



Business Legends

Where Ideas Become Influence

Most Influential Business Leader to Watch in 2026

SCIENCE
INNOVATION
STEM LEADERSHIP
INCLUSIVE
INNOVATION

”

*“Innovation
begins when
rigorous science
meets a vision
for impact.”*



AI &
SIGNAL
PROCESSING



MEDICAL
IMAGING
INNOVATION



WEIZMANN
INSTITUTE
OF SCIENCE



MIT
ELECTRICAL
ENGINEERING

YONINA ELDAR

Pioneering Signal Processing
for the Future of Science

CREDITS

CREATIVE DESIGN HEAD

Daniel Miller

BUSINESS DEVELOPMENT EXECUTIVE

Amanda Bynes

FOR EDITOR CONCERNS



editor@businesslegends.com

FOR SALES & BRANDING ENQUIRIES



sales@businesslegends.com

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Illuminating the Future

Yonina Eldar's Scientific Impact



Science knows no country because knowledge belongs to humanity and is the torch which illuminates the world.” The words of Louis Pasteur resonate deeply with Yonina Eldar, whose work continues to redefine the boundaries of signal processing while advancing a broader vision of science in service to society.

As a Professor of Electrical Engineering at the Weizmann Institute of Science, Eldar has built a career that bridges rigorous theoretical research with transformative real-world applications. Her contributions have not only advanced the field but have also influenced how modern technologies in healthcare, communications and data science evolve.

Eldar’s journey into science was shaped early by an environment that valued curiosity and learning. Raised in a family of educators, she was encouraged to explore ideas deeply and think critically about the world around her.

“Curiosity, rigorous science, and purpose can illuminate a better future.”

From Curiosity to Innovation

“

“From mathematical principles emerge technologies that reshape how humans understand possibility.”

”

This foundation instilled a sense of purpose that continues to define her work an unwavering commitment to discovery that delivers tangible impact.

Drawn to both mathematics and physics, she found her calling in electrical engineering—a discipline where abstract theory meets practical innovation. During her undergraduate studies, mentorship played a pivotal role.

Under the guidance of leading academics, she was introduced to the power of signal processing, contributing to early work in speech recognition systems. It was here that she discovered how mathematical principles could be translated into technologies capable of mimicking human cognition.



A Foundation for Transformative Research

Her academic trajectory reached new heights during her doctoral studies at the Massachusetts Institute of Technology, where she worked under the renowned Alan V. Oppenheim. His emphasis on bold thinking and practical relevance left a lasting imprint, shaping Eldar's approach to research—one that prioritizes both innovation and applicability.

“*Bold thinking transforms rigorous research into innovation with lasting impact.*”

When Research Finds Its Human Purpose

A defining moment in her career came not in a laboratory, but in a hospital. A personal experience revealed the limitations of existing medical imaging technologies, igniting a determination to develop solutions that are more accessible, efficient and impactful.

This turning point exemplifies Eldar's ability to connect scientific inquiry with human need—ensuring that her work extends beyond theory into meaningful societal benefit.

01

THE TURNING POINT

When Science Meets Human Need



A personal experience with medical imaging revealed a gap between scientific capability and human need, inspiring a deeper commitment to meaningful innovation.

02

THE INNOVATION

From Signal to Solution



By combining signal processing, mathematics and engineering, Eldar explores new ways to make advanced technologies more efficient, accessible and impactful.

03

THE IMPACT

Beyond the Laboratory



Her work reflects a human-centered approach to science, transforming advanced research into practical solutions with the potential to improve lives.



Beyond Research: Mentorship and Impact

Her achievements are extensive: hundreds of journal and conference publications, numerous patents and multiple books that have contributed to shaping contemporary understanding in her field. Yet, what truly distinguishes Eldar is not just the scale of her output, but the clarity of her purpose.

Beyond her academic accomplishments, she is deeply committed to mentorship and inclusivity. Eldar actively advocates for greater gender equity in science, championing environments where diverse perspectives can thrive.

Resilience, Vision and Collective Progress

She believes that innovation is strongest when it reflects a wide range of voices and experiences—a philosophy that continues to influence both her research teams and the broader scientific community.

Her leadership extends into social impact initiatives as well, including co-founding efforts that support individuals with disabilities in building meaningful relationships. Balancing these commitments alongside her professional achievements, she embodies a model of leadership that integrates excellence with empathy.

Eldar's journey is also one of resilience. From navigating the challenges of early parenthood during demanding academic pursuits to building a globally recognized research career, her story reflects a consistent willingness to embrace complexity and possibility. It is this combination of determination, adaptability and vision that defines her leadership.

