



## Ruth Lande

*Expert on Middle East and Foreign Policy*

**TOPIC:**

Business Strategy

**SUBTOPICS:**

Leadership and Management; Innovation;  
Organization and People

### BIG IDEAS:

#### Arab-Israeli Relations:

An experienced diplomat and scholar, Ruth presents how to build a comprehensive framework for lasting peace in the Middle East through a combination of bottom-up and top-down approaches. The political echelon, alone, is charged with a very challenging task within the framework of peacemaking: leaders need not only negotiate, they must also "sell" the final product to their constituencies. The buy-in from the people will generate the momentum or aiding force needed that will, in turn, back-up, support and follow-up on decisions made by the political leadership with regard to bringing forth peace. Such support may not only strengthen the decision but actually turn it into a reality.

Ruth believes that this can be achieved via the creation of a fund, outside of Israel, with an international board. This fund will have 2 main objectives:

1. Identify and support a few select, successful, visible, on-the-ground projects in Israel and Palestine, which will address human needs (job creation, education, culture, leadership etc.) and serve as the flagship for successful and worthwhile cooperation.
2. Nurture a cadre of dynamic, politically unaffiliated, young leaders of Jewish and Arab origin, who shall be the owners of the process and implement those successful projects.

Ruth believes this bottom-up approach is naïve on its own and must be complemented with regional and worldwide support from administrations (such as the US for instance), Middle Eastern regimes, governments and organizations. Such cooperation and support will serve to endorse and reinforce the momentum and create, in the medium-and long run, an environment which will make it far easier for decision-makers to affectively sell their "peace products" to their respective constituencies.

#### Cross-Cultural Conflict:

The art of public speaking and cross-cultural negotiation

#### Women and Leadership—The Middle East:

The future role of women in the quest for peace and diplomacy

#### The Business Imperative in the Middle East:

How can the private sector advance peace efforts and help bridge cross-cultural and religious differences while simultaneously building profitable enterprises?

#### The Complexities of the Israeli-Egyptian Relationship:

An economic and political analysis of the significance of Israel's strategic peace with Egypt, alongside a closer look at the lack of "normalization."

## BIOGRAPHY

Ruth Lande is the Foreign Affairs and World Jewish Affairs' Advisor to the President of the State of Israel, Mr. Shimon Peres. Her personal history, education, and impressive professional experience make her uniquely qualified to advise governments, corporations, and NGOs on Middle East-related issues.

The focus of Ruth's work spans a broad spectrum including Arab-Israeli relations, US-Israeli strategic alliances, cross-cultural negotiation, and counterterrorism and nonproliferation. She is also passionate about the role women must play in the quest for peace in the Middle East. A born diplomat, Ruth is committed to closing the gaps in the global religious and cultural divide. Her thoughtful approach helps others better understand the myriad of interconnected issues that impact business, economics, culture, and politics in the region.

Ruth was born in Israel and raised in Cape Town, South Africa. She returned to Israel as a teenager and graduated, Cum Laude, from Bar Ilan University with a degree in International Relations and Communications. After completing her studies, she served as a political analyst in the Israeli Defense Force intelligence, rising to the rank of Captain.

Following military service, Ruth joined the Israeli Ministry of Foreign Affairs, where she served as the desk officer for the UK, Ireland, and Scandinavia. She was promoted to Advisor to the Deputy Director General for Strategic Affairs in the Foreign Ministry, dealing with counter-terrorism and counter-proliferation issues. During this time, she earned a Master of Arts (Cum Laude) in International Relations from the Hebrew University in Jerusalem. She received the "Simcha Pratt Prize" for excellence on a paper analyzing the Oslo Negotiations, and her reputation led to a three-year appointment as the political and economic advisor in the Israeli embassy in Cairo. She completed her service there as the Deputy Chief of Mission.

In 2006, Ruth was awarded a Wexner Fellowship to study at Harvard's John F. Kennedy School of Government, where she earned another master's degree before assuming her current position with President Peres's office.

Ruth speaks fluent Hebrew, English, Russian, and Arabic, as well as conversational French.