**Rachel Weissbrod – Short Bio**

**VP Clinical & Market Development – Medasense Biometrics Ltd.**

Rachel has over 20 years of experience in the medical device industry in market development, value based healthcare, medical affairs, clinical research, real world evidence, FDA submissions, regulatory affairs and quality assurance. Passionate about bringing meaningful med-tech innovation to the market and advancing it to standard of care, Rachel has worked at start-ups, mid-sized companies and at multi-national medtech companies such as Medtronic in global roles and serves also as a mentor and judge at Mass Challenge supporting other start-ups on this exciting journey.