



## Asaf Lev

Program Manager, IDC EMEA Emerging Technologies, Israel

Asaf Lev is a Program Manager in IDC's EMEA Emerging Technologies, where he is responsible for the ongoing relationships with the investment community, technology vendors and the marketing and business development of the research program.

Prior to joining IDC, Lev was Deputy Spokesperson for Israeli Ministry of Communications. During his time there he was responsible for regulatory press affairs and day-to-day work with the international press in Israel. Lev spent several years as Marketing Director and Account Manager for an Israeli PR firm specializing in technology and VC's and handled PR for multinational technology companies operating in Israel, among them Intel, National Semiconductor, HDS and start up companies. Before that, Lev was TV and radio reporter for economic issues in several Israeli TV and radio stations.

Lev holds a BA in Communications & Journalism and Political Sciences and MBA.