

Israel's High-Tech Figures

Israel has become one of the world's most highly regarded and important high-tech centers and high-tech is the main growth engine of Israel's economy. In 2004, Israeli high-tech sales exceeded \$15 billion, including \$12.9 billion in exports. In the peak year of 2000, no less than 3,000 high-tech start-ups were active in Israel – one start-up per 2,000 residents.

This chapter presents the figures standing behind the impressive activities of Israel's high-tech industries. Israel's high-tech community is characterized by a high concentration of talent, energy and innovation. We've chosen to focus on a number of issues important to Israeli high-tech, featuring some of the personalities.

Founding Fathers

Efi Arazi – The “wonder kid” of the Israeli economy, is best known as the founder (1967), President and CEO of Scitex, which led the global digital printing field and reported hundreds of millions of dollars in sales each year. In 1988, Arazi handed the company's reins over to **Arie Rosenfeld**, and became Chairman of the Board.

In 1989, Arazi ceased his active involvement in Scitex, and established EFI (Electronics for Imaging), which developed a chip that transforms standard digital color copiers into networked color printers. Arazi handed over the CEO position to **Dan Avida** (1995), and became a “silent” chairman in EFI, which also posted revenues of hundreds of millions of dollars a year.



Uzia Galil



Doron Birger

Uzia Galil – Founder of Elron, served as its President & Chairman of the board until 1999. 1962, the year in which Uzia Galil established Elron Electronic Industries, can be considered the birth year of

the Israeli high-tech industry. For dozens of years, Galil served as Chairman or board member in Elron's subsidiaries, which include Elbit Systems; Elscint, a medical imaging company (which he founded together with **Dr. Avraham Suhami**); and EMI. Galil also served as Chairman of Zoran (which was founded by **Dr. Levy Gerzberg**). In the course of his brilliant career, Galil won numerous awards and titles. The group develops defense electronics products, navigation systems, scanners, and a wide variety of ultrasound, digital and video chips.

Doron Birger has been serving as Elron's President & CEO since

2001. He joined the company in 1994, and is serving as a director in some of Elron's subsidiaries.

Davidi Gilo – One of the most important inventors and entrepreneurs of the Israeli high-tech industry. Gilo is also the man responsible for one of the biggest high-tech deals in Israeli history – the purchase of DSPC (DSP Communications), a wireless communications chip designer, by Intel (1999), in a deal worth \$1.6 billion.

Gilo established the DSPC Group in the United States, but its R&D centers were located in Israel.

Benny Peled (deceased) – Major General (Res.) Benny Peled, former Commander of the Israeli Air Force (1973-1977), served as president of Elbit and its subsidiary Elscint. Peled turned Elbit into one of the most important providers of defense systems and equipment in Israel and abroad. Elbit's sales revenue reached a record of \$830 million in 2002. In 1999, Elbit completed a merger with El-Op, one of the most important electro-optical companies in the world. In 1982 **Joseph Ackerman** joined Elbit Systems, where he now serves as President and CEO, bringing the company to record achievements.

Dr. Felix Zandman – Founder, President, CEO, and driving spirit behind Vishay Intertechnology, one of the world's largest manufacturers of discrete semiconductors and passive components. Zandman founded Vishay in 1962, and turned it into a company that employs 25,000 workers worldwide. The company began its activities in Israel in the seventies, with the establishment of four factories in Holon, Migdal Ha'emek, Be'er Sheva and Dimona.

Leaders of International Corporations in Israel and Abroad

Shai Agassi – Senior executive member of the Germany-based software giant SAP, which purchased TopTier, the company Agassi founded and managed, for \$400 million (2001). Agassi also founded Quicksoft and Menahel. SAP operates an R&D center in Israel.



Ra'anan Biber

Ra'anan Biber – General Manager of Dell Israel. In 1999 computer giant Dell Inc. established a branch in Israel. Biber previously worked for Motorola Israel, serving as general manager at Emet Michshuv. Biber has boosted sales in Israel by thousands of percents.

Shlomo Catran – In 2001 he was appointed General Manager of Philips Medical Systems Israel, a developer of medical imaging technology and manufacturer of CT scanners. Catran also serves as Chairman of the Medical Equipment Forum of the Israel Association of Electronics Industries.

