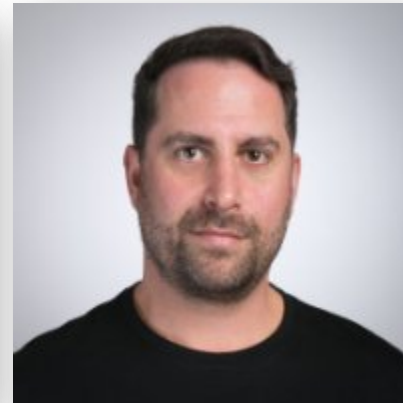
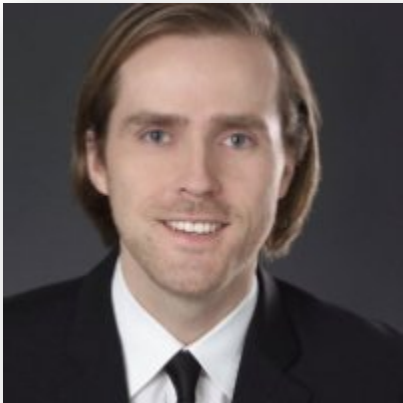


**Profile Picture**

# Problematic Images



# Suggested Images



# KEYWORDS



**Profile Keywords**

Keyword Planner

Add ideas to your plan

Your product or service

linkedin

Get ideas

Modify search

Targeting ?

<<

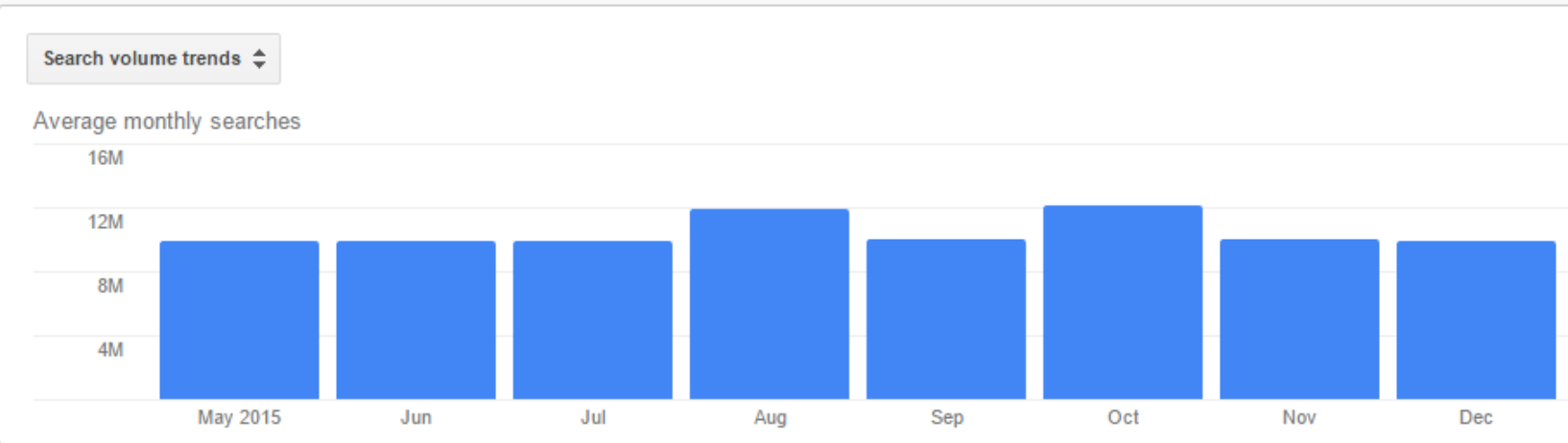
- United States, Israel
- All languages
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months


Customize your search ?



- Keyword filters
- Keyword options
- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan
- Keywords to include



Ad group ideas

Keyword ideas

Search terms		Avg. monthly searches ?	Competition ?
linkedin		11,100,000	Low

Keyword (by relevance)		Avg. monthly searches ? ↓	Competition ?
linkedin login		165,000	Low
linkedin jobs		90,500	Low

# SUMMARY



# Summary & Multimedia

## Background



### Summary

My passion in life is "Innovation" and "Making things Tick". More specifically I love helping creating new startup companies and also help SMBs and larger companies achieve more.

