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Department. Business Development and Communications Department

Adv. Drori is the Head of the Business Development and Communications Department.

Adv. Drori is responsible for building integrated business development, marketing and communication processes, providing our partners with a myriad of tools to drive the firm's growth. She develops and advises the firm's partners throughout targeted business activity among potential clients, realizing business potential among existing clients, developing new legal products, examining activities and potential in new markets, creating and nurturing business ecosystems, initiating and managing collaborations with professional forums - such as the CFO Forum and the Association of Corporate Counsel (ACC) - and the "Big Four" accounting firms, outlining the firm's marketing strategy and formulating professional tools for its implementation, managing the firm's external and internal media and communications arena, and more.

Alongside her professional activities, Adv. Drori regularly lectures on her fields of expertise and participates in various professional conferences and panels. She is a guest lecturer for courses in the law and communications faculties at several academic institutions, including Bar-Ilan University, the College of Management Academic Studies and others; consistently lectures at the annual Israel Bar Association Conference in Eilat; leads seminars for the Israel Bar Association and its advanced studies programs; and more.

In addition, Adv. Drori serves as Vice Chair of the Israel Bar Association's Gender Equality and Representation Forum; is a mentor in the Israel Women's Network's Jurists Forum; and is a Board Member of the ProWoman Organization, which promotes the integration of women in senior roles and influential positions.

Adv. Drori was selected as one of Israel's most promising individuals as part of Globes' 2019 '40 Under 40' project.

Education

- MBA, London Business School, London, UK, 2018
- LL.B., Tel Aviv University, Buchman School of Law, 2010
- B.A in Communications, Tel Aviv University, Gordon School of Social Sciences, 2010
- Certificate in Journalism, Tel Aviv University, Koteret School of Journalism, 2010

