



Itai Green

FUTURIST

Large organisations know they need to innovate faster than their own R&D cycles allow. They have budget, scouting teams, and pilot programmes, yet most startup engagements stall before any technology reaches a revenue line. The hard question is not where to find innovation; it is how to build the internal structure that lets a corporate actually absorb it.

Itai Green is the founder of Innovate Israel and helps global corporations turn startup collaboration into commercial outcomes rather than pilot fatigue.

Itai Green's 2026 Biography

Why organisations work with Itai Green

- He runs the executive playbook for open innovation, built on programmes delivered for named multinationals including Toyota, Teva Pharmaceuticals, Maccabi Healthcare, and Electra.
- He owns the access point to two of Israel's largest vertical startup communities, ITTS (around 350 traveltech founders) and IITS for insurtech, which gives corporate audiences a direct route into live deal flow.
- His forthcoming book with Business Expert Press, "Innovation or Elimination: Winning in a World of Constant Change," codifies a two-decade framework for collaboration between corporates and startups, so the keynote carries a published thesis rather than a deck.
- He has briefed senior executive audiences at repeat Economist summits, UNWTO, and Amcham Brazil's CEO Forum, which means he calibrates to board-level decision makers, not technology enthusiasts.
- He headed corporate innovation at Amadeus IT Group before building the consultancy, so he speaks to the internal politics of innovation programmes from the same side of the table as the buyer.

Biography highlights

- Founder and CEO, Innovate Israel (2017 to present).
- Co-Founder & CEO of "Global Innovation & Strategy Consulting", since 2024.
- Former Head of Business Development and Innovation, Amadeus IT Group Israel.
- Former CEO, Maxtech Technologies; former VP Business Development, Techtium; prior roles at Elbit.
- Co-founder, JerusalemOnline.
- Author, "Innovation or Elimination: Winning in a World of Constant

AVAILABLE FOR

- Boardroom Advisory
- Consultancy
- Executive Training
- Panel Participation
- Speaking
- Training and Workshops

ITAI'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Business Strategy & Growth
- Change Management
- Digital Transformation
- Entrepreneurship
- Innovation & Disruption

LANGUAGES: English

Change,” Business Expert Press.

- Founder of the ITTS and IITS startup communities covering traveltech and insurtech in Israel.
- Keynote speaker at Economist summits (2018 to 2022), UNWTO Tourism Startup Competition, and Amcham Brazil CEO Forum.

Biography

Most corporate innovation programmes fail quietly. They produce pilots, demo days, and scouting reports, but very little that reaches a P&L. The gap is not talent or budget; it is the wiring between the corporate and the outside ecosystem it claims to work with.

Itai Green has spent two decades inside that wiring. As Head of Business Development and Innovation at Amadeus IT Group in Israel, and before that as a CEO and operator across Maxtech, Tectium, and Elbit, he built the internal muscle that most large organisations are still trying to grow. In 2017 he founded Innovate Israel to run that playbook for global corporates, connecting them to Israeli startups across IT, pharma, finance, travel, retail, banking, insurance, energy, and construction tech. Client work has included Toyota, Teva Pharmaceuticals, Maccabi Healthcare, and Electra.

Alongside the consulting practice, he built two of the largest sector communities in Israel’s ecosystem. ITTS (Israel Travel Tech Startups) now covers around 350 founders. IITS does the same job for insurance technology. For a corporate buyer, those communities are the live deal flow behind the keynote.

His book “Innovation or Elimination: Winning in a World of Constant Change,” published by Business Expert Press, sets out the framework he has been using with clients: how leadership teams structure open innovation, how they absorb external technology without breaking their core business, and how they stop confusing pilots with outcomes.

Key speaking topics

- Open innovation and corporate-startup collaboration
- Generative AI in corporate strategy
- Israeli innovation ecosystem and ecosystem engagement
- Traveltech and insurtech
- Corporate venturing and scouting models
- Innovation leadership and organisational readiness
- Business model innovation under geopolitical and tariff pressure

Ideal for

- Chief Innovation Officers, Heads of Corporate Venturing, and Chief Strategy Officers building or resetting an open innovation function.
- Executive committees in travel, insurance, pharma, retail, energy, and banking evaluating engagement with Israel’s startup ecosystem.
- Business development and R&D leaders who have active scouting but no reliable path from pilot to deployment.
- Boards and CEO forums looking for an operator’s view on turning innovation spend into commercial growth.

Audience outcomes

- A working definition of what separates a functioning open innovation

programme from a scouting theatre.

- A clear map of how to engage with Israel's startup ecosystem without burning internal credibility on dead-end pilots.
- A perspective on where generative AI shifts the corporate-startup dynamic, grounded in live client work rather than forecasts.
- Specific internal structures and incentives that leaders can use to move a pilot from proof of concept to a line of business.
- A candid read on where open innovation tends to fail inside large corporates, from someone who has sat on both sides.