I am a professional Speaker on those topics and have been lucky enough to spread the word around the world: Australia, Canada, Finland, Singapore, Lithuania, Germany, US, UK and Israel.

Vast experience of over 20 years of Multi-disciplinary professional experience I have come to realize that ALL IS POSSIBLE if you are committed and willing to go all the extra mile. I have been lucky enough to discover effective means of marketing using the power of Social Networks. I also invented a totally new branch of Marketing which I call Social NLP which generates amazing results in establishing RAPPORT with people across the globe. You are welcome to get in touch as I am always interested to meet with new interesting professionals worldwide. You are also welcome to Follow my posts and add your remarks.

► High tech, Start-Up Technology bases companies: MobilEye, BriefCam, InnerEye, HumanEyes, OrCam, ExLibris (some are early stage ventures)

► Developed an Enterprise software (TTM) for managing all Tech Transfer activities. The TTM is now operating at: Hebrew University, Volkany Institute, Hadassah Hospital, Tel-Aviv University, Ichilov, Futuragene and the Technion (Taldor)

► Working with Leading researchers: Raanan Fattal, Amnon Shashua, Naftali Tishbi, Danny Dolev, Leo Joskowicz, Ari Rappoport, Amir Amedi, Alon Peled.

► Profile Keywords: Social Media, Business Management, Patents, Invention, Negotiations, License, Intellectual Property, Consulting, Licensing, Influencer, Co-founded Artigon, Early-stage technologies, GoogleX, Lead Generation, Landing Pages, Conversions

✓ 37,000+ 1st Degree Connections



Start-ups to vie for \$1 million China innovatio...



Technopolis Tampere Lecture - Finland



Tampere University Lectur...



Lockheed Martin Master Li...



Nir Barkat - Mayor of Jerus...





























































































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# Skills



99+	Start-ups	        
99+	Business Development	        
99+	Strategy	        
99+	Management	        
99+	Entrepreneurship	        
99+	Licensing	        
99+	Technology Transfer	        
99+	Strategic Partnerships	        
99+	Social Media Marketing	        
99+	Business Strategy	        

99+	Business Strategy	99+	Social Networking	99+	Business Intelligence
99+	New Business Development	99+	Consulting	99+	Executive Management
99+	Product Management	99+	Contract Negotiation	99+	Venture Capital
99+	Public Speaking	99+	Marketing Strategy	99+	Leadership
99+	Enterprise Software	99+	IT Management	99+	Product Marketing
97	Team Management	90	Negotiation	88	E-commerce
		86	Cloud Computing		
85	Product Development	83	International Business	79	Business Planning
71	Innovation Management	70	SEO	68	Strategic Planning
64	Management Consulting	62	Mergers & Acquisitions	59	Market Analysis
57	Technology Evaluation	50	Networking	48	Intellectual Property
44	Emerging Technologies	44	Training	43	Patents
42	Educational Technology	42	Information Management	42	Spin-offs
42	Open Innovation	18	Start-up		



**Experience**

# Experience



## Experience

### VP Business Development Computer Science & IT Director

Yissum

2008 – Present (6 years) | Israel



- Business Development in the fields of Artificial intelligence, Natural Language Processing, Big Data, Cognitive Linguistics, Cloud Computing, Computer Aided Surgery, Computer Vision, Machine Learning, Quantum Computing, Mathematics, Education, Humanities, Geography, Statistics, Psychology.
- Negotiating License Deals and Research Collaborations with multiple players in the IT industry such as Google, Intel, eBay, IBM, Microsoft, Adobe, Apple, Pixar, Disney, DreamWorks etc'. Establishment of new Start-up companies based on Hebrew University IP such as BriefCam, InnerEye and OrCam.
- Creating value out of IP emanating from Social Sciences. Establishment of eLearning to the Hebrew University, the first courses for accredited academic credit given by an Israeli University.
- Designed a of state of the art software systems (TTM) that handles all the IP related activities; business, finance (SAP Business1), patents, contracts and more (Distributed by Taldor). The TTM was sold to 7 additional companies and is considered the leading Technology Transfer Management solution in Israel.

