

## **EXTERNAL USE:**

### **Michael Eisenberg:**

Michael Eisenberg is an Equal Partner at Aleph, an early stage venture capital fund with over \$500M under management. Aleph focuses on partnering with great Israeli entrepreneurs to build large, meaningful companies and impactful global brands. Since its founding in 2013, Aleph has invested in more than 40 companies including Melio, Lemonade, Bringg, JoyTunes, Healthy.io and Nexar.

Prior to Aleph, Michael was a General Partner at Benchmark Capital, which he joined in July 2005, and where he continues as the partner responsible for Benchmark's Israeli portfolio. Michael has focused on internet and software-enabled service investments since 1995. He has invested in and served on the boards of some of Israel's leading companies and startups, such as Conduit, Gigya, Picturevision (acquired: EK), Shopping.com (Nasdaq: SHOP, acquired: EBAY), Tradeum (acquired: VERT), and Wix (Nasdaq: WIX), Lemonade (NYSE: LMND).

Since 2006, Michael has been writing the blog "Six Kids and a Full Time Job," Six Kids and a Full Time Job on topics ranging from politics to technology, Judaism and macroeconomics. He was a contributor to TheMarker, a Hebrew-language daily business newspaper, and is the author of the "Hummus Manifesto," the seminal piece on Israel's innovation scene. Michael has also published five books, in Hebrew, *The Vanishing Jew*, *Ben Barukh*, *The Tree of Life and Prosperity*, *Everyone can be Moses and Roaring Tribe*. Two of Michael's books, *The Vanishing Jew* and *The Tree of Life and Prosperity* have also been translated to English. He lectures frequently on venture capital, Israel, and entrepreneurship. He serves on the board of the non-profit organization Yeshivat Har Etzion and is the chairman of The Shomer Hachadash. Michael lives in Jerusalem with his wife and eight children.

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Michael is now releasing "The Tree of Life and Prosperity: 21st Century Business Principles from the Book of Genesis," a framework that uses the words and actions of the Hebrew patriarchs to lay the foundations for a modern growth economy based on timeless business principles and values. It is available for pre-order on Amazon and other booksellers.