

Joel Bar-El is a co-founder and the Executive Chairman at Trax. Joel is responsible for Trax's long-term vision and leads efforts on corporate strategy, innovation, and shareholder value creation. Before being named Executive Chairman of Trax in January 2021, Joel was Trax's, Chief Executive Officer. Prior to Trax, Joel was CEO of Sentry Limited, a wealth management software company, which after four years of the establishment, was sold to IRESS Limited. Joel also co-founded Tersus Software Limited, where he built and managed global sales channels and marketing activities. Joel previously served as SunGard Business Integration General Manager for the Asia Pacific and later North America, overseeing complete P&L and execution in those regions. Joel has a unique ability to envision, develop and deliver paradigm-changing technologies and is, in every sense, a tech entrepreneur. Joel has spent the last 20 years providing technology solutions to blue-chip clients and holds a B.Sc. in Physics from Tel Aviv University.

<https://traxretail.com/company/about-us/>

### **About Trax**

Trax's mission is to enable brands and retailers to harness the power of digital technologies to produce the best shopping experiences imaginable. Trax's retail platform allows customers to understand what is happening on shelf, in every store, all the time so they can focus on what they do best – delighting shoppers. Many of the world's top CPG companies and retailers use Trax's dynamic merchandising, in-store execution, shopper engagement, market measurement, analytics, and shelf monitoring solutions at scale to drive positive shopper experiences and unlock revenue opportunities at all points of sale. As pioneers in computer vision, Trax continues to lead the industry in innovation and excellence through development of advanced technologies and autonomous data collection methods. Trax is a global company with hubs in the United States, Singapore and Israel, serving customers in more than 90 countries worldwide.