Ayal Bar David – Qualcomm’s Vice-President of engineering. Qualcomm is one of the most important digital wireless communications companies in the world.

Prof. Dov Frohman – He initiated the Israeli activities of Intel, the leading company in the semiconductor industry, and turned Intel Israel into the largest Israeli exporter. In the early seventies, Frohman invented the revolutionary EPROM chip, the basic component of flash memory technology.

Frohman established Intel’s R&D center in Haifa, and has been the driving force behind Intel Israel for 20 years. In 1981, he established Intel’s chip-making factory in Jerusalem. In 2000, he relinquished the CEO position to **Alex Kornhauser**, manager of Intel’s chip-making factory in Kiryat Gat, **David (Dadi) Perlmutter**, manager of Intel’s R&D center in Haifa, and **Amir Elstein**, manager of Intel Electronics in Jerusalem. In 2004, Intel exported \$1.17 billion and employed 5,800 workers in Israel.

Ofer Greenberger – KLA Tencor Israel’s CEO. In the United States, Mr. Greenberger managed SemiTech, a subsidiary of Kulick and Soffa. From 1998-2001, Mr. Greenberger managed Microswiss in Israel. In 2003, with **Avi Cohen’s** appointment as KLA President in the United States, Ofer Greenberger joined KLA-Tencor.

Dr. Eli Harari – Founder, President and CEO of SanDisk, a world pioneer in the field of non-volatile memory and semiconductor systems design. SanDisk operates an R&D center in Israel.

Moshe Horev – The Israeli managing director of Oracle, the world’s largest supplier of information management software. Oracle Israel was established in 1996, and serves over 2,000 customers locally.

Vered Liberman – Serves as General Manager of Novell Israel

since 2001. Novell is the world’s leading developer of secure identity management information solutions and multi-platform service applications.

Dr. Dan Maydan – A senior executive at the international giant Applied Materials, a leading supplier of semiconductor equipment. Together with Israeli scientist **Dr. Sasson Somekh**, and **Dr. David Wang**, Maydan invented a revolutionary device for producing silicon chips. The invention of the Precision 5000 device by Maydan and his colleagues increased the company’s sales from \$200 million in 1987 to a billion dollars within 6 years. Maydan became a President Emeritus of Applied Materials (2003) together with Dr. Sasson Somekh, and has won a number of important global awards. Applied Materials entered the Israeli market after it acquired Opel and Orbot (1997) for \$286 million, and established a factory in Rehovot two years later.

Amos Michalson – CEO (since 1995) of Creo, which was established by **Dan Gelbart** (1983). Creo, the world’s largest supplier of prepress equipment, develops solutions for the graphic arts industry. The company offers over 3,000 products, and employs over 4,000 workers around the world. Amos Michalson was the CEO of Creo Products until its sale to Eastman Kodak Inc. in 2005.

Meir Nissensohn – CEO (since 1996) of IBM Israel, one of the country’s most important computer companies (since 1949). IBM Israel employs 2000 workers who specialize in software, hardware, investment and research. Its Israeli R&D centers are the most important of their kind in the world, and are responsible for major technological breakthroughs.

Arie Offner – CEO of CA Israel, a subsidiary of the software giant CA. CA Israel operates the company’s largest development center outside the United States, and one of the most innovative centers in the world. CA Israel has 300 employees, including 200 engineers developing information security and storage solutions. CA Israel’s customers include 90% of Israel’s 100 largest companies.

Kobi Paz – Served as Chairman and CEO of Alcatel Telecom Israel since 2002. Alcatel is a leading international manufacturer of innovative telecommunications equipment.



Ofer Greenberger



Moshe Horev



Vered Liberman



Dr. Dan Maydan



Meir Nissensohn



Arie Offner



Kobi Paz

Yair Pecht – General Manager of EDS Israel, the local branch of Electronic Data Corporation, one of the world’s leading information technology (IT) services companies, which operates in 60 countries. Pecht began working for EDS Israel when it was founded in 1995, becoming general manager in 2000.

