Company: Migdal Group, Tel-Aviv, Israel
Nomination Submitted by: Carmel Pacific
Company Description: Migdal Group has been a leading Israeli financial and insurance provider since 1934. With over US $90B in managed assets and 2.5 million customers, Migdal offers a range of insurance and financial products including life insurance, health insurance, pensions, and investments. Migdal focuses on providing financial management and economic security and driving insurtech innovations that improve CX.
Nomination Category: Management Categories
Nomination Sub Category: Woman of the Year
Nomination Title: Moran Avnon

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

   Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

   Written essay

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

   Total 650 words used.

   With a standout career as Head of Innovation at two of Israel's leading insurers, Moran Avnon is a key force in the country's startup ecosystem—connecting founders, mentoring rising talent, and driving innovation at scale. Her impact comes through two core areas: building partnerships and championing open innovation. Since joining Migdal in 2023, Moran integrated AI and digital startups that enhance day-to-day operations. Outside the office, she supports early-stage fintech and insurtech entrepreneurs, helping them grow through guidance and industry connections.

   PARTNERSHIP INNOVATION: FROM TRADITIONAL TO TRAILBLAZER

   Moran transformed a traditional insurance company with little reputation for innovation into a nationally recognized leader in fintech and insurtech. She has done this by forging strategic partnerships with key players, and building a robust innovation network across the country. She works closely with Insurtech Israel, The Israel Fintech Center, and DatA-IL—organizations advancing innovation in insurance, finance, and public-sector AI. Other key partnerships include:

   - AgingIL: Moran launched Migdal's partnership with AgingIL to address insurance gaps for older adults, scouting AgeTech startups with solutions tailored to this underserved segment.

   - Mamram Space: She shapes each partnership into a true collaboration. With Mamram Space, she supports veterans entering fintech and also hosted their conference at Migdal to deepen engagement.

   - Unistream: A nonprofit for underprivileged youth, Moran brings students into Migdal and mentors them on workplace skills and careers in tech and insurance.

   TRANSFORMING THE INSURANCE INDUSTRY THROUGH OPEN INNOVATION

   Today, finance and insurance startups looking to launch their tech solutions turn to Moran first—she's become the go-to leader for driving innovation across the industry. Her work elevated the company's brand, and also signaled a bold shift: a legacy insurer now leads the charge in technology and innovation.

   With deep experience in corporate and startup environments, Moran specializes in driving open innovation—helping startups with disruptive ideas collaborate with Migdal, navigate complex insurance regulatory frameworks, and seize emerging market opportunities. Moran's initiatives have streamlined operations, reduced costs, improved customer satisfaction, and raised the bar for the country's insurance industry as a whole.

   Following Moran's rigorous open innovation framework for evaluating startups, these standout companies are just a few examples that have emerged from her proof-of-concept process:

   Open-Finance.ai

   Moran championed the use of open finance technology to streamline the loan applicant experience, which typically comes with excessive paperwork and lengthy loan processing times. Since launching in February 2024, the number of documents an applicant needs to upload has been reduced by 90% and loan closing times have decreased by 80%. Processes using open finance technology benefit from 100% accuracy, and fraud has been eliminated. Customers' data is secured with encryption APIs, gateways, and strict adherence to financial regulations.

   https://youtu.be/d_7LwGe2Ulw ;

   Heka

   Moran spearheaded Migdal's implementation of Heka in June 2024, an insurtech company whose AI-driven investigative algorithm quantifies onboarding risk and focuses on detecting fraud. She led strategic initiatives that are now being integrated into core operations, including anti-money laundering screening, elder policy audits, and a global beneficiary locator.

   WiserPay

   The WiserPay POC is an AI-driven, empathetic debt-collection innovation that transformed a once manual, cumbersome process into a personalized, customer-centric experience. Deploying the Wiserpay AI engine on a portfolio of previously written-off debts 1 million NIS / ~US $330K from 1,600 accounts, the pilot—launched in September 2024—achieved a remarkable 60% recovery rate versus 10% target in just three months and engaged over 80% of debtors. Notably, 90% of participants reported satisfaction in surveys, and the initiative is now being scaled across Migdal's entire operations, delivering higher collections, lower cost-to-recover, and improved customer retention.

   INTERNAL INNOVATION: GEN-AI WEBSITE CHATBOT

   Moran launched Israel's first generative AI chatbot in 2024. Embracing the challenge of pioneering new technology, she enabled Migdal to offer 24/7 instant customer support. As a result, call center volume dropped, with 85% of users reporting positive or neutral experiences. Significantly, 40% of chatbot interactions occur outside call center hours, highlighting strong demand for around-the-clock service.

   https://youtu.be/KsBVzsiovKU

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

   Total 106 words used.

   AWARDS:

   Moran has also won several awards for her leadership in launching successful POCs and tech innovation within Migdal, validating her business acumen in insurtech and beyond.

   1. 2025: Bold Awards Open Innovation

   2. 2024: People & Computers Champion of Champions

   3. 2024: Stevie International Business Award Winner Achievement in Technology Innovation

   4. 2024: Bold Awards Future of Work

   5. 2024: Bold Awards FinTech

   6. 2023: People & Computers Champion of Champions

   INNOVATION IMPLEMENTATION:

   Moran planned and instituted an end-to-end process of scouting, screening, implementing, and testing startups since joining Migdal in 2023. Following this process, she has:

   7. Met 400 startups

   8. Ran 20 POCs

   9. Implemented a total of 7 startups into Migdal

Attachments/Videos/Links:

Moran Avnon

[REDACTED FOR PUBLICATION]