

Sender has over twenty years of experience in politics holding senior positions in parliamentary power centers. Among other things, Sender served as director-general of the "National_Union - Israel beytenu" party, adviser to the Minister of National Infrastructures and acting director-general of the Tourism Ministry.

During the years Sender was involved in major Israeli politic developments and gained the trust of key decision makers in the government and Knesset. Due to his rich past and unique experience Ariel is often called upon by the leading economic and political bodies in Israel to lead complicated campaigns that include strategic consultancy and crisis management. During 2016, Sender was the strategic consuler of Trump's election campaign in Israel, allowing him to form a close and strong ongoing relations with key stakeholders in the administration.

Ariel graduated from Bar-Ilan University, with a Bachelor's Degree in Political Science, International Relations, Sociology and Anthropology and a Master's Degree in Public Administration