Dr. Abe Peled – President and CEO (since 1995) of NDS, a leading supplier of digital pay-TV solutions for the secure delivery of entertainment and information to televisions and IP devices. The company’s R&D center in Israel employs 600 specialists, which account for one third of the company’s personnel. IBM’s first DSP chip was designed according to Abe Peled’s architecture, while he was serving as IBM Vice President for Systems and Software in the eighties.

Noga Perry – CEO of SunGard Business Integration (SBI), a subsidiary of SunGard Data Systems, a leading global developer of integration software and business solutions. SunGard Israel is the company’s development center for the MINT Knowledge family of solutions. Ms. Perry has over 20 years experience in high-tech.

Bina Rezinovsky – Served as Country Manager of Cisco Systems Israel since 2001. Cisco Systems is the world’s largest developer of Internet equipment. The company’s development center in Netanya is the largest of its kind outside the United States.

Arie Scope – Founder (1989) of Microsoft Israel, and its CEO until 2005. **Danny Yamin** was appointed his successor as General Manager. Microsoft Israel was one of the first Microsoft branches outside the US. Microsoft Israel conducts marketing, support and R&D activities. Microsoft has already invested \$80 million in adapting its software programs to Hebrew.

Yitzhak Sitton – General Manager of Agilent Israel, the local branch of Agilent Technologies Inc., a developer of innovative communications, electronic, scientific, and chemical analysis technologies, solutions and services.

Gil Weiser – Served as the Managing Director (1973-1993) of

Digital Israel, a fully owned subsidiary of the Digital Equipment Corporation (DEC), which was acquired by Compaq Computer Ltd. Weiser established and headed many high-tech companies, including Negev Software Industries, Digital Semiconductors Center (VLSI), Wiztec, SIT CMS, Orlink and Fibronics. He also served as the general manager of HP Israel (1995-2000), one of the largest computer companies in Israel. In 2002, Compaq Israel was merged into HP Israel, following the acquisition of Compaq by the HP Corporation.

Elisha Yanai – Chairman and CEO of Motorola Israel (since 2002) and a corporate vice president of Motorola Inc., the world’s leading provider of integrated communications and information solutions. The company’s Israeli R&D centers (former CEO **Hanan Achsaf**) are responsible for the Networks Communications Department of Motorola’s Semiconductor Division, and developed chips for cellular phones and base stations. Today, the next generation of processors for Motorola’s palm devices is being developed in Israel. In 1998, Motorola and PageCall established Pelephone, Israel’s first cellular carrier. Pelephone created the large market of cellular communications in Israel, which was later expanded by Cellcom, Orange-Partner, and MIRS, which was established by Motorola and Ampal (1998). Elisha Yanay also serves as Chairman of the Israel Association of Electronics and Information Technology Industries.

Boaz Yehuda – Manages the Israeli branch of the software giant Sun. The company’s R&D center in Herzliya has developed important Java software products.

Dr. Giora Yaron – Initiated and headed National Semiconductors’ activities in Israel (1979-1992). Yaron also served as the President of the digital printing company Indigo (1992-1995), President and CEO of the medical technology company Itamar Medical (1997-2000), and Chairman and CEO of the computerized storage company ExaNet (since 2001). Dr. Giora Yaron founded P-Cube in 1998, together with **Benny Schnaider** and **Yuval Shahaar**. Cisco Systems acquired the company in 2000 for \$200 million.



Dr. Abe Peled



Noga Perry



Arie Scope



Yitzhak Sitton



Elisha Yanai



Dr. Giora Yaron



Yair Pecht

Founders and Directors of Leading Israeli High Tech Companies

Hanan Achsaf – one of the pioneers of the electronics industry, especially the telecom sector, brought the cellular phone to Israel. He is one of the most influential and visionary personalities in Israeli high-tech. He worked for Motorola in 15 senior positions, serving as President of Motorola Israel and its Chairman of the Board, and as Vice President of Motorola. His activities created thousands of jobs in the electronics and communications industry in Israel. In May 2001, he resigned from Motorola after 36 years.

Dr. Avidan Akerib – Serves as President and CEO of NeoMagic Israel, a developer of next-generation Associative Processor Array (APA) technology for video and 3D graphics.

