

CURRICULUM VITAE

FULL NAME: Shirley Ben-Dak Valtzer
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NATIONALITY: Dual US/Israeli Citizenship
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KEY QUALIFICATIONS:

- An accomplished sustainable development professional and a certified project manager (PMP) with over **10 years of experience** successfully designing, implementing and managing impact projects in the Middle East, East Africa and USA for Israel's Agency for International Development Cooperation (MASHAV), USAID, UNIDO, UNEP & UN-Habitat.
- **Strategic Project Management:** Held senior level and team leadership positions working with multi-cultural and remote teams in public, private and civil sectors on all aspects of project management and digital transformation, from ideation to implementation, to closing and evaluation. Substantial experience amassed in request for proposals (RFP) preparation and in the strategic development of digital and change management trainings for environmental civil servants to improve workflow, accountability and citizen engagement.
- **Digital Transformation, Smart Water and Smart Cities:** Extensive knowledge and experience in developing digital transformation and smart city strategies for the public, private and civil sectors, primarily for water utilities and local municipalities.
- **Entrepreneurship and Innovation:** Developed long-term innovation and human-centered strategies and frameworks and connected between relevant data-driven startup and proven technologies and public/private project pipelines (mainly in energy, water, ICT & waste).
- **Fluent in both English and Hebrew**

PROFESSIONAL EXPERIENCE:

Bird Eye Consulting Corporation

CEO & Founder / Global (NYC HQ)

February 2014 – Present

International project management across high impact verticals: water, sustainability, smart cities and digital transformation. I work with global public, private and non-profit actors on complex projects via project management, strategic advisory and business development support. Sample initiatives include:

- Green Environment Training Program for Environmental Professionals
- Sustainability Agenda-Settings and Reporting (leveraging SDGs)
- Smart City Ranking Indexes and Prioritization Plans
- Digital Transformation Roadmaps
- Collaborative Procurement Strategies for Secondary/Tertiary Cities

Smart Water Networks Forum (SWAN)

VP Strategy & Innovation / Americas, APAC, Europe, Middle East

December 2016 – Present

Led development of a five-year organizational strategy for leading, global non-profit hub for the smart water sector, working to accelerate the awareness & adoption of data-driven technologies in water & wastewater distribution networks worldwide. In coordination with senior management, board members, and a global membership base, designed and implemented program activities and a structured data-driven methodology. In this capacity, I'm responsible for:

- Planning and reporting, including the diversification of revenue streams to maintain financial sustainability by leveraging digital programs and cost-effective tools
- Business development, marketing and communications
- Contributing to industry relevant research, global utility surveys and white papers
- Overseeing event management, including Annual Conferences (60 speakers, 300+ global attendees, 20+ sponsors); led and implemented 1st Smart Water Hackathon
- Partnership development with international institutions and management of RFPs

- Prepared detailed work plans and facilitated mapping of project scopes, goals & deliverables.
- Oversaw staffing requirements, including recruitment and deployed and assured effective performance management reporting mechanisms and comprehensive training programs.
- Met with progressive and emerging water utilities, leading solution providers & technological companies worldwide to promote the use of smart water technologies to address concrete water challenges.

SUITS Ltd. (Smart Urban & IT Strategies)

Head of Global Initiatives / Israel, Kenya, Uganda, Tanzania, Rwanda

September 2016 – September 2019

Led the global business development and project management efforts in East Africa for this Israeli based private urban-tech integrator founded to promote smart urbanism around the globe via municipal strategy, smart governance and the development of human and cultural capital through innovation-led initiatives.