Today, as science becomes increasingly interdisciplinary, Eldar continues to champion collaboration as a catalyst for progress. She envisions a future where breakthroughs emerge not from isolated silos, but from the convergence of ideas across fields—accelerating innovation in ways that benefit society at large.

“*Vision grows stronger when resilience meets empathy and collaboration.*”

Illuminating the Future Through Science and Purpose

In an era defined by rapid technological advancement, Prof. Yonina Eldar stands as a powerful example of what it means to lead with both intellect and intention. Her work not only advances scientific frontiers but also shapes the culture of research itself—ensuring that the pursuit of knowledge remains inclusive, impactful and deeply human. Through her vision and contributions, she is not just illuminating complex systems she is lighting the path for generations to come.

Illuminating the Future: Prof. Yonina Eldar on Science, Impact and Inclusive Innovation
Science knows no country because knowledge belongs to humanity.” This timeless idea, often attributed to Louis Pasteur, finds a powerful modern embodiment in Yonina Eldar—a pioneering researcher whose work continues to reshape the future of signal processing and its real-world applications.

As a Professor of Electrical Engineering at the Weizmann Institute of Science, Eldar has built a career that seamlessly bridges theoretical rigor with practical innovation, influencing advancements across healthcare, communications, and data science.

A Foundation Built on Curiosity and Purpose

Raised in a family of educators, Eldar developed an early appreciation for inquiry and critical thinking. This environment nurtured a lifelong passion for discovery—one that continues to guide her work today.

“*Science becomes meaningful when knowledge inspires progress, inclusion, and human possibility.*”

From Theory to Transformative Impact

Drawn to both mathematics and physics, she ultimately found her calling in electrical engineering, where abstract theory meets transformative application. Early academic mentorship introduced her to signal processing, including foundational work in speech recognitionan experience that revealed how mathematical frameworks could power technologies capable of mimicking human cognition.

From MIT to Global Impact

Eldar's academic journey reached a defining milestone during her doctoral studies at Massachusetts Institute of Technology, where she worked under the guidance of Alan V. Oppenheim. His emphasis on bold, application-driven thinking shaped her research philosophy—one that prioritizes innovation with real-world relevance.

This mindset has remained central throughout her career, driving breakthroughs that extend far beyond academic theory.



When Science Meets Human Need



A pivotal moment in Eldar's journey came through a personal encounter with the limitations of medical imaging technologies. This experience sparked a commitment to developing more efficient, accessible solutions—highlighting her ability to connect scientific exploration with societal impact.

“

“Human need can transform scientific discovery into meaningful innovation.”

”

Transforming Research into Real-World Impact

Her work in signal processing has since contributed to advancements in:

- Medical imaging and diagnostics
- Wireless communications
- Data acquisition and analysis

Each innovation reflects her belief that science should ultimately serve humanity.

A Legacy of Research and Innovation

Eldar's contributions to science are both extensive and influential. Her body of work includes:

- Hundreds of peer-reviewed publications
- Numerous patents
- Authoritative books shaping modern signal processing

Yet beyond these achievements lies a deeper distinction: a clear and consistent sense of purpose. Her research is not just about solving complex problems—it's about creating meaningful impact at scale.



Championing Inclusivity in Science

Equally important is Eldar's commitment to building a more inclusive scientific community. She actively advocates for gender equity in STEM, fostering environments where diverse perspectives can thrive.

Her philosophy is simple but powerful: innovation is strongest when it reflects a broad range of voices and experiences.

Through mentorship and leadership, she continues to inspire the next generation of scientists—ensuring that opportunity and representation expand alongside discovery.

Leadership Beyond the Laboratory

Eldar's influence extends beyond academia into social impact initiatives. She has co-founded efforts that support individuals with disabilities, helping them build meaningful relationships and stronger connections within society. Balancing these commitments with a demanding research career, she exemplifies a leadership model grounded in both excellence and empathy.



Resilience, Vision and the Future of Science

Eldar's journey is also a story of resilience. From navigating early parenthood during intensive academic pursuits to leading globally recognized research initiatives, she has consistently embraced complexity with determination and vision.

Today, she champions interdisciplinary collaboration as the future of scientific progress—advocating for the convergence of ideas across fields to accelerate innovation and maximize impact.



Shaping a More Human-Centered Future

In a world defined by rapid technological advancement, Prof. Yonina Eldar represents a new kind of scientific leadership—one that balances intellectual rigor with human purpose.

Her work not only advances the frontiers of knowledge but also reshapes the culture of research itself, ensuring that science remains inclusive, impactful, and deeply connected to society.



