

EDEN SHOCHAT

EDUCATION: "No formal education. I had a few mentors throughout my career, for example, Amnon Yacobi (Aternity's Chairman), David Mendels (Today, Senior VP at Macromedia, then, Product Manager at Director) and my father, Joshua Shochat, at Shells."

CURRENT PLACE OF WORK: "Founder and CTO of [Aternity](#)."

PRIOR JOBS/CUSTOMERS: "At Shells we developed a real-time three dimensional streaming engine for the Internet; At Delavenne Enterprises I engineered one of the first autonomic engines in the world for analytics-based trading of the different stock exchanges. At the end of 2004, I founded Aternity."

OF WHICH PROJECT ARE YOU PROUDEST? "After hours, I try to give back to the entrepreneurial community by organizing conventions, assisting young entrepreneurs through the Ami Ben Basat and Leon Rekanati's 'Startupseeds' where we support youth with new ideas in the Internet field. I am also a part of the Interdisciplinary Center (IDC) School's ZELL program as a mentor to a group of student- entrepreneurs."

WHICH QUALITIES MAKE YOU A BETTER PROFESSIONAL IN YOUR FIELD? "The curiosity to understand the mechanisms that makes things work; the ability to grasp the overall picture- from the bits and bytes to the final sale; and the ability to derive joy from implementing ideas."

WHERE DO YOU WANT TO BE FIVE YEARS FROM NOW? "As Aternity's CTO, my expectation for the future is to see our customers leverage our platform in ways we haven't envisioned. As a technologist, I am happy to live in this era. For instance, just yesterday I purchased a high definition camcorder for less than a \$1,000. Who would have thought five years ago that a consumer would have been able to buy such a camera?"

WHAT WOULD BE YOUR DREAM JOB? "Other cultures are always enticing and interesting to me, so I plan to dedicate time in the future to work in the non-Western world, in developing countries."

WHICH DO YOU THINK WILL BE THE MOST WANTED PROFESSIONS IN THE INTERNET IN THE NEXT FEW YEARS? "In the last few years we can see a transition to "micro jobs"- a form of work where individuals provide services in an intermittent relationship like, websites traffic providers, information filters, content writers and even virtual paid friends in social networks."

ARE YOU BEING PAID ENOUGH? "I would do my job for free."

WHAT MAKES HIM SUCH A STAR? Because he has a deep technological understanding together with a clear vision of the business and the customer's needs. This is a rare combination, especially with technological geeks.

