

## Keren Shany |



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Department. Marketing and Communication Department

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Mrs. Keren Shany is Head of the firm's Marketing and Communication Department.

Mrs. Shany has over two decades of practical experience in creating and developing brand names and business concepts as well as building and managing marketing platforms for leading Israeli corporations, including Keshet Media Group, Zap Group (formerly Dapey Zahav) and others. In addition, she led dozens of entrepreneur and business development initiatives, among others as founder and CEO of a technological start-up.

Mrs. Shany is responsible for the firm's marketing and communication and manages all external communication interfaces with clients, media bodies and commercial co-operations, including maintaining the firm's media presence and spokespersonship.

In addition, under the leadership of Mrs. Shany the firm's Marketing and Communication Department regularly organizes a variety of content-based events, including conferences, roundtables, webinars, professional seminars and more. These events relate to a broad array of legal fields, tailored to the needs of the firm's diverse client base.

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Education B.A., Marketing and Political Science, Bar-Ilan University, 2000

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Bar Admission