

## About Dafna Rolls



Dafna is the Founder and CEO at D|Rolls Associates, a Boston-based boutique business development firm that provides companies around the globe with business development and meeting scheduling services, primarily in the US. Dafna has over 20 years of experience in business development and sales, and lectures in business organizations and universities. She holds a BSc in Marketing, International Business, and Entrepreneurship from Northeastern University in Boston, Massachusetts.

## Professional Background

Following her academic studies, Dafna served as a consultant and business development professional in a number of American companies in various industries. She established D|Rolls Associates 12 years ago, in 2005, a firm that specializes in business development and appointment setting services to companies interested in breaching the American market. Today, D|Rolls Associates works with companies in various industries, including Biotech, Biomed, Medtech, and High Tech, and has over 25 employees that specialize in business development, market research, appointment setting, project management, content, and social media.

## Lecture Topics

With over 20 years of extensive marketing and business development experience, Dafna has lectured in a number of business and educational institutions and organizations.

Dafna specializes in business development and lectures on a number of relevant topics:

- Entering the US market
- Defining the correct target market
- Building a database of the target market
- Reaching the right decision makers
- Understanding the French-US culture gap

*"I would like to thank you so very much for sharing your wisdom with us. It was incredibly engaging and rewarding for us to interact with you and to be able to hear from you how we can all be more effective trade officers in our daily responsibilities. Our office in Houston greatly values your generosity, and we look forward to continuing strong cooperation between our offices."*

**Neil Segel, Energy Trade Officers of San Francisco, Chicago, & NYC, and Michal Niddam-Wachsman, Consul of Economic Affairs (US South)**

*"I serve as the director of the strategic consulting program in the Faculty of Management. Dafna meets with our students every year and provides them with practical tools backed by academic theories on how to create professional relationships in the global world, and she does so in a professional and eloquent manner. Her lectures are highly appreciated by the students and faculty."*

**Jackie Goren, GBS Program Manager, Recanati Business School**