

David Gordon is a hi-tech veteran and digital health investor; he has founded and led the digital and consumer health corporate VC **Longliv Ventures (at Hutchison)** for over six years. Previously, he has held senior positions at **Intel**, **Orange**, and **Elbit**, covering a wide range of interests including strategic planning, product development, business development, and technology forecasting; at **Intel** he created and managed research, innovation and corporate venturing frameworks, and also pioneered sensing technologies and digital health applications; at **Orange (Partner)**, he had established the first international roaming system in Israel and managed thereafter a \$200 million telco operation.

Over the years, David was involved in various start-up eco-systems, including entrepreneurship, investment, and mentoring. He also has led international initiatives, including at the **GSM Association**. While his first development project back in the eighties was a machine translation system, David actually started his career as an archaeologist and he also spent a term as a senior tech journalist and analyst (**Ma'ariv**), and later, as a research fellow at the **Institute for National Security Studies (INSS)** – the prestigious Tel Aviv think tank.

David currently serves on the board of directors of **Yanabia**, an NGO dedicated to improving quality of living of the Bedouin people in the South of Israel; he is a member of the digital health steering committee of the **Israeli Chamber of Information Technology** and has recently been elected to serve on the members' council of **Maccabi Healthcare Services**, the second largest HMO in Israel.