

Batsheva Moshe

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Batsheva Moshe is a business and social entrepreneur, investor, and senior executive who bridges strategic leadership with hands-on business execution.

She currently serves as the GP at 12A VC – a unique VC Empowering entrepreneurs from the Haredi community, to build top-decile technology ventures with strategic capital and world-class expertise, stems from a deep conviction in our unique model.

Alongside her executive role at 12A VC, Batsheva serves on the **Board of Directors of Alony Hetz Properties & Investments Ltd. (TASE: ALHE)**, one of Israel's largest real estate and energy investment holding companies. She is also the **Chairperson of Yozmot Atid**, an NGO dedicated to empowering underserved women to build and grow small businesses, helping them achieve economic independence. In addition, she sits on the boards of Sapir College, Ofanim NGO, and the Or Movement, and serves as a Director at the ICA Foundation and the **National Museum of Science – MadaTech**. She is also a member of the **Public Council of Momentum**.

Beforehand Batsheva served as the General Manager for Israel, the Middle East, Eastern Europe, and the Nordics at Wix **Enterprise**, the world's leading cloud-based website creation and development platform with over 300 million users worldwide. In this role, she drives the company's regional growth strategy while directly overseeing **business development, strategic partnerships, enterprise sales, large-scale professional service projects, and customer success**. Batsheva also leads **regional marketing and go-to-market initiatives**, and spearheads **product localization efforts** to ensure Wix's solutions address the cultural and business needs of diverse markets under her management.

Before joining Wix, Batsheva was the **Head of Poalim Hi-Tech**, the high-tech banking arm of Bank Hapoalim. There she led the bank's strategy in the tech sector, **building partnerships with VCs, accelerators, and incubators; recruiting new customers and credit opportunities; managing an AUM of ~$65M across 30+ tire 1 Israeli VCs; and overseeing 10 high-tech branches serving 3,500+ companies.** She also directed the brand's marketing strategy and product innovation while training bankers and developing new financial models for the ecosystem. In parallel, she was a **Board Member at Poalim Bakehila Foundation and Poalim Nechasim**. Earlier, she served as **Chief of staff to the Chairman of Bank Hapoalim**, where she supported the Board of Directors on the day today activity and on key strategic initiatives and challenges.

Earlier in her career, Batsheva served as the CEO of Unistream one of Israel's most influential and impactful NGOs. Unistream promotes entrepreneurship and aims to narrow the socio-economic gaps by empowering youth and young adults from underprivileged communities to establish startups and integrate into the Hitech industry. Batsheva led to significant organizational growth at Unistream, expanding its annual budget fourfold, increasing staff from 20 to ~100, and broadening its reach from 12 to over 80 localities and abroad. She expanded Unistream's target population to include a diverse range of groups and ages.

Batsheva holds a B.A. in Communications and Human resources and an M.A. in Organizational Consulting from Haifa University, both with honors, a graduate of Hamil - Directors course. a member of ROI – Schusterman community, and an alumnus of Kriat kivun (–later a part of the Maoz group) leadership program, and Ruderman executive fellowship.

Batsheva was named as one of the 40 Under 40 most promising young adults in Israel by The Marker (2015), as Globes's 40 Under 40 most promising young adults (2017), as one of 21 most impactful women at the high-tech sector in Israel by The Marker Magazine (2018), and for Calcalists' Women

of The Year 2018, all of which are Israel's most prestigious and leading business and financial newspapers, and one of 40 ‘promising women’ on Makor Rishon.