



**Nurit Gazit, Director, Enterprise Florida, Israel Office**

Mrs. Gazit has served as director of Enterprise Florida in Israel for over 10 years. Nurit Gazit is a management and business consultant with wide-ranging business experience focusing on business strategy, management and organizational development, with in-depth knowledge and broad professional experience in emerging companies, globalization and technology-driven industries. Mrs. Gazit together with the Israel team has established outstanding business networking connections and accumulated significant experience and know-how in promoting and developing business opportunities in Florida's key industry clusters. Ms. Gazit has led several trade missions and inbound missions to Israel and Florida including the missions of former Governors Bush and Crist and Governor Scott to Israel.

Mrs. Gazit has worked with senior executive managers in Israel for the past 20 years. She was part of the executive management & development team for Europe at Digital Equipment Corp. Mrs. Gazit served as senior faculty member at the Jerusalem Institute of Management-JIM (affiliated with Harvard Business School), working with managers from leading Israeli companies in a variety of industries from the private and public sectors. Ms. Gazit was a member in a JIM special project for the Government of Israel "An Export – Lead growth strategy for Israel". The research team was drawn from the Boston Consulting Group. Mrs. Gazit was part of the faculty of TIM-Technion Institute of Management, dedicated to significantly improving the performance of Israeli high-tech companies serving the global market. As part of the Institute, Mrs. Gazit was actively involved in developing a program for emerging companies. Through this assignment she was deeply involved in identifying the distinct needs of Israeli start-up companies and incubators. Mrs. Gazit holds an MBA from School of Business Administration, Tel Aviv University specialized in business strategy and organization behavior. Mrs. Gazit served in the Israeli military and had an honorary discharge rank of Captain.



**Elysa Rapoport, Business Development Manager, Enterprise Florida, Israel Office**

Ms. Elysa Rapoport joined the Israel Office of Enterprise Florida in May 2014 as the Business Development Manager. Ms. Rapoport is a marketing and business development executive with extensive experience in marketing, communications, business development and events management, in both the hi-tech and government sectors in Israel and internationally. In her capacity as the Business Development Manager Ms. Rapoport develops relationships with Israeli companies that are focused on the US and Latin American markets as well as with other strategic partners such as VC funds, chambers of commerce, government offices, incubators and legal and accounting firms.

Prior to joining Enterprise Florida, Ms. Rapoport was part of the marketing team at AudioCodes, a NASDAQ-listed Israeli technology company where she led the company's participation in trade shows and exhibitions, the production of collateral, logistics, lead management and managed relationships with international channel partners. Prior to AudioCodes, Ms. Rapoport was the Grants, Marketing and Communications Officer at the Peres Center for Peace, where she secured large-scale grants, developed strategic partnerships, managed the organization's marketing and communications and managed high profile international events and delegations. Ms. Rapoport also works as a business development consultant to Israeli NGOs and social enterprises. Ms. Rapoport holds a Bachelors in International Relations from the University of New South Wales, Australia and a Masters in Political Communications from Tel Aviv University. She was born in Australia and has lived in Israel for the past 7 years and speaks fluent English and Hebrew.