Kobi Alexander – One of the founders of Efrat (1983) and its parent company, Comverse (1984) – one of the flagship companies of Israeli high-tech and a global pioneer of voice mail technology. Alexander served as Comverse's President since its inception until the beginning of 2001, and as company CEO since 1987. Alexander later founded Comverse subsidiary Verint Systems, which has become another success story. **Itzik Danziger** succeeded Alexander as CEO of Comverse Technology. The current CEO is **Zeev Bregman**, a veteran of the company, with over 15 years of service.

Zvi Alon – Founder, Chairman and CEO of NetManage (1990), a global expert in host access and host integration solutions. For over a decade, NetManage has helped global enterprises make valuable corporate data easily accessible via the Internet. Zvi Alon is a pioneer of commercial Internet in Israel, and global pioneer in home Internet use. Alon has served as Chairman of the California Israel Chamber of Commerce since 1997, and is a founder and Chairman of the Israel21C non-profit non-political organization dedicated to informing Americans about Israel.

Ruth Alon – President and first CEO of NetVision, Israel's

largest Internet provider, which was established in 1994. **Ravit Bar-Niv** has been serving as NetVision's CEO since 2000.

Shimon Alon – Former CEO of the Israeli software company Precise, which was sold to software giant Veritas for \$609 million (2003).

Rafi Amit – Chairman and CEO of Camtek, which designs, manufactures and markets automatic optical inspection systems for printed circuits and silicon wafers.

Dr. Viktor Ariel – Founded TransChip Inc. in 1999 and serves as Chairman and CEO. TransChip develops miniature cameras for cellular telephone handsets, and was the first company in the world to develop a solution on a single chip, including sensor, processor, and compressor.

Reuven Avi-Tal – Served as President and CEO of Telrad Networks, one of the most prominent Israeli technology companies, which was established over 50 years ago. The current CEO is **Dror Pockard**, and the Chairman is **Yuval Cohen**.

Eli Ayalon – Chairman and CEO of DSP Group, the global pioneer in digital transceiver applications and leader in the development of sophisticated wireless telephony processors, especially for home wireless communications. The company dominates 70% of the

American market in its field.

Dov Baharav – President and CEO (since 2002) of the Israeli software giant Amdocs, which provides software solutions and services to large communications companies all around the world, and employs over 9,000 workers.

Eldad Bar-Adon – Made the One1 group - One1 Software Technologies and One1 Systems Integration – into one of Israel's largest software groups.



Kobi Alexander



Dr. Menashe Benjamin



Hanan Achsaf



Zvi Alon



Ruth Alon



Ravit Bar-Niv



Rafi Amit



Dr. Viktor Ariel



Dr. Avidan Akerib



Eli Ayalon



Eldad Bar-Adon



Zeev Bregman

IDF Col. (res.) Dr. Menashe Benjamin – Founded and serves as President and CEO of Algotec Systems, a global leader in the development and marketing of medical imaging systems. Algotec was acquired by Eastman Kodak Health Imaging Group in 2003.

Reuven Ben-Menachem – Founded Fundtech in 1993 and serves as its CEO. A subsidiary of Clal Industries and Investments, Fundtech is a global leader in financial transactions and foreign currency clearing software. It has a development center in Ramat Gan and 14 offices worldwide. The company's customers include the six largest banks in the United States.

Naftali Bennett – Co-founded Cyota and serves as its CEO. Cyota is a leader in anti-fraud and online security software solutions for the banking industry. Headquartered in New York, Cyota has offices worldwide and a development center in Herzliya.

Dan Bodner – President and CEO of Converse subsidiary Verint Systems, which develops surveillance, security, textural video information analysis solutions from voice, video and IP networks. Verint has 1,400 employees and five development centers worldwide. It has achieved a market cap of \$1.2 billion within ten years.

Yehuda and Yehudit Bronicki – The controlling shareholders in Ormat Industries, a global leader in geothermal and alternative energies. The company builds, owns and operates geothermal, recovered energy, biomass power stations.

General (Ret.) Herzl Bodinger – Former Commander of the Israeli Air Force, is the President and Chairman of Rada Electronics Industries.

