



**Yael Glassman, VP Marketing and Business Development, Sensible**

Yael splits her time between her role as VP Marketing and Business Development at Sensible Medical Innovations, a cardiology focused Israeli start-up and