

Contact

www.linkedin.com/in/ronikaplan
(LinkedIn)

Top Skills

Strategy
Social Media
International Relations

Languages

English (Professional Working)
Yiddish (a bizale) (Limited Working)
Hebrew (Native or Bilingual)
Spanish (Native or Bilingual)

Certifications

IB (International Bacculerate)
Diploma

Honors-Awards

Outstanding Officer

Publications

Capitan Kaplan nos da Información
Importante en Entrevista con Jorge
Ramos

"Los misiles que cayeron cerca
de Tel Aviv y Jerusalén son de
construcción iraní" / Operación Pilar
Defensivo

La industria del Internet de las
Cosas en Israel

"El cese va a depender del
contrabando de armas"

RONI KAPLAN (CONT. TEL.) /
Canal12Melo

Roni Kaplan

Co-Founder at Conexion Israel, Partner at Aurora, Advisor at Israel
Foreign Ministry, Founder at Huellas del Cielo
Israel

Summary

As an Israeli born in Uruguay, I am focused on strengthening the ties
between the Hispanic world and the State of Israel.

In Conexion Israel I'm organizing inspirational-boutique-high-level
visits to Israel for entrepreneurs, journalist and influencers, decision
makers, religious leaders,

Currently heading a team providing advisory services to Israel's
Ministry of Foreign Affairs in Latin America.

Also a partner in Aurora, the newspaper of Israel in Spanish.

Speaker in issues regarding Israel: Start Up Nation, the Middle East,
security, counter-terrorism.

Former official in the Israel Defense Forces for 9 years. Completed
central positions such as Spokesman of the IDF for Latin America
and Asia, Head of the Lebanon Liaison Unit with United Nations and
Head of the liaison with Latin America and Africa in the International
Military Cooperation Unit.

Experience

Conexion Israel
Co-Founder and CEO
April 2016 - Present (7 years 8 months)
Tel Aviv Area, Israel

Aurora
Partner
August 2018 - Present (5 years 4 months)
Tel Aviv

Ministry of Foreign Affairs of Israel
External Advisor for Latin America
June 2016 - Present (7 years 6 months)

Head of a 6-member team in charge of advising the Ministry of Foreign Affairs in issues regarding Latin America.

As part of our work we manage the social media accounts of the Ministry in Spanish. We are also responsible for providing relevant resources for Israeli embassies located in Spanish and Portuguese speaking countries around the world.

Conexión Israel
Co Founder and Director
2016 - Present (7 years)

A project destined to generate and strengthen ties between Israel and the spanish-speaking public around the globe.

As part of this project we coordinate high-profile visits of officials to Israel to develop new commercial and cooperation opportunities between the sides.

The topics of this visits vary between agriculture, social development, security, water efficiency and others.

We also coordinate other activities such as conferences about Israel and the Middle East in spanish, geo-political tours in Israel, among other things.

Huellas del Cielo
Founder and Director
2015 - Present (8 years)

Founder and director of a project intended to strengthen the ties between christians around the world, specially in Latin American countries, and the State of Israel.

We promote christian trips in Israel to strengthen their identity and bring them the best possible experience in the Holy Land.

Israel Defense Forces
8 years 11 months

Head of the Lebanon Liaison Unit
November 2014 - July 2015 (9 months)

Responsible for the liaison with UNIFIL in Lebanon at the tactic and strategic level.

Senior Staff Officer of the Head of the Galilee Division.

Senior Staff Officer in the Strategic Division and the Foreign Raltions Division of the Israel Defense forces.

Proactively seek to reduce tensions in the Israel-Lebanese border.
Proactively seek to generate opportunities and reduce threats in the border.
Leader of a team of 15 people, included an operations center.

Spokesperson to Latin America and Asia

June 2012 - November 2014 (2 years 6 months)

Responsible for Latin American and Asian media, based in Israel and around the world, with regard to media coverage, messaging and presentation of the Israel Defense Forces. Proactively seek to establish or influence media agenda. Media analysis and planning for expected events or overarching trends. Frequently present related fields to large groups of visiting dignitaries or other groups. Also responsible for implementing a social media infrastructure in the IDF targeting specific audiences and demographics.

International Military Coordination and Strategy Planner

January 2009 - June 2012 (3 years 6 months)

Entrusted with handling policy decision, maintaining contacts, and facilitating cooperation between the IDF and various militaries in Latin America and Africa. Served as liaison to the foreign military attachés stationed in Israel, providing them with information on behalf of the IDF with an emphasis on developing personal relationships. Liaison to IDF attaches abroad and worked to increase defense exports to foreign countries.

Research Economist

September 2006 - March 2009 (2 years 7 months)

Israel Defense Forces Budgetary Adviser at IDF

Managed budget expenditures of IDF soldiers (enlisted soldiers, regular soldiers, retirees, reservists, and civilians working for the IDF), including monitoring the expense framework, making estimates using actuarial calculations, evaluating the influences of changes to salaries, participation in Knesset committee discussions, was involved in negotiations regarding salaries, etc. Worked with transitioning career soldiers to pension collectors, including building a default pension plan for career servicemen and participation in negotiations with the Finance Ministry. Worked on the new reservists' law in 2008, including working on calculations, summarizing the topic for the Finance Ministry and other government bodies (Tax Authority, National Insurance Institute, etc), helped advance the legislative process, and more.

Education

Tel Aviv University

Master's degree, Security and Diplomacy · (2010 - 2011)

Hebrew University of Jerusalem

Bachelor's degree, Economics, Politic Sciences and
Philosophy · (2003 - 2006)

Escuela Integral

International Baccalaureate Diploma, Economics, History, Sociology,
Anthropology · (1999 - 2000)