



Training & Community for Marketers

Formal Biography:

Bat-chen Grinberg (40) is an experienced entrepreneur that specializes in advanced working techniques for the digital era. She founded MC Forum, a training center for B2B Marketers & MyMethod – a time efficiency method for tech companies. She teaches her advanced working techniques to start-ups and tech companies in Tel-Aviv, SF & NY and focuses on how to use only the positive aspects of technology, how to balance between work and personal life and how to thrive in our chaotic information era. Her career included many major milestones such as producing the biggest Failure Conference worldwide and being the catalyst behind the Amy Award Winner and Oscar Nominated Documentary "Waltz with Bashir". Bat-chen is married + a mother of 2 boys, lives in a Kibbutz and is a fierce activist for independent journalism, government transparency, ensuring democracy and human rights in Israel.

From my website:

Some of my achievements in 8 years, 7 hours work day and 8 hours sleep:

- I Founded MC Forum – a Training Center & Community for B2B Marketers
- I Produced the biggest Failure Conference worldwide: FailCon Tel – Aviv
- I Produced a handful of marketing conferences
- I am a strategic consultant and lecturer in various organizations
- I developed MyMethod™ and I teach it to individuals & organizations in Tel-Aviv
- I leased, sold and built real estate assets
- I Created an automated financial investment portfolio to secure retirement & financial freedom
- I gave birth to my two beautiful boys – Nevo & Adi
- I actively demonstrate for change on social and financial issues in Israel such the 'Natural Gas' protest, protecting independent journalism, maintaining government transparency and more
- I Serve terms as Chairman of the Kibbutz Audit Committee & Initiatives Committee
- I Practice yoga, tennis, and up to 30min jogs
- I always find time for theatre plays, movies, nature parties, family trips and friends get-togethers,
- I have time to meditate, think, contemplate, glaze and stare - allowing my brain to process my life