Alon Cohen and Lior Haramaty – In 1995 established VocalTec, which made a significant breakthrough in the field of Voice over Internet technology. Since then, the Israeli company's solutions have been installed in over 130 countries, and account for one quarter of the global revenues generated from international phone calls over the Internet. **Elon Ganor**, a physician and one of the world's leading developers of packet telephony technology, is the company's CEO and Chairman.

Hilik Cohen – Founder of MTC Industries & Research, which

uses advanced technologies to develop and manufacture scientific devices for the medical and defense industries. Cohen's patented devices make dental treatments and surgery easier.

Shalom Daskal – Served as CEO of Power Paper Ltd., a pioneer micro-power source technology, until 2005. Prior to working for Power Paper, he was Vice President of Formula Systems and CEO of Sapiens International Corporation NV.

Shlomo Dovrat – Founder of Tecnomatix, a leading global provider of solutions for digitizing manufacturing. Dovrat served as the President and CEO of Tecnomatix from its inception in 1993 until 1995. In 1993, Dovrat founded Oshap, a European-Israeli investment group (1982), and served as its President and CEO (1983-1996). In 1999, Oshap was purchased by SunGuard. Today, Dovrat is a founding partner (2000) at the venture capital fund Carmel Venture. Shlomo Dovrat was appointed head of the Dovrat committee on education reform in 2003.

Yaki Dunietz – Has been a successful high-tech entrepreneur since 1978. Dunietz was the founder, owner and manager of several public high-tech companies, including the Magic software company, which was listed on the NASDAQ. Dunietz also established a number of successful start-up companies. **David Asia** serves as Magic's Chairman of the Board.

Dr. Boaz Eitan – Chairman and CEO of Saifun Semiconductors, which he founded in 1998 and led to a NASDAQ IPO in November 2005. Saifun develops NROM flash memory processors. Eitan, a former Israel Air Force combat pilot, was a prisoner of war in Syria for three years. Saifun is traded on the NASDAQ, and in November 2005 it achieved a market value of \$1 billion.

Dr. Shimon Eckhouse – Founded and was President of ESC Medical (now Lumenis), and currently serves as Chairman of Syneron Medical, which he also founded, and which rapidly achieved a market cap of \$1 billion.

Aryeh Finegold – Founded Ready Systems, and Medicom, an Israeli company that developed computer-embedded software. He founded Mercury Interactive Corporation, and turned it into a world leader in the software testing market, and into one of the



Reuven Ben-Menachem



Naftali Bennett



Hilik Cohen



Shalom Daskal



Shlomo Dovrat



Aryeh Finegold



Dr. Shimon Eckhouse

most successful Israeli companies in the world. Mercury went public on the US Exchange, and Finegold went on to establish Tegrity, which provided systems for meeting documentation.

Amnon Landan – was appointed Mercury's CEO in 1997 and Chairman in 1999. He resigned in November 2005, and was succeeded as CEO by Anthony Zingale.

Zvi Friedman – CEO of Alvarion, a leading international provider of wireless broadband networking infrastructure. Alvarion, an Israeli company, is traded on Wall Street (since 2000). Zvi Friedman succeeded **Zvi Slonimsky** as CEO in 2005, following the latter's resignation after four years at the helm of the company.

Yoel Gat – One of the founders of the publicly traded company Gilat Satellite Networks (1987), the developer of the VSAT satellite technology. Gat served as Gilat CEO since its establishment and as Chairman since 1995. In 1998, Gilat acquired the US-based company GE Spacenet. Gat is a two-time winner of the prestigious Israel Security Award (1979, 1988). The current Chairman & CEO is Amiram Levynberg.

Itzhak Gat (Brig. Gen. Res.) – General Manager of the Elisra Group, previously held an impressive variety of positions, among them: Deputy President of the "Etgar" Fund, General Manager of Rafael, Head of the Israeli Air force's Equipment Division, and before that as a fighter pilot and commander in the air force for 27 years.

Dr. Levy Gerzberg – Zoran Corporation Founder, President and CEO. He has over 25 years of experience in high-tech. Zoran is a leading supplier of digital processors for the home entertainment equipment and imaging industries. Zoran subsidiary, Zoran .Microelectronics Ltd. is based in Haifa

Baruch Glick – Served as General Manager of Semi-Conductor Devices (SCD), a developer and manufacturer of a full range of infrared detectors and laser diodes for civilian and military applications, since 2000. It is the largest company in its field outside the United States.

