



Einat Tzur

Founder & CEO of GyneCheck | MBA

Einat Tzur is an entrepreneur and visionary leader committed to transforming women's health through advanced medical technology.

As the Founder and CEO of GyneCheck – a startup revolutionizing the field of TeleGynecology – she is leading the development of a cutting-edge solution that allows women to perform gynecological examinations from the comfort of their own homes, without the need for a physical visit to the doctor.

Living alongside her partner, Professor Shlomi Cohen, a leading gynecologist, Einat has gained a close understanding of the systemic challenges in women's health. She strongly believes that not every gynecological concern requires an in-clinic consultation – and that advanced technology can provide women with greater access and control in managing their health.

For many women, gynecological exams are uncomfortable and frequently postponed or skipped entirely.

Einat believes it's time to change that.

By enabling self-examinations in a woman's own space, on her own terms, GyneCheck empowers women to take control of their health with comfort, privacy, and confidence.

Einat holds an MBA and has over a decade of experience in business development and strategic planning. With expertise in medical devices, digital marketing, and market expansion, she combines her skills to drive innovation in healthcare.

This is her first startup, driven by a mission to create technology tailored to the needs of women, whose healthcare has long lacked dedicated, modern solutions.

Before founding GyneCheck, Einat successfully launched and led a digital marketing agency focused on strategic growth and brand development. Today, she is bringing her vision to life: making women's healthcare more accessible, modern, and personalized, helping to lead a global shift in the way gynecological care is delivered.

Einat lives in Mikhmoret with her partner, Professor Shlomi Cohen, and is the proud mother of Ori.