▼ 3 recommendations, including:



**David Danieli** דוד דניאלי  
מומחה להגדלת רווחיות בעסק

Tamir is one of the few people I know that takes a big advantage of LinkedIn platform to develop businesses and succeed. He... View ↓



**Inbar Genad-Rozner**  
Founder at IGR

Tamir is a key member at The Jim Strategy club for a few years. He contributes his time and Original ideas, professional... View ↓

▼ 11 recommendations, including:



**Julia Jakubinsky**  
Senior Medical QA TL, medCPU, inc.

I had the opportunity to attend Tamir's lecture about the LinkedIn use and its advantages. The presentation was highly... View ↓



**Eli Wertman**  
CIO Looking for a new challenge

נוכחתי בהרצאתו של תמיר הוברמן על שימוש ברשת הלינקדין ככלי מחולל הזדמנויות, והייתי לשמוע את תמיר שמכיר את הלינקדין על בוריו... View ↓

[9 more recommendations ↓](#)



Sight through Sound - Channel 10 News (He...



Yissum Technology Transfer (Computer Scie...



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**Education**

# Education

## The Hebrew University

### MBA Studies, Marketing

2000 – 2002

Activities and Societies:

Two years of studies in the MBA program at the Hebrew University.

[Add Grade](#) ?

[Add Description](#) ?



Add Media:



Document



Photo



Link



Video



Presentation

## The Hebrew University

### MSc, Structural Biology, Summa Cum Laude

1997 – 2001

Published an article in JBC "Chicken Avidin Exhibits Pseudo-catalytic Properties" along with Meir Willchek and Edward Bayer from the Weizman institute.

Activities and Societies:

Worked for Prof. Oded Livnah on Avidin and Streptavidin.



Add Media:



Document



Photo



Link

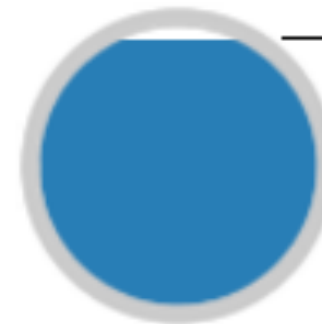


Video



Presentation

## Profile Strength



All-Star



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# **Profile & Spoken Languages**

# Profile Language & Spoken Languages



 Languages

**English**  
Native or bilingual proficiency

**Hebrew**  
Native or bilingual proficiency

**German**  
Elementary proficiency

Previous  
Volcani Research Center - ARO, Yissum - Technology Transfer C  
Inverness Medical

Education  
ABNLP

Edit Profile

View recent activity

Ask to be recommended

Create profile in another language

Share profile

Export to PDF

Manage public profile settings

# Publications



# Publications



## Publications

+ Add | ↑

### **Dramatically Increasing Global Presence & Deal Flow by Utilizing Social Networks** → ✎ Edit | ↑

Otaniemi, Finland

June 27, 2014

Universities and research organizations have massive amounts of information, technologies and know-how, which could be extremely useful to global companies. The real challenge is how to commercialize the research results to benefit these multinational corporates. In Israel, the use of databases for attracting global partners has been extremely successful. In addition, technologies and knowhow are... [more](#)

### **Social Networks & Databases – Powerful Tools for Boosting the Company Success** → ✎ Edit | ↑

Helsinki Think Company

June 5, 2014

Universities and research organisations have a massive amount of information, research projects and knowhow, which could be very useful to companies. The common challenge is how to commercialize the research fruits to companies worldwide? At Yissum, the Technology Transfer Company of the Hebrew University, Israel, the use of databases for attracting potential licensees and customers has been... [more](#)





**Profile SSI**

# Your SSI Score

## Social Selling Dashboard

Share your SSI [🔗](#)