Danny Goldstein – One of the major "drivers" behind the

growth of the Israeli software market, and was named "Israeli High-Tech Ambassador" by Newsweek magazine (1998). Goldstein founded, together with **Yossi Gal-On**, the software company Formula (1982). In 1987, Formula began to expand through a series of mergers and acquisitions, and in 1991, it began to raise capital from the public. Since then, Danny Goldstein and his younger brother Gadi have purchased many companies at a low price, upgraded them, and then sold their technology and took them public in Israel or the US. Goldstein also merged and reorganized a few companies of the Formula group under the name Matrix.

Moti Gutman, who led the company's foundation and merger with Formula, serves as Matrix CEO. He previously served as CEO of Liraz Systems, and managed its sale to Electronic Data Corporation.

Joseph Goren – Founded Gamatronic Electronic Industries in 1970, and serves as CEO. The company is a high-tech pioneer in Jerusalem, developing and producing uninterruptible power systems for the information technology market, and power systems for the communications industry.

Yossi Hollander – In 1999, American software giant BMC announced the \$675 million purchase of New Dimension Software, a premier developer of management software for complex distributed systems. The people who profited most from the deal were New Dimension founders Yossi Hollander, **Roni Einav**, and **Dalia Prashker**. The company's CEO at the time was **Dan Barnea**, who later became a senior vice president for Research and Development at BMC.

Hezi Hermoni – CEO of Tadiran Communications, a developer and manufacturer of military communications systems.

Doron Inbar – Succeeded **David Rubner** as President (since 2000) and CEO (since 1999) of ECI, one of the most important Israeli high-tech companies. After bringing ECI Telecom back to profitability, Doron Inbar retired in 2005 after 22 years at the company, including six as CEO. His successor is former ECI Telecom COO, **Rafi Maor**.

Shraga Katz – Founded Ceragon Networks, in 1996, and



Dr. Levy Gerzberg



Moti Gutman



Danny Goldstein



Joseph Goren



Hezi Hermoni



Shraga Katz



Moshe Keret



Itzhak Gat

served as its President and CEO until July 2005. Ceragon is a global vendor of broadband wireless telecommunications systems. Katz has twice won the Israel Defense Award.

The late Prof. Yitzhak Kidron – Considered the father of Israel’s microelectronics industry, and founded the Microelectronics Research Center at the Technion – Israel Institute of Technology.

Moshe Keret – President and CEO of Israel Aircraft Industries (IAI), which was established in 1953 by **Al Schwimmer**.

IAI is one of Israel’s largest exporters. 80% of the company’s production is for overseas markets. Keret joined IAI in 1955, became an engineer at the company in 1959, and rose to his present position in 1985.

Benny Landa – Founder (1977), Chairman and CEO of the digital printing company Indigo. In 2001, Indigo was purchased by the computer giant HP in a stock deal worth \$726 million, and became a HP division. Landa is one of the most important inventors of Israeli high-tech, and holds about 500 patents in the digital printing and electronic ink fields.

Yanki Margalit – Chairman and CEO of the data security company Aladdin, which he founded in 1985. Margalit was one of the first developers of the hardware-based software protection product known as HASP.

Eli Mashiah – In 1998, the American software company Platinum Technologies announced the acquisition of Memco, an Israeli software company, in a stock deal worth \$430 million. A few months after the Platinum shares were transferred to Memco owners, Platinum was purchased by software giant CA. Memco founders, Eli Mashiah and **Israel Mazin** were the major shareholders of the company.

Dov Moran – President, CEO and Co-Founder of M-Systems (1989), a company specializing in flash-based data storage products known as flash disks. M-Systems is a public company with over 600 employees and \$348 million in sales (2004).

Accumulated orders for 2005 amount to \$450 million.

Gavriel Meron – Given Imaging President and CEO Gavriel Meron founded the innovative company that has developed and manufactures the PillCam video endoscopic capsule for diagnosis of disorders of the gastrointestinal tract. The PillCam is praised by both the medical profession and international media.

