



Yael Hartmann

VICE PRESIDENT, STRATEGIC COMMUNICATIONS GROUP

Ms. Yael Hartmann is responsible for managing all media and communications related matters for Arcanum. She plays an active role in client engagement and works on developing and directing messaging strategy as well as creating and delivering strategic Strategic Communications to the Company and its clientele. In addition, she develops, directs and implements Strategic Communications projects in support of major intelligence, security and geopolitical operations, employing cutting-edge technology combined with tradecraft.

Having worked as a spokesperson, journalist and an editor, Ms. Hartmann brings an in-depth understanding of the media to her position at Arcanum. Prior to joining Arcanum in 2011, she headed the financial PR team at one of the top public relations boutique firms in New York, directing six media professionals, conducting media training seminars and working closely with producers in network television as well as editors and journalists at *The Wall Street Journal*, *The New York Times*, *Newsweek* and other prestigious publications.

Ms. Hartmann brings a network of media contacts and high profile media experience to Arcanum, having served as Spokesperson for the North American media division of the Israel Defense Forces (IDF). She also served as Speechwriter for the IDF and was the liaison between the North American press and IDF officers in the field.

Ms. Hartmann received her MA in International Relations at Columbia University's School of International and Public Affairs (SIPA), her MA in Public Policy from Hertie School of Governance in Berlin, and her undergraduate degree from Georgetown University; she was also a Sauv  Scholar for distinguished journalists at McGill University.