



Academic Member and Ambassador  
Communication Institute of Greece



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**Dorit Zimand-Sheiner**

Dr. Dorit Zimand-Sheiner holds her MBA from University of Derby and Ph.D. From Paris 8 University. She is a lecturer, senior faculty member and head of Strategic Communication Tract at the School of Communication at Ariel University. Her research concentrates on various aspects of marketing communication with the emphasis of advertising and PR in the digital age and the relationship between advertising, the consumer society and media. Her academic career was prefaced by a long career as senior manager at international advertising agencies in Israel.

Dr. Dorit Zimand-Sheiner teaches courses focusing on Advertising planning and Branding, Innovation management and creative thinking and Marketing communications.



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