

Adam Abramson, PhD

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Date of birth	1981-07-07
Place of birth	Minnesota, USA
Nationality	American & Israeli

LINKS LinkedIn Profile: <https://linkedin.com/in/dradamabramson>

PROFILE I'm an experienced researcher, business development leader, and technology founder with advanced academic experience creating impactful products, with a focus on disruptive approaches and emerging technologies. As a researcher, I focus on global water and food security challenges, conducting impact evaluations and research projects in the fields of agricultural and development economics using advanced quantitative and qualitative analyses. As an entrepreneur, I have founded Farmster, a digital platform for connecting smallholder farmers with buyers and inputs. I have led various innovative technology products through their life cycle including a Gates Foundation-funded mobile technology project, and various agricultural and water projects in Africa.

Highlights:

Harvard graduate, PhD & postdoctoral work, Gates Foundation grantee, international experience, 8 peer-reviewed publications

EMPLOYMENT HISTORY

Oct 2022 — Present **Senior Researcher, Migal Galilee Research Institute**

I sit in the department of Soil, Water and Environment as an agricultural economist exploring the farm-food-environment nexus through various economic, social science and decision support tools. My research focuses on agroecology, technology adoption among farmers, ICT and decision support tools for agriculture, and the economic and social dimensions of farming across contexts in Israel and in developing economies.

<https://www.migal.org.il/en/dr-adam-abramson>

Jun 2018 — Oct 2022 **Business Development Manager at Precision Development (PxD)**

PxD is a fast-growing non-profit operating in 10 developing countries with head offices in Boston, working to deliver information, such as high-quality agronomic advice to smallholder farmers, through mobile phones. I work with various members of PxD's global team, including their New Programs and Fundraising teams, to strategize and implement fundraising and new project development. I also support ongoing projects, and identify and pursue new opportunities in the region. This includes writing proposals and following leads with strategic partners in both private and public sectors. I also work on testing out and identifying potential revenue models that the organization can explore in their various global initiatives, and in exploring other high impact digital services for the millions of information poor households worldwide.

More at www.precisiondev.org

Highlights:

- Co-led Fundraising and New Programs development with PxD's Global Team
- Led discussions with IFAD, Syngenta Kenya, Google's Next Billion Users initiative, and other high impact organizations
- Co-Led PxD's strategy for Climate Adaptation and Mitigation, as well as Fundraising strategy
- Contributed to or led 20+ grant applications and relationships with major foundations including IFAD, BMGF, Co-Impact, Wellspring Advisors, Big Bang philanthropy, Google.org and others.
- Helped to raise over \$3M in funding from these proposals and relationships.

Mar 2017 — Dec 2020 **CEO & Founder, Farmster**

Farmster is a digital platform that links smallholder farmers to buyers of produce, and input providers in emerging markets. I founded and led the company, and have developed with other members of the team, an AI-powered Chatbot to enable farmers to publish their crops without internet, and the Farmster App for local buyers. The company received a competitive \$130,000 grant from the Israel Innovation Authority to improve our product's technology using Artificial Intelligence. The company entered a partnership with a major media house in Kenya, Standard Group, involving a \$1 million annual marketing budget to promote the platform nationwide. As CEO, I run all aspects of the business, including management of technology development.

More at www.farmster.co

Highlights:

- Developed proof-of-concept through lean methodologies and reached over 40,000 active users in Kenya.
- Engaged with Syngenta to pilot our marketplace for farm inputs

- Attended MassChallenge, 8200 Social Program, SigmaLabs Accelerators and now part of Google's Startup Advisor: SDG program
- Raised \$160,000 in investments and grants, including from Israel Innovation Authority
- Managed 4 staff over 2 years of operations in Kenya and Israel
- Closed a \$1 million marketing partnership in Kenya with Standard Group media house

Jul 2015 — Mar 2017

Postdoctoral Fellow, UC San Diego

San Diego, CA & Harare, Zimbabwe

I conducted postdoctoral research with Prof. Jennifer Burney at the School of Global Policy & Strategy. This involved extensive fieldwork in Zimbabwe as part of a Gates Foundation Grand Challenge: Explorations grant in which I was principal investigator.

Highlights:

- Served as PI on a highly competitive Grand Challenges: Explorations grant of \$100,000 from BMGF.
- Implemented and managed this project in partnership with a Zimbabwean NGO, Foundations for Farming, including multiple field visits.
- Developed, in partnership with an Israeli tech company, a new digital product for smallholder farmers, which we called 'Farm Buddy' to link them to information through simple mobile phones.

Sep 2016 — Oct 2017

Consultant, Key Impact

Tel Aviv, Israel & Oaxaca, Mexico

Subcontracted by Key Impact (through the Jewish Agency) as a consultant to measure the impact of the agricultural components of the "TEN" project in Oaxaca, Mexico. This involved designing and implementing randomized surveys within rural farming communities that received training and other support from the project over the past 5 years.

Apr 2014 — Oct 2014

Consultant, Ebenezer Agricultural Training Center

Matopos, Zimbabwe

I worked at a rural training school for young small-scale farmers, teaching them high-value irrigation techniques appropriate for rural water and energy sources.