**Tamir Huberman**

VP Business Development Computer  
Science & IT Director

Top **1**%

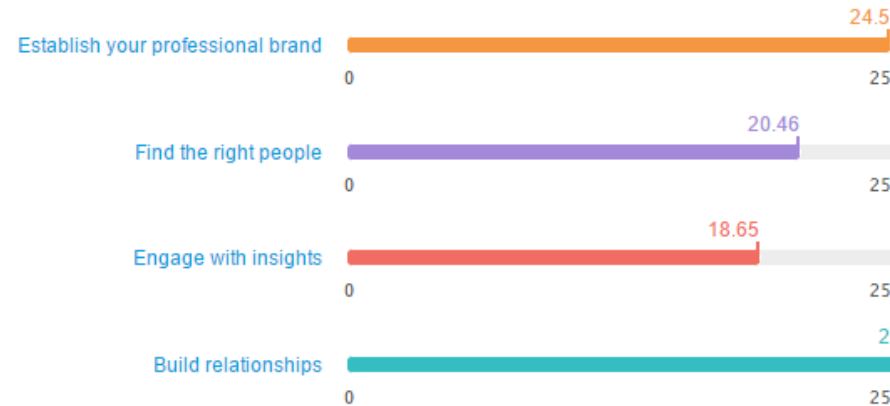
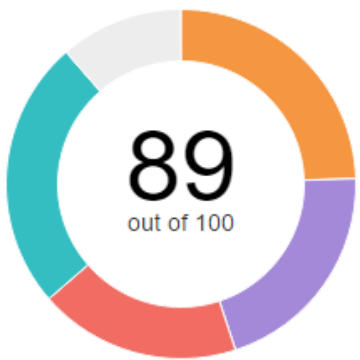
Industry SSI Rank

Top **1**%

Network SSI Rank

### Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



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# LinkedIn Groups

10 results for yissum



## Yissum - Technology Transfer Company of the Hebrew University [Member]

Jerusalem, Israel - Research / Ideas - innovation / license Agreement - Patent / Invention / Research in; Agriculture, ...

1,918 members

[Similar](#)

Post



## Research Collaboration at Yissum of the Hebrew University [Member]

Yissum facilitates research collaborations between business partners and the university's researchers, by providing ...

509 members

[Similar](#)

Post



## Yissum - Computer Science & Engineering [Member]

Yissum is the technology transfer company of the Hebrew University of Jerusalem (HU). It is responsible for marketing the ...

142 members

[Similar](#)

Post



## Yissum - Hebrew University Subsidiaries [Member]

Yissum has formed More than 65 spin-off companies, including Mobileye, HumanEyes, BriefCam, ReadEasy, CoolCite, Keryx, ...

114 members

[Similar](#)

Post



## Yissum - Imaging at the Hebrew University [Member]

The purpose of this group is to show all the existing and new applications that are made at the Computer Science ...

185 members

[Similar](#)

Post



## Yissum - Agriculture Technologies [Member]

The aim of this group to discuss all issues regarding Agriculture related technologies.

179 members

[Similar](#)

Post



## Yissum - Biotechnology [Member]

The aim of this group is to discuss Biotechnology related projects

169 members

[Similar](#)

Post



## Yissum - Institute for Drug Research (IDR) [Member]

The IDR collaborates with the pharmaceutical industry, contributing the unique and invaluable experience, knowledge, ...

99 members

[Similar](#)

Post



## Yissum - Chemical Sciences [Member]

The Institute of Chemistry at The Hebrew University of Jerusalem was the first of its kind to be established in the ...

43 members

[Similar](#)

Post



## Yissum - Hebrew University Education Technologies [Member]

The purpose of this Group is to focus in technologies related to education software and research. The group will include ...

7 members

[Similar](#)

Post

# LinkedIn Groups – Sharing of Technologies

## The Opportunity


- The market for wearable cameras is an early stage and experiencing rapid growth as the use cases for wearable cameras expand. Market research firm Tractica forecasts that wearable camera shipments will increase from 5.6 million in 2014 to 30.6 million units annually by 2020, equivalent to a compound annual growth rate (CAGR) over the period of about 32 percent.
- New uses are being found for these cameras. "While GoPro is driving the market for sports and adventure enthusiasts, we expect usage of consumer lifelogging cameras like those from Narrative to mature over time to capture specific moments and support video streaming.
- The public safety sector is also experiencing growth in the adoption of body-worn cameras for police officers provided by companies like Taser, Viewu, and Digital Ally. In addition, enterprise users are experimenting with applications like user experience research in retail and hospitality."