Ron Nagar – Founded and serves as President of Glucon Medical Ltd., which develops non-invasive glucose monitoring devices for diabetes patients. Nagar also founded UltraGuide, and has numerous patents to his credit.

Eitan Naor – served as President and CEO of ECTel since 2004. Previously, Naor held executive positions at Amdocs and Oracle Corporation.

Shlomo Nir – General Manager of Controp Precision Technologies. Founded by four entrepreneurs, Controp develops electro-optical equipment and mobile precision systems, including cameras for unmanned aerial vehicles (UAVs) used by the Israel Defense Forces and the United States Army.

Zvi Nitzan – Co-founder and CTO of Power Paper, a pioneer in micro-power source technology that has achieved worldwide success. The company’s patented cell energy cells are made from environmentally friendly materials and can print directly onto paper, plastics or other surfaces.

Oren Nissim – CEO of Telmap, a software company developing a range of innovative applications for the mobile mapping market.

Aviv Sofer – Chip PC Technologies President, and his wife, CEO **Ora Meir Sofer**. Chip PC develops and manufactures innovative solutions for server-based-computing technologies to replace traditional PCs.

Gilad Rabinovitch – Malam Systems CEO, previously served



Dov Moran



Gavriel Meron



Ron Nagar



Eitan Naor



Shlomo Nir



Oren Nissim



Aviv Sofer



Ora Meir Sofer



Eli Reifman



Benny Landa



Yanki Margalit

as an executive at NetVision.

Eli Reifman – Born in 1970. CEO of Emblaze. He is also the controlling shareholder in the group, which has 600 employees worldwide, developing and producing next-generation software solutions for telecommunications infrastructures. Its subsidiary, Emblaze Mobile, designs and manufactures mobile telephones. In the finance arena, Eli has gained vast experience in public offerings and investor relations, raising over \$1 billion through the years and taking the company public on AIM and the Main Listing at the London Stock Exchange (LSE) as a FTSE 250 company. As an integral part of Emblaze activities, Mr. Reifman has lead corporate merger and acquisition deals valued at over \$200 million.

Dr. Kobi Richter – Owns Medinol together with CEO Judith Richter. Medinol is a developer and manufacturer of revolutionary coronary stents with flexible spring inserted in an artery allowing for regular blood flow to the heart. The Richters co-founded Medinol with **Gregory Pinchasik**, a former Israel Air Force squadron commander. Pinchasik, Dr. Kobi Richter and other partners co-founded Orbot, which later became Orbotech. Medinol had a marketing agreement with Boston Scientific Corp. to market Medinol's stents in the United States until a legal dispute ruptured the relationship. Boston Scientific paid Medinol \$750 million in a settlement.

Roni Ross – Founder of Panorama, a software company that was purchased by Microsoft (1996), and of Metalsoft, which develops software.

Efraim Sagi – Co-founded Nisko High-Tech Group with **Arie Kidron**.

Yuval Shahar – Founded InfoGear Technology Corporation, which was sold to Cisco Systems Inc. InfoGear developed the world's first Internet Protocol (IP) telephone for the provision of online banking services in 1995. Shahar handled development at VocalTec Communications, and co-founded P-Cube and Pentacom with **Benny Schnaider** and Dr. **Giora Yaron**.

Haim Shani – President and CEO (since 2001) of NICE

Systems, an Israeli company whose principal founder was Benny Levin. NICE, whose sales totaled about \$224 million in 2004, is a worldwide leader of multimedia digital recording solutions.

Shaike Schatzberger – Celletra CEO, also managed Galil Medical.

Barry Shaked – Chairman, President and CEO of Retailix, a developer and manufacturer of open software solutions for the retail food and fuel industries.

Karen Sarid – CEO of Orex Computed Radiography, sold to Eastman Kodak Co. Health Group in 2005, develops and manufactures Computed Radiography (CR) systems for the digital X-ray market.

Ofer Shofman – Founded Valor Computerized Systems in 1993 with four partners, and has served as President and CEO since 2002. Valor is a global leader in the development and supply of software solutions for streamlining design processes.

