

Dana Zelicha

Ms. Dana Zelicha is an Organizational Psychologist, Lecturer for '*Mindful Leadership*' at the IDC Herzliya and Founder of OWBA - The Well Being Agency, a boutique management consultancy endorsed by the London School of Economics (LSE) that specializes in Mindfulness. Dana operates OWBA in both Israel and London, and have worked with many large international corporations such as Medtronic, Teva Pharmaceuticals, Clalit, McKinsey as well as leading conferences such as TEDMED and Wisdom 2.0. Dana's continuous research allows her to present novel and valuable Mindfulness tools, specifically designed to combat stress and burnout, elevate well being and increase productivity in the workplace. Dana holds MSc in Social and Organizational Psychology from the LSE, MBA with a concentration in Marketing from the IDC Herzliya and BA in Psychology and Management from Ben Gurion University.

Additional information can be found on: www.wellbeingagency.com