- Focused on the creation of a municipally-owned innovation accelerator in Mwanza, Tanzania, local, community infrastructure development (energy, water) in Migori County, Kenya and a geographic-led urban management system in Mukono, Uganda
- Managed digital transformation and strategic reorganization of main local government umbrella partner in Lake Victoria Region - the Local Authorities and Counties Cooperation (LVRACC), a regional body representing network of 130+ municipal local authorities and counties across Kenya, Tanzania and Uganda), as part of long-term institutional strengthening efforts aimed at improved policy-making and increased citizen participation
 - Particular focus on monitoring and review of cross-county program budgets, target setting and performance benchmarking
 - Facilitated smart city and urban innovation workshops for municipal civil servants at distinct site visits to Kenya and Uganda
- Contributed to National Smart Cities Master Plan on behalf of Government of Rwanda (as UN-Habitat subcontractor, 2017) – worked in cooperation w/ Rwandan Ministry of ICT & Innovation
- Led proposal writing and development of business development contracts and MOU agreements with relevant Israeli and East African partners and strategic stakeholders

The Weitz Center for Sustainable Development - Official MASHAV, Israel's Agency for International Development Cooperation Training Affiliate Center

Head of International Programs / Israel

December 2014 – December 2016

Led the professional facilitation of yearly MASHAV-sponsored (Israel's Agency for International Development Cooperation, part of Israel's Ministry of Foreign Affairs) sustainable development capacity-building programs for participants from developing and emerging countries. Management of \$250,000 USD budget. In this capacity, I exposed global delegations (mainly from Asia, Africa & South America) to emerging Israeli startups & technologies. Achieved successful outcomes in the following:

- Completed seven monthly evidence-based training programs and facilitated the transition to digital evaluation process (over 97% high satisfaction rate from trainees)
- Strengthened business development efforts vis-à-vis trainees, financial institutions, UN and international development agencies, including: The World Bank (via Climate Innovation Centers), EBRD, UNIDO, UNEP & UN-HABITAT
- Contributed to EU-funded SWITCH-Med circular economy program (overall project value of 15-20 million euros) implementation in Israel

EDUCATION:

Master of Science (MSc.), Sustainability Management

2013-2014

Columbia University in the City of New York, USA

- Graduated with a 3.75 GPA
- Co-founded an e-commerce startup that was acquired within 14 months of launch (joint Columbia Business School initiative)

Bachelor of Arts (B.A.), Government & International Relations
Interdisciplinary Center of Herzliya (IDC Herzliya), Herzliya, Israel

2008-2010

- Fall 2009 Study Abroad at Charles University, Prague, Czech Republic
- Participant in highly selective New Media Fellows Program for Honors Students: focused on leveraging new media tools to advance critical social projects across Israel's periphery

SELECT TRAININGS & WORKSHOPS:

"Smart Cities and Urban Innovation" (Narok & Kisumu, Kenya; Mwanza, Tanzania; and Entebbe & Mukono, Uganda) - 2017, 2018

"Policies, Strategies & Support Systems - Rural Revitalization" (MASHAV Training, Israel) - 2014, 2015

"Clean Technologies – Environmental Technology, Innovation and Management Systems as Means for Regional and Local Economic Development" (MASHAV Training, Israel) - 2014, 2015

"Addressing the Urbanization Challenge – Slum Upgrading and Migration to the City" (MASHAV Training, Israel) - 2014, 2015

"Green Growth: Policy Measures and Implementation Tools" (MASHAV Training, Israel) - 2014, 2015

RELEVANT CERTIFICATIONS & HONORS:

- Project Management Professional (PMP) Certification, Project Management Institute March 2020

- Finalist, UNLEASH 2017 Youth Innovation Lab for SDGs, ("Data-Driven Approach to Solid Waste Management in Low-Income Urban Areas") August 2017

- Conference Speaker at SDSN Conference on Sustainable Development: "The Impact of Hyperspectral imaging and Precision Agriculture on SDGs" September 2014

GEOGRAPHIC EXPERIENCE: US, UK, Israel, Kenya, Tanzania, Uganda, Rwanda

LANGUAGES: English (Native/Fluent), Hebrew (Native/Fluent), Spanish (Intermediate), Arabic (Beginner)

AFFILIATIONS: Project Management Institute (PMI), Society for International Development (SID-Israel Chapter)