Gil Shwed – Founder, President and CEO of one of the largest Israeli software companies of all times – Check Point. Shwed, who served in a technological intelligence unit in the IDF, established Check Point (1993) with two friends, **Marius Nacht** and **Shlomo Kramer**. The three founders developed the groundbreaking information security product Firewall

(1994), and turned it into a world leader. Firewall is a utility that forms a virtual barrier between organizations' computers and the Internet. In 1996, Check Point went public at a \$450 million valuation. Shwed has been the company's president and CEO from its inception. Its market value in 2005 amounted more than \$ 5 billion.

One of the first people to invest in Check Point was **Nir Barkat**, who founded and managed the BRM Investment Fund together with his brother **Eli Barkat**. The two brothers also founded BackWeb, a software company. Barak is a member of the Jerusalem City Council.

Izhak Tamir – Has been the President of Orckit, a leading provider of advanced broadband telecom solutions, since its inception (1990).



Efraim Sagi



Giora Yaron



Haim Shani



Karen Sarid



Yedidia Yaari



Gil Shwed



Haim Ruso



Jacob (Kobi) Toren



Dr. Yossi Vardi



Ofer Shofman



Raviv Zoller



Amotz Yarden



Eran Wyler



Yehuda Zisapel



Zohar Zisapel

Jacob (Kobi) Toren – During his tenure as CEO of El-Op Electro-Optics Industries, between 1989 and 2001, he turned the company into the leading international manufacturer of electro-optical systems. In late 2001, Toren was appointed Chairman of Rafael Armament Development Authority, entrusted with the task of leading it as a new government company. In September 2005, he was appointed director general of the Ministry of Defense; and Major General (res.) **Yedidia Yaari** was appointed President, and General Manager. **Haim Russo** has served as CEO of El-Op since 2001.

Dr. Yossi Vardi – Founded and invested in many high tech companies, but he is best known as the founder and former CEO of Mirabilis, which was purchased by AOL (America Online) for \$400 million. Beside Dr. Vardi, the other founders of the company were all youngsters in their twenties: Vardi's son, **Arik Vardi**, **Sefi Vigiser**, **Yair Goldfinger** and **Amnon Amir**, who left Mirabilis before it was sold to AOL. Mirabilis developed the Internet instant messaging system ICQ.

Dr. Yossi Vardi founded International Technologies (Lasers) (now ITL Optronics) together with Yoram Almog. Vardi also founded Granite Hacarmel Investments and numerous start-ups.

Avigdor Willenz – Founder (1993) and CEO of Galileo Technologies, which was sold to the American giant Marvell in a stock deal worth \$2.7 billion. Within 6 years, Willenz turned Galileo into a leading provider of complex data communications systems on silicon. Marvell, one of the largest global manufacturers of ASIC chips, has also acquired the Israeli Radlan group for \$150 million, and today the group employs hundreds of workers in Israel.

Eran Wyler – Founded Infogin in 2000 and serves as CEO. Infogin is a global pioneer in bridging the Internet and telecommunications industries. The company's flagship product Intelligent Mobile Platform (IMP™) automatically optimizes the reformatting of Internet content for mobile devices written in various Markup languages in real time.

Amotz Yarden – CEO of Sintecmedia, a developer of television broadcast management software.

Zohar & Yehuda Zisapel – Founded the Rad Group. Yehuda Zisapel served also as the CEO of Bynet at the time. Under the Rad-Bynet group, which became one of the most dominant in the Israeli market, the two brothers established many companies, which were later sold, merged, or turned into public companies. The Rad Group, which specializes in data communications, generated sales of hundreds of millions of dollars.

Raviv Zoller – President and CEO of Ness Technologies, one of Israel's largest IT companies.

Ron Zuckerman – Co-founded Precise Software Solutions, which was sold to Veritas Software in 2002 for over \$500 million.

Telecommunication Figures

Amikam Cohen – CEO of Partner Communications Company

Dr. Yitzhak Peterburg – Former President & CEO of Cellcom (2002-2005)

Amos Shapira – President & CEO of Cellcom since October 2005

Yaakov Gelbard – CEO of Bezeq

Gil Sharon – CEO of Pelephone

Avrasha Burshtein – CEO of MIRS

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Amikam Cohen



Dr. Yitzhak Peterburg



Amos Shapira



Yaakov Gelbard



Gil Sharon



Avrasha Burshtein