

Ayal Stern, Chief Executive Officer, ThriveDX

Ayal Stern is the CEO of ThriveDX, the US-based subsidiary of the Israel-headquartered ThriveDX.

With over a decade of experience as Israel's premier, digital skills and cybersecurity technology education provider, ThriveDX partners with top-tier academic institutions to offer advanced, professional development programs in digital technology. ThriveDX's dedicated research and development teams ensure all digital and cyber curricula remain relevant to current industry standards and aids students in developing the skill sets they need to acquire life-long careers in the digital workforce.

Before accepting the role of Chief Executive Officer at ThriveDX, Ayal's aptitude for digital marketing led him to manage over 200 employees as the Deputy CEO and the Chief Marketing Officer of parent company HackerU. Within his first few months of leadership, Ayal established a powerful, in-house marketing team of content writers, digital campaign managers, web developers, graphic designers, and community managers to aid him in developing and marketing the educational products that prospered on a national and global scale.

Prior to joining ThriveDX, Ayal served as the Executive Vice President of Burlington English and grew the enterprise from conception to Israel's largest ESL studies school with over 30 branches in Israel and established business models in Italy and Brazil. At Burlington English, Ayal built upon his operations, business development, and digital marketing expertise by employing online and mobile marketing channels, aggressive target identification, and digital marketing models building a unique educational offering for language studies and prevailing task management software in order to scale up the business.

Ayal brings more than 15 years of experience in education to ThriveDX. Even before post-secondary education, Ayal served as a technical training commander in the IDF and worked as a Sales and Marketing Manager for The American School, at the time Israel's leading study abroad test preparation company.

In addition, Ayal simultaneously studied at Interdisciplinary Center Herzliya in Israel and holds a B.A in Business Administration and Management and an LL.M in Law while holding a Business Development Project Manager position at MCMS Technology to deepen his knowledge of innovative technological solutions to the public sector.