Ido Aharoni – Biography

Ido Aharoni serves as Global Distinguished [Professor](http://ir.as.nyu.edu/object/ido_aharoni.html) for International Relations at New York University’s Faculty of Arts and Science. He is a co-founder of Emerson Rigby Ltd., a member of the International Advisory Council of APCO Worldwide, Chairman of the Charney Forum on New Diplomacy, Global Ambassador for Maccabi World Union and Global Ambassador for the Genius 100 Initiative.

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Aharoni is a 25-year veteran of Israel’s Foreign service. He is a public diplomacy specialist, founder of the Brand Israel program and a well-known nation branding practitioner. Aharoni has been Israel's longest serving Consul-General in New York and the tri-state area to date. He held that position with the rank of Ambassador for six years, overseeing the operations of Israel’s largest diplomatic mission worldwide.

In 2002 Aharoni initiated the inclusion of Israel in the ***BAV (Brand Asset Valuator),*** the world's largest database on brands maintained by advertising giant ***Y&R (Young and Rubicam)***. Later that year he convened the ***Brand Israel Group,*** an independent group of marketing and branding specialists, thus creating the foundation to what would later become the ***Brand Israel Program***.

In 2015 Ambassador Aharoni conceived and initiated the creation of ***Best Countries Index*** by convening ***U.S. News & World Report*** magazine with market research specialist ***BAV (Brand Asset Valuator)***. This venture was later joined by ***Wharton School of Business*** and was unveiled at the ***World Economic Forum*** in Davos in January of 2016.

In 2013, the news magazine ***'Algemeiner'*** named him among ‘Top 100 People Positively Influencing Jewish Life’ commonly known as the ***"Jewish 100."***

In 2018 Ambassador Aharoni took part in the design and creation of the Israel Then & Now museum exhibit produced by the Maltz Jewish Museum in Cleveland.

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