



Zohar Rom, Head of Cruises, Tourism, Marketing Communication & PR, Haifa Port

As the Head of Cruises, Tourism, Marketing Communication & PR of the Haifa Port, Zohar Rom has managed the cruise and tourism activities of the port, achieving a 540% increase in cruise calls in the past four years (2017 vs. 2019).

He is also responsible of the waterfront development and all tourism, leisure and cultural activities at the west part of the port.

Zohar serves as the spokesperson and Marketing director of the port in the last 10 years.

Zohar Rom started his maritime career as a Weapons Officer and a Deputy Commander in the Israeli Navy submarines during the 90's.

Left the sea depth for ten years, to become a reporter, later an editor-in-chief, and a news anchor in the Israeli television.

Received his MBA with honors, and his BSc in Computer Science from the University of Haifa.