## Patent Status

Published US-2016-0163022



### Contact for more information:

 **Tamir Huberman**  
VP Business Dev.  
Computer Science & IT  
Director  
+972-2-6586678



### All projects by:

**Peleg Shmuel (15)**  
**Related projects (23)**

**Yissum Research Development Company of the Hebrew University of Jerusalem**  
Hi-Tech Park, Edmond J. Safra Campus, Givat-Ram, Jerusalem  
P.O. Box 39135, Jerusalem 91390 Israel  
Telephone: 972-2-658-6688, Fax: 972-2-658-6689

◀ Back

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 add |    

## • Technology Summary

 add |    

### 10-2014-3005 | DEHAZING USING COLOR-LINES

Fattal Raanan, HUJI, School of Computer Science and Engineering, CS - Computer Vision

**Color-lines used to recover scene transmission based on offset of lines from the origin**



**Raanan Fattal**

Computer Science & Engineering



Categories	Computer Science & Engineering, Imaging / Computer Graphics
Development Stage	Research completed, method implemented and tested against state-of-the-art
Patent Status	US patent application filed



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# Why LinkedIn?



# Amazon



**From:** Powers, Alice [mailto:[alicepowers@amazon.com](mailto:alicepowers@amazon.com)]  
**Sent:** Saturday, August 29, 2009 3:01 AM  
**To:** Tamir Huberman  
**Subject:** Your recent email to Jeff Bezos



Dear Tamir,

I hope you don't mind my responding on Jeff's behalf. Although he does read his mail, his schedule doesn't always allow him to personally respond.

**From:** Tamir Huberman [mailto:[Tamir.Huberman@yisum.co.il](mailto:Tamir.Huberman@yisum.co.il)]  
**Sent:** Tuesday, August 25, 2009 5:23 AM  
**To:** [jeff@amazon.com](mailto:jeff@amazon.com)  
**Subject:** Yisum - Technology Transfer Company of the Hebrew University

Jeffrey Bezos,

My Name is Tamir Huberman and I am the licensing officer in the field of Computer Science and Director of IT of Yisum, which is the Technology Transfer Company of the Hebrew University. I believe we have several projects that might interest Amazon in the field Computer Science and especially a project that ranks the helpfulness of reviews by a sophisticated algorithm. Please note we have additional technologies that might interest Amazon in other fields as well.

If I could please take a moment of your time to go over the list I have prepared below regarding some of the potential technologies.

**Alice Powers**  
Bezos Assistant

Contact Information

Phone: (206) 266-1000



# Case Study – Yahoo (meeting in SF)



## Yisum Technology Transfer of the Hebrew University

From Tamir Huberman  
To Dirk Regel  
Date May 5

My name is Tamir Huberman and I am VP Business Development at Yisum, Technology Transfer Company for the Hebrew University.

I would like to investigate the possibility of collaborating between LinkedIn and Researchers at the Hebrew University.

I will also be in San Francisco towards the end of July so that perhaps we could meet in person and I could elaborate on the potential of such collaboration.

Yisum is one of the most successful Technology Transfer Companies of the Hebrew University and is a leader of innovation.

RE: Yisum Technology Transfer of the Hebrew University

From Dirk Regel  
To Tamir Huberman  
Date May 5

Hi Tamir,

I am no longer at Yahoo! Co. [redacted] please send your request to April Henry, Chief of Staff Corporate Development at Yahoo!, via LinkedIn or to [aphenry@yahoo-inc.com](mailto:aphenry@yahoo-inc.com). She might be able to route your request.

Thank you,

Dirk

# YAHOO!



## Dirk Regel

1st  

Strategic Finance Leader | M&A, Partnerships, Corporate Finance, FP&A  
San Francisco, California | Internet

Current Yahoo!  
Previous Yahoo!, Dresdner Kleinwort Wasserstein, Sephora  
Education Golden Gate University

Send a message

500+  
connections

# Case Study – Yahoo (April Henry – Ron Brachman)

**From:** April Henry <[redacted]>  
**Date:** Monday, May 6, 2013 3:18 PM  
**To:** Tamir Huberman <[Tamir.Huberman@yisum.co.il](mailto:Tamir.Huberman@yisum.co.il)>  
**Cc:** "Yahoo! Inc." <[redacted]>  
**Subject:** RE: Yisum - Technology Transfer of the Hebrew University - Dirk Regel

Hi Tamir,

Thanks for reaching out. I'd like to introduce you to our Labs Head **Ron Brachman**. He would be your primary point on Y Research initiatives and potential collaboration.