Itai Green's 2026 talks & topics

The Tariff Wake-Up Call: Will You Innovate and Adapt, or Will You Fall Behind?

A keynote on how leadership teams should respond to tariff shocks and geopolitical disruption by rebuilding their innovation model, not retrenching.

Key takeaways:

- How tariff exposure reshapes corporate innovation priorities across supply chain, sourcing, and technology.
- Why defensive cost-cutting tends to accelerate elimination rather than prevent it.
- Practical moves leaders can make to convert geopolitical pressure into an innovation agenda.

Innovate Now or Die Later

A direct talk on why most corporate innovation programmes stall and what an operating model for real open innovation looks like.

Key takeaways:

- The common failure patterns that turn innovation programmes into pilot theatre.
- How corporates should structure engagement with external startup ecosystems.
- What internal sponsorship, governance, and incentives a serious programme requires.

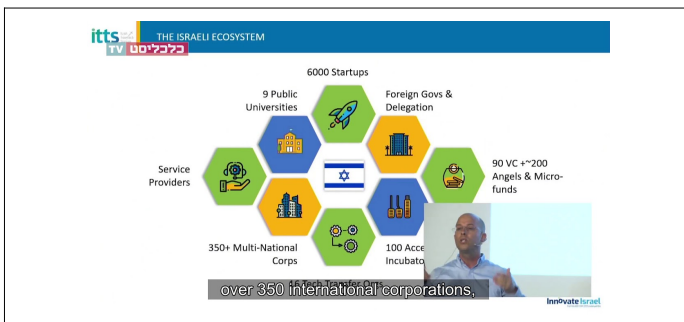
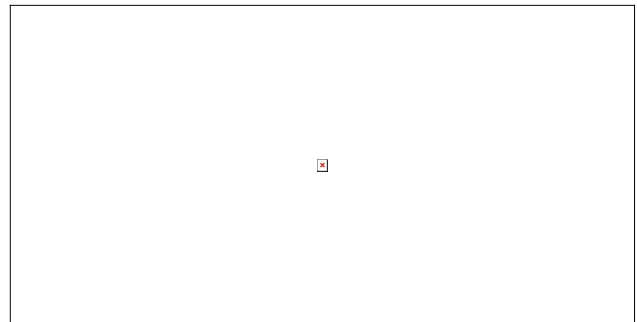
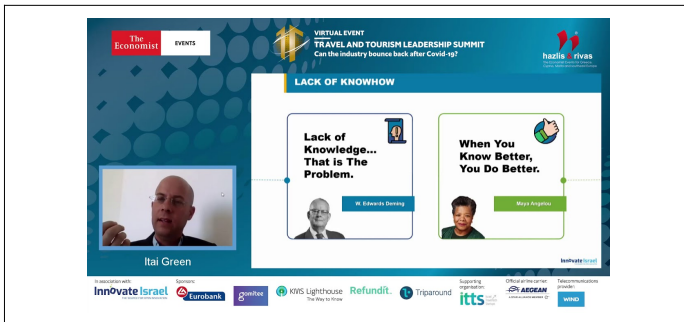
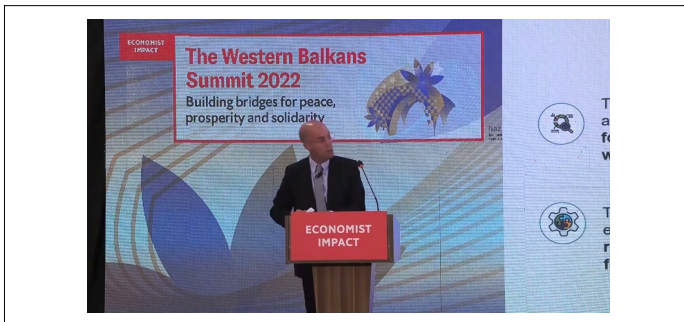
Generative AI for Corporate Leaders

A working session on how generative AI is changing the corporate-startup relationship and where it creates real commercial leverage.

Key takeaways:

- Where generative AI is moving from hype to P&L impact across functions.
- How corporates should partner with AI startups without losing strategic control.
- A view on governance, risk, and vendor selection in an accelerating AI market.

Itai Green's Videos



What Itai Green's clients say

The experience of having Itai Green speaking to our team at Inbeta was extraordinary! Great insights on innovation, discussing attitudes, innovative ecosystems, opportunities with engaging with startups, open innovation. Our team was delighted! In an ever more dynamic and competitive world market, this was a truly great encounter! Thanks Itai it was great having you!

Marcio Atz

General Director, Inbeta-Atlas

Itai, We, NEST - Tourism Innovation center Portugal, the National Tourism Authority of Portugal for innovation, would like to thank you for your assistance and guidance.

