Tal Shapsa Heiman

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Tal Shapsa Heiman is an experienced entrepreneur and former economist. She was senior economist in the Asset Allocation Research and Strategy group in Barclays Bank (Wall Street and London) and served as the lead macroeconomist in the Budget Department at Israel’s ministry of finance. There she managed large-scale budgets and led strategic market reforms as well as founded the national behavioral economics initiative. More recently, Tal was the founding partner at Out of Line, a startup co-foundry hub with expertise in behavioral product strategy, investing and actively accompanying companies in digital health and fintech primarily.

Today, Tal is the co-founder and CEO of Epilog, leading the development of the first of its kind companion tool for people dealing with advanced illness backed by the world’s leading behavioral and palliative care experts.

Tal holds a BA in economics and LLB in law from Tel Aviv University, and MSc Economics from the London School of Economics.