IKEA HELPS FIX SKYRIM'S CLUTTER PROBLEM



IKEA has entered the world of *The Elder Scrolls V: Skyrim* with **KALLAX Storageborn**, a free downloadable companion designed to solve one of the game's most familiar frustrations: having too much stuff. Created by **Mother** in collaboration with **Kinggath Creations**, the campaign turns IKEA's expertise in storage into an actual gameplay mechanic.

In *Skyrim*, carrying too many items causes players to become over-encumbered and move more slowly. **KALLAX Storageborn** addresses this by offering unlimited storage, automatic loot collection and a way to clear clutter from players' virtual homes. The sentient shelving unit is introduced through a new quest that takes players to a mysterious Dwemer furniture store.

Once assembled, **KALLAX** can be summoned using the Dragon Shout "**AYE KEY YAH**". The experience also includes a clutter-filled dungeon and a boss battle against a **Clutter Golem**, adding IKEA's storage concept directly into the game's fantasy world.

The campaign builds on IKEA's previous experiments in gaming, including its virtual Roblox store, but takes the idea further by making the brand's core expertise part of the gameplay itself. **KALLAX Storageborn** is available free through Bethesda Game Studios' in-game Creations menu, supported by digital, social, in-store and PR activity.

Image: IKEA KALLAX Storageborn in *Skyrim*

Brand: IKEA

Agency: Mother

Source: Famous Campaigns

Image Credit: IKEA / Mother / Kinggath Creations / Famous Campaigns



AN OFFICIAL STATEMENT FROM VASELINE

We heard you. We agreed.

Following extensive review (by which we mean approximately one video, watched over 1 million times, facts), Vaseline would like to announce our rebrand.

Welcome to Baseline, effective immediately.

Same tub, Same jelly. Same uses you've been making up since 1870. Just, as it turns out, a slightly different first letter depending on where in the world you're saying it.

Because that's really what this week is about. Vaseline has been pronounced, adapted, and made local in every corner of the world for 150 years. Every accent, every version, every "wrong" way of saying it is just proof of how far the jar has traveled. This week, we're celebrating one of those versions properly.

Full credit to @mindaylee_ for the discovery, who we have taken the liberty of appointing as the CEO of Baseline, effective immediately, no interview required.

To everyone stitching, duetting, or simply enjoying watching a 150 year old brand get gently corrected by its own global community: welcome. We're here for it. We might even learn something.

Baseline

Image: Vaseline "Baseline" Rebrand

Brand: Vaseline

Source: Famous Campaigns

Image Credit: Vaseline / Famous Campaigns

Vaseline Renames Itself “Baseline” After a Mispronunciation Goes Viral

Vaseline has turned an accidental mispronunciation into a playful social media moment, temporarily rebranding itself as **“Baseline”**. The idea came from beauty creator **Min Day Lee**, whose viral video about her Vaseline collection referred to the skincare brand by the unexpected name. The video quickly surpassed two million views on Instagram, while viewers began repeating and remixing the word “Baseline” across social media.

Vaseline responded by fully embracing the joke with a mock rebrand across its social channels. The brand created a new “Baseline” logo, redesigned product packaging and announced the change with a tongue-in-cheek statement, claiming that the rebrand followed an “extensive review” that was essentially based on one viral video.

The brand also credited Min Day Lee for the accidental discovery and jokingly appointed her as **CEO of Baseline**. The response demonstrates how Vaseline quickly turned an unexpected moment from its online community into branded content, rather than trying to correct the original mistake.

The move also fits with Vaseline’s broader approach to community-driven creativity. Its Vaseline Originals platform turns viral beauty hacks created by consumers into real products while recognising and rewarding the creators behind them.

AG1 Puts Creatine's Airport Problem Straight Into the Tray

AG1 has turned an awkward travel problem for fitness enthusiasts into an airport advertising campaign for **AG1 Pro**. The brand has placed advertisements directly inside airport security trays and across terminals in **Denver, Austin and Seattle**, targeting travellers who regularly carry loose creatine powder through airport security.

The campaign uses lines such as **“Is your creatine travel routine raising a few eyebrows?”** and **“Is your DIY-packed creatine causing delays? There’s a better way”**. The message promotes AG1 Pro, the brand's formula that combines AG1 with creatine in individual sachets, offering a more convenient alternative to carrying a separate bag of powder.



What makes the campaign stand out is the placement itself. By putting the advertising inside the security trays, AG1 reaches travellers at exactly the moment when loose white powder can become an uncomfortable part of the airport experience. The campaign also appears on large video screens and glass wraps around security areas, extending the idea throughout the terminals.

The airport setting allows AG1 to turn a specific customer inconvenience into the central idea of the campaign, using the environment itself to make the message immediately relevant.

Image: AG1 Pro Airport Campaign

Brand: AG1

Source: Famous Campaigns

Image Credit: AG1 / Famous Campaigns





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