We have been working with you for some five years now, and you have been a great asset to us during this period.

Throughout the period you have been consulting us, guiding our innovation endeavors and assisted us in building a local TravelTech ecosystem.

You have also served as a keynote speaker in several of our conferences, summits, and events, including events in which high-ranking public officials have participated.

You have always been and continue to be a fantastic consultant, an excellent speaker, and a great partner to work with.

We look forward to many more years of working together, innovating, and improving our ecosystem.

Roberto Tavares Antunes

Exec. Director, NEST

Mr. Green, The Alexander Innovation Zone S.A. would like to formally thank you for speaking at our recent event titled "Open innovation: the benefits of corporations to collaborate with startups". You recently spoke at our event, which was a collaboration between our organization, Elevate Greece, and the Greek Exporters' Association. Your speech focused on the importance of innovating and how to do it right, and the decision-makers who participated in the event found it insightful, enriching, and helpful. We hope to see you in Greece soon and highly recommend others to work with you and leverage your experience and expertise to innovate, transform, and grow. Thank you very much. I wish you continued success in all your future endeavors.

Prof. Panayiotis H. Ketikidis

President, Alexander Innovation Zone

Mr Green, It was a great pleasure to host you via connection in the recent 19th Annual Cyprus Summit entitled "Cyprus's new roadmap and strategy for sustainable balance", which took place on November 7th & 8th 2023 at Hilton Nicosia. Distinguished speakers from Europe and Greece joined us once again for a highly informative, meaningful and insightful debate on all the crucial issues this year's event addressed. Thank you for joining this topclass collection of speakers. Your intervention was met with great interest by our distinguished audience and contributed significantly to the stimulating discussion. Apart from the 540 attendees in person, more than 16.000 viewers from 30 countries joined the livestreaming. Attached please find the viewers' statistics of the event. Sincerely hoping to have the honour and pleasure of having you with us once again in one of our future Economist events.

Nectaria Passarivakis

President & CEO, Economist Impact Events for Greece, Cyprus, Malta, SE Europe

Itai, on behalf of the entire AmCham team, I want to express my gratitude for your participation and exceptional contribution as a keynote speaker at our recent event. Having you as the lead speaker at our yearly CEO Forum, attended this year by over 1,000 CEOs from the largest companies in Brazil across different industries, was of the utmost pleasure. Your expertise and insightful perspectives on open innovation were exactly what our audience needed to hear. In just 50 minutes, you managed to masterfully navigate through the complexities of this topic, while addressing the challenges as well as the opportunities in today's ever-changing business landscape and our rapidly changing world. I was impressed by how you captured the attention of this large and diverse group of people, and unsurprisingly, the audience was very responsive to your presentation – laughed out loud, participated in questions and responses despite the large hall, and did not fidget or look at their phones.

Marcelo Borges Rodrigues

Executive Director, Amcham Brazil

I am pleased to inform you that the feedback we received from our attendees in the days following the event was overwhelmingly positive. The audience was genuinely captivated by the eloquence, energy, and clarity with which you conveyed your ideas. I am confident that your presentation would be equally well-received by any audience, in different countries and sectors. Of the topic of Open innovation, I was impressed by how relevant it is, and especially now I believe that open innovation is now more important than ever, as the COVID-19 pandemic and the rise of artificial intelligence have made it more critical than ever for businesses to be open to new ideas and partnerships. Your experience and talent as a speaker, combined with your knowledge of this subject, would make you an asset to any corporate event or conference. I highly recommend you to anyone seeking an engaging and informative speaker on this important topic. Once again, thank you for sharing your insights and assisting us in making this CEO Forum an outstanding success.

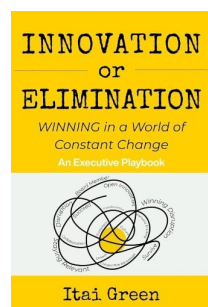
Marcelo Borges Rodrigues

Executive Director, Amcham Brazil

Thank you, Itai, for being with us a couple weeks ago. I received good feedback from the team in terms of quality of the lecture, engagement, level of motivation and reflections that were brought. For sure it will help to open some conversations to redefine our path.

Inbeta-Atlas

ITAI'S LATEST BOOKS



Innovation or Elimination: **Winning in a World of Constant** **Change**

Itai Green's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Under €12000	Under £10,000	Under \$15000
Europe	Under €12000	Under £10,000	Under \$15000
Middle East & Africa	Under €12000	Under £10,000	Under \$15000
South America	Under €12000	Under £10,000	Under \$15000
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Under €12000	Under £10,000	Under \$15000
US West Coast	Under €12000	Under £10,000	Under \$15000
Virtual	Under €12000	Under £10,000	Under \$15000