[Mr. Issar Yazbin](#) is a 16-year veteran of the medical device and digital health industries. He joined Ibex Medical Analytics in 2017, shortly after it was founded. As VP Product Management, he leads all product and project management activities for the company and is a senior member of the company's strategic decision-making executive committee. In the startup's early days, he also established and led multiple organizational functions, including Marketing, Sales and Customer Success, before handing over responsibility to dedicated personnel. Prior to Ibex, Mr. Yazbin held key Product Management positions in other health-tech companies in Israel, including Mazor Robotics (now Medtronic) and Lumenis.

Mr. Yazbin is a former Israeli national champion in the hammer throw. He holds a BSc in biomedical engineering *summa cum laude* from the University of Nebraska, where he served as captain of the Track & Field team, and an MBA with emphasis on technology, innovation and entrepreneurship from the Technion – Israel Institute of Technology.