

8th September, 2015

***The Center for the Promotion of Learning and Teaching is
proud to invite you to a special meeting***

“Reinventing the University Experience”



Special Guest Speaker

Ben Nelson

Ben Nelson Founder, Chairman, and CEO of **Minerva Project**, a reinvented university experience for the brightest and most motivated students

Date: 08/09 /15 10:30 – 12:30

Location: Center for the Promotion of Learning & Teaching, Ullman 213

For registration: abigailb@tx.technion.ac.il

ABSTRACT

The world is changing rapidly. It is becoming increasingly more global, interconnected, and technology-driven. Yet, Higher Education hasn't changed for centuries. The traditional university model is still very much based on how it was designed 100s of years ago, to be relevant to that day and age - but, is that model still relevant now? How would a university look like if it was created from scratch today? How can we create a university experience that is relevant to today's changing world? Through sharing the Minerva story, Ben Nelson will discuss how global immersion and technology are crucial to creating the ideal university experience, and how in order for higher education to remain relevant to today's changing world, universities must change accordingly.

Ben Nelson

Chief Executive Officer

Ben Nelson is the Founder, Chairman, and CEO of Minerva Project, a reinvented university experience for the brightest and most motivated students.

Previously, Ben spent more than 10 years at Snapfish seeing the company through from an idea to the world's largest personal publishing service. With over 42 million transactions across 22 countries, nearly five times its closest competitor, Snapfish today is among the top handful of e-commerce services in the world. Ben was Snapfish's CEO from 2005 to June 2010, beginning his tenure by leading Snapfish's sale to Hewlett Packard for \$300M. Ben joined Snapfish at the end of 1999 as leader of the company's corporate development operations and less than one year later took over company-wide responsibilities for finance.

Ben holds a B.S. in Economics from the Wharton School at the University of Pennsylvania, where he graduated with honors. It was at Penn that Ben first realized his passion for reforming undergraduate education. After creating a blueprint for curricular reform in his first year of school, Ben went on to become the chair of the Student Committee on Undergraduate Education (SCUE), a pedagogical think tank that is the oldest and only non-elected student government body at Penn.



[Minerva Schools](#) at KGI has radically reinvented the university experience from scratch to make it more relevant to today's ever changing, global and interconnected world.

Through a rigorous curriculum, state of the art technology and a global immersive experience, Minerva prepares the brightest and most curious students of the world to become the next generation of global leaders.