Best,  
April



## April Henry

2nd

Chief of Staff - Development and Lead for Operations & Strategy and EMEA M&A  
San Francisco Bay Area | Internet

Current Yahoo!  
Previous Flirtic, Inc., Yahoo!, MySpace (Acquired by Specific Media)  
Education Columbia University in the City of New York

Connect

Send InMail



500+  
connections

# YAHOO!

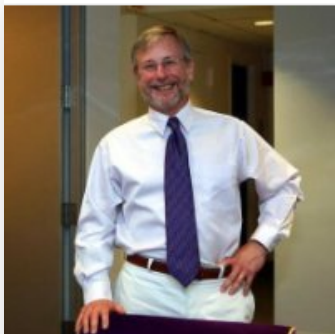
# Case Study – Yahoo (Ron Brachman – Yoelle Maarek)

**From:** Ron Brachman  
**Sent:** 06 May 2013 10:50 PM  
**To:** Tamir Huberman  
**Cc:** Yoelle Maarek; April Henry  
**Subject:** Re: Yisum - Technology Transfer of the Hebrew University - Dirk Regel

Tamir, the person to speak with is Yoelle Maarek – she runs our lab in Haifa. I believe we already have lots of collaborations between that lab and universities in Israel, but I don't know offhand what we are doing with The Hebrew University.

Best regards,  
Ron Brachman

Ron Brachman  
Chief Scientist and Head, Yahoo! Labs



## Ron Brachman

1st

Chief Scientist and Head, Yahoo! Labs at Yahoo!  
Greater New York City Area | Internet

Current    Yahoo!, Computing Research Association  
Previous    Yahoo!, AAAI (American Association for Artificial Intelligence),  
              DARPA  
Education    Harvard University

Send a message

500+  
connections

# YAHOO!

# Case Study – Yahoo (Yoelle Maarek)



From: Yoelle Maarek  
To: Tamir Huberman  
Cc: April Henry  
Subject: Re: Yisum - Technology Transfer of the Hebrew University - Dirk Regel


Dear Tamir

April, Ron and I just discussed offline, and Ron recommended we first meet in Haifa before planning for Sunnyvale meetings. That would help us understand what part of the business of Yahoo! would be relevant (if at all)

What about meeting the first week of June in Haifa?

Cheers

Yoelle



**Yoelle Maarek**  
Senior Director, Head of Yahoo! Labs, Israel  
Israel | Internet

Current

Yahoo!

Previous

Google, IBM Haifa Research Lab

Education

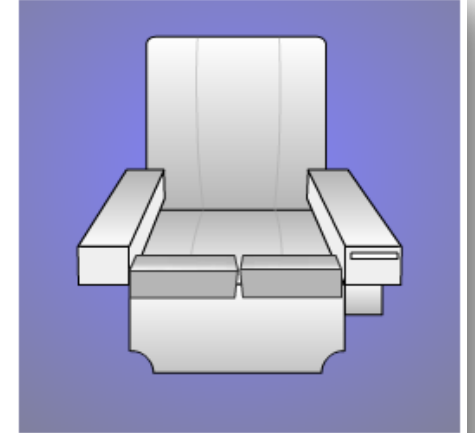
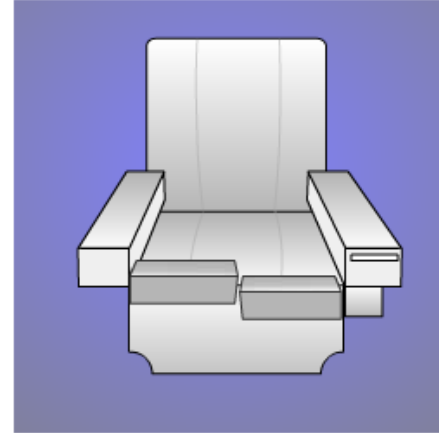
Technion

Connect

500+  
connections

# YAHOO!

# Case Study - NewSit



# Case Study - NewSit

## RE: Yisum Technology Transfer of the Hebrew University



**Marc-Andre Muller** · Aircraft Stress Analyst at ACS-NAI Ltd.

To: Tamir Huberman

Date: December 9, 2009

You replied to this message:

Hello Tamir,

I would recommend you contact aircraft seat manufacturers like  
Sicma [www.sicma.zodiacaerospace.com](http://www.sicma.zodiacaerospace.com)  
Decrane [www.decraneseats.com/index.php](http://www.decraneseats.com/index.php)  
BE Aerospace <http://www.beaerospace.com>  
These manufacturers design, produce and certify their own seats.  
Seats are usually certified to an FAA Technical Standard Order (TSO).

Our company then certifies installation of such seats in aircraft.

Regards,

Marc-Andre

On 12/09/09 2:48 AM, Tamir Huberman wrote:

My name is Tamir Huberman and I am a Business Development Professional from Yisum (Technology Transfer of the Hebrew University). We have developed a technology, called NEWSIT, for a new seat that greatly reduces the chances to develop DVT (Deep Vein Thrombosis) in long travel time (mainly flights but also other types of aviation). I am looking for the correct contact person to license this technology and will be happy to send you additional information.

Tamir

Marc-Andre Muller <sup>3rd</sup>

Aircraft Stress Analyst at ACS-NAI Ltd.

Winnipeg, Canada Area | Airlines/Aviation



Current

- **Aircraft Stress Analyst at ACS-NAI Ltd.**

Past

- Research & Teaching Assistant at Carleton University
- Trainee at Crossair
- Corporal at Swiss Army

Education

- Carleton University
- Carleton University
- Eidgenössische Technische Hochschule Zürich

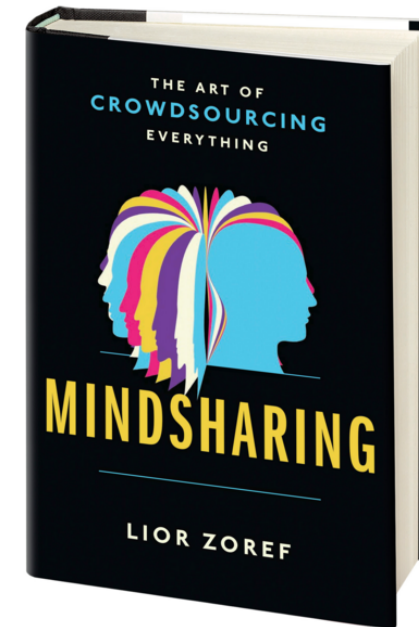
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# Case Study - NewSit

## Streamline Your Work

Mind Sharing on LinkedIn can help your business in other ways as well. Tamir Huberman is a Senior Vice President at a technology transfer company in Israel. His organization takes academic patents and sells them to commercial organizations interested in implementing the patent. One of the patents Tamir needed to sell was a patent that could transform an airplane seat into a “smart chair”. When he told me about it I immediately smiled. I love how everything around us has become “smart”. I can have a smart television, a smart watch, and even smart glasses. Smart chairs on an Airplane? What a great idea. Would it book my travel for me? Sing me to sleep on a long flight? Check my email for me?





## Recommendations Summary

- If you have at least 3 reasons from List provided you must make sure you have a good LinkedIn profile
- Avoid the 4 common mistakes by building a powerful profile, increase your network and a couple of minutes a day for networking, sharing, engaging etc.
- Make sure that at the very least you have the mentioned important sections updated accordingly. It is suggested to have an SSI of at least 50.
- Join and create Groups of interest, share discussions and engage with professionals to find new leads



## Conclusions

- LinkedIn is the best B2B Social platform that exists today
- If used correctly, the company can gain a tremendous value from the new leads and connections with past colleagues for doing business.
- In order to gain benefit from LinkedIn you have to work according to several guidelines and be consistent. Generating results takes time so be patient!
- I see LinkedIn as an “Opportunity Generator”. Hundreds of people around the world which have implemented my recommendations are already generating great results.
- For a Technology Transfer Company (or activity), LinkedIn is a “dream tool” allowing fast responses which are so desperately needed to decide on patent decisions.