EDUCATION

Sep 2008 — Oct 2013

PhD - International Development, Ben Gurion University

My doctoral research combined multiple disciplines (hydrology, environmental science, agriculture, and policy) to investigate the global drinking water challenge in rural areas, and formulate solutions for "economic water scarcity". The thesis title is "Decision support system for assessing full cost recovery of water development in rural Africa." I spent over 12 months living and conducting fieldwork in rural Zambia, including quantitative and qualitative survey methodologies:

- Survey Design & Implementation
 - o Mixed Methods / Household Surveys
 - o Randomized Controlled Trials
 - o Tech-enabled survey methodologies
 - o Sampling strategy
 - o Focus Groups
 - o Choice Modeling & Willingness to pay
- Standard Statistical Methods
 - o Distribution analysis / Summary table
 - o Significance testing
 - o GLM / Multivariate Regression
- Advanced Statistical Methodologies
 - o Recursive partitioning (decision tree analysis)
 - o Random effects modeling (hierarchical linear model)
 - o Logistic Regression & Discrete Choice modeling
 - o Standardized coefficient ranking
 - o Meta-analysis
 - o Combinatorial optimization

Sep 2006 — Aug 2008

MSc - Environmental Policy - Cum Laude, Ben Gurion University of the Negev

I studied at the Albert Katz International School for Desert Studies within BGU, and focused on hydrology and water management within the school. My thesis investigated economic demand for environmental improvements to two transboundary streams crossing Palestinian (West Bank) and Israeli populations. Grade: 94

Sep 2000 — May 2004

A.B. - Environmental Science & Public Policy - Cum Laude, Harvard College

Cambridge, MA

During my undergraduate work at Harvard, my ESPP major provided coursework crossing the disciplines of policy, economics and environmental science. I earned a travel scholarship to investigate conservation strategies in the Ecuadorian cloud forest and spent time as an environmental intern at the White Mountain Research Station near Bishop, CA within the UC education system. GPA: 3.459

REFERENCES

Prof. Jennifer Burney, Assistant Professor, UC San Diego

jburney@ucsd.edu

Alaap Tatwawadi, Next Billion Users, Google

alaap@google.com

VOLUNTEERING

Board of Directors, Harvard Alumni for Agriculture and Food

Board of Directors, Israel Cornerstone Foundation

LANGUAGES

English

Native speaker

Hebrew

Very good command

PUBLICATIONS (8)

Chen. A., **Abramson, A.**, N. Becker and S. Megdal (2015). A Tale of Two Rivers: Pathways for improving watermanagement in the Jordan and Colorado River Basins, *Journal of Arid Environments*, 112, 109-123.
10.1016/j.jaridenv.2014.05.017

Abramson, A., N. Lazarovitch, S. Massoth and E. Adar (2014). Decision support system for economic assessment of water improvements in remote, low-resource settings, *Environmental Modelling & Software*, 62,197-209. 10.1016/j.envsoft.2014.08.028

Abramson, A., E. Adar and N. Lazarovitch (2014). Exploring parameter effects on the economic outcomes of groundwater-based developments in remote, low-resource settings, *Journal of Hydrology*, 514, 15-29 . 10.1016/j.jhydrol.2014.04.002

Abramson, A., M. Ben-Ami and N. Weisbrod (2013), Adapting enzyme-based microbial water analysis to remote areas of low-income countries, *Environmental Science & Technology*, 47 (18), 10494–10501. 10.1021/es402175n

Abramson, A., Becker, N., Garb, Y., Lazarovitch, N. (2011), Willingness to pay, borrow and work for water service improvements in developing countries, *Water Resources Research*, 47, 12 pp 10.1029/2010WR010147

Abramson, A., Tal, A., Becker, N., El-Khateeb, N., Asaf, L., Assi, A., Adar, E. (2010), Stream restoration as a basis for Israeli-Palestinian cooperation: a comparative analysis of two transboundary streams, *International Journal of River Basin Management* 8:1, 39-53. 10.1080/15715121003715099

Tal, A., Al khateeb, N., Nagouker, N., Diabat, M., **Abramson, A.**, Laronne, J., and Asaf, L. (2010), Chemical and biological monitoring in ephemeral and intermittent streams: a study of two transboundary Palestinian-Israeli watersheds, *International Journal of River Basin Management* 8:2, 185- 205.10.1080/15715124.2010.491796

Tal, A., Al khateeb, N., Nagouker, N., , **Abramson, A.**, Laronne, J., and Asaf, L. (2010), Israeli / Palestinian Transboundary Stream Restoration and Management: Lessons for the Future, *International Journal of River Basin Management* 8:2, 207-213
10.1080/15715124.2010.491797

GRANTS & AWARDS

Apr 2019 — Apr 2020

Israel Innovation Authority - Grand Challenge Award

Farmster was awarded a \$130,000 grant from the Israel Innovation Authority for integrating Artificial Intelligence into our SMS Chatbot system and adding new features to our Mobile App, and launching the platform in Kenya.

Apr 2019 — Apr 2019

Finalist, World Bank Disruptive AgTech Challenge

Farmster was short-listed as a promising agricultural technology by the World Bank's [Disruptive Agricultural Technology Challenge](#), with potential to partner with the Bank's current projects in Kenya and join their 1 Million Farmer Initiative.

Jul 2015 — Mar 2017

Frontiers of Innovation Scholars Program, UCSD

The FISP program is a competitive post-doctoral fellowship that funds innovative and cross-disciplinary research projects. <http://research.ucsd.edu/fisp.html>

2014 — 2016

Grand Challenge: Explorations Grant

I was principal investigator for a Bill & Melinda Gates Foundation, Grand Challenges: Explorations Phase I Award for "Farm Buddy: Mobile Linkage to Farmers and Organizations," \$100,000, <http://gcgh.grandchallenges.org/grant/farm-buddy-mobile-linkage-farmers-and-organizations>

Nov 2012

3rd Prize, Emerging Scholars Award

I received a monetary prize for a summary of my PhD Thesis, "Outlining a transition from cost-effective to productive rural water service improvements" and received 3rd place out of 800 applicants. <http://www.globalwaterforum.org/awards/2012-emerging-scholars-award/>