

Adv. Orna Barness Kopolovich: Short Bio

Faculty of Industrial Engineering and Technology Management
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Orna Barness Kopolovich is a Senior lecturer at Holon Institute of Technology (H.I.T.), Faculty of Industrial Engineering and Technology Management and the owner and CEO of 361° Negotiation.

She is member of the Board of Trustees and of the Supreme Academic Council, at H.I.T.

She is also the Head of the Center for Negotiation Management and Business Innovation and the Advisor to the President for Gender equity in academia, HIT.

Orna is an expert in international negotiations and business strategy, an Adviser and Consultant for managers and organizations in the process of negotiation and conflict management.


Her research focuses on Negotiation Management, especially in the applied perspective and with a technological orientation. The main topics in her research are International Business Negotiation Management, both in-person and online Negotiation and negotiating as part of technology management with cultural, legal and gender aspects.

As part of Orna's vision to instill her experience and knowledge in the field of Negotiation Management and Conflict Solving, she developed a Massive Open Online Course (MOOC) on Negotiation Management (2018). The course was developed as part of an award for digital academic courses by the Council for Higher Education, Israel.

Likewise, Orna developed a research-based technological systems and tools to improve management processes.

Orna has over twenty years of experience in her field, she holds four academic degrees and an Israeli Law Practice License and license for Professional Mediation, as well as a Certificate in Negotiation Leadership from Harvard Law School Executive Education Program on Negotiation.

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