



ORENSTEIN + HOSHEN
STRATEGIC MEDIA & CRISIS MANAGEMENT

Who We Are?

OH! is a leading strategic communications firm, based in Tel Aviv, Israel. It is also an ISPRA award winning firm, and currently one of the fastest growing PR agencies in Israel. We are committed to being the best firm you'll ever work with.

We are known to have extensive experience in delivering unique solutions for unique situations and have become recognized for our ability to translate highly technical and complicated stories, into meaningful coverage in vertical markets, in the business media and even among consumer audiences.

In addition, our team has vast experience in handling complex public campaigns and managing crises, offering rapid response, pro-active approach and open-access to key decision makers in every leading paid and earned media outlet in Israel.

In order to provide our services, we are required to be more proactive. More creative. More thorough. More precise. Diving into the details and thinking more deeply, not only about the media – but also about you and your business.

Our boutique culture ensures that our clients enjoy all the benefits of a hands-on, personal, reliable and attentive approach, and a never-ending pipeline of fresh ideas; along with senior counseling, provided by an extraordinary team of professionals, who have operated in diverse fields for many years.

Our commitment to our clients is to take on only projects where we can provide added value – whether it's positive promotion or solutions to a crisis bearing negative repercussions. Another ethical guideline we always follow is never to act against the interests of our clients and their partners when devising strategy, and when accepting new clients. These guiding principles, combined with our proven experience, provide our clients with peace of mind and a greater feeling of confidence.

What We Do

Our services

- **Personal Image and Reputation Management**
- **Crisis and Campaigns Management**
- **Strategic Media Consultancy For Companies and Public Organizations in a Range of Content Areas**

Law and Regulation

- Local and Foreign Law Firms
- Organizations and Regulators
- Suspects and Those Charged with White Collar Crimes
- Official Officeholders – Receivers, Liquidators, Special Administrators, Trustees

High-Tech and Technology

- High-Tech Companies and International Corporations
- Venture Capital Funds
- Startups

Finance and Capital Markets

- Institutional Bodies
- Public Companies
- Funds and Capital Market Traders
- Private equity

Infrastructures and Real Estate

- Industrial and Infrastructure Organizations and Companies
- Construction Companies
- Contractors and Lawyers in the Sector
- Developers



Hedan Orenstein

Founding Partner

Hedan has 15 years' experience in the media world with an emphasis on strategic consultancy for companies, public organizations, legal bodies and white-collar crime suspects. He has managed the media operations of the Teddy Sagi Group including for the following companies: LABS, Playtech, Market-Tech, Safecharge, Kape (Formerly 'Crossrider'), Glispa and Stucco Media.

In recent years, he has handled a long list of complex cases such as: the IDB share manipulation; the IDB debt settlement; the Russian desk affair; Adv. Uri Messer; Dr. Jackie Sarov; Jacky Matza and more.

In addition, he has managed the complex media operations for troubled commercial companies and stays of proceedings such as the Mega supermarket, Eden Teva Market, the High-Q chain, Lechem Erez, Nidar, Burger Ranch, Maariv, Motto Media magazine chain (SBC), and more. He underwent his legal internship in the Legal department of the Israel Antitrust Authority.

The clients he has and continues to consult include: the Ministry of Justice's Corporations Authority, Mekorot Water Co., Netivei Ayalon, Angel's Bakery, and leading law firms including Sheinman-Negev- Niv and Goldfarb Seligman.

He has qualified as a lawyer and is a graduate of the Hebrew University of Jerusalem Faculty of Law, and MBA Recanati program, Tel Aviv University.

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Itamar Hoshen

Founding Partner

Itamar has ten years of experience in Israel's media and communications world. He served as news editor at Yedioth Ahronoth and Israel Hayom for four years.

He has an in-depth knowledge of the Israeli media and major experience in forming marketing and media strategies and branding for law firms.

He holds BA in Law and Government from the Interdisciplinary Center in Herzliya.

In recent years, he has handled a long list of law firms and companies including Yahoo!, the Ministry of Justice's Corporation Authority, m. Firon & Co., Yigal Arnon & Co. Yehuda Raveh & Co., Zysman Aharoni & Gayer & Co. (ZAG S&W), Yaron-Eldar, Paller, Schwartz & Co., Ofer Shapira & Co., Shavit Bar-On Gal-On Tzin Witkon, and the world's largest law firm DLA Piper. within the various roles itamar has played, he formed the media strategy for hundreds of legal cases and their publication in thousands of items, interviews and articles in a range of areas such as: high tech, taxation, litigation, banking, real estate, planning and building, infrastructures, media, insolvency, antitrust and more.

In addition, he advised in complex cases such as the IDB debt settlement, the stay of proceedings against the High-Q chain, the sale of Eden Teva Market, the Old Tel Aviv Bus station tender, the campaign by scientists at the Dimona reactor, and more. He is a qualified lawyer. He is an ultra-marathon runner (and has written about this) in Globes and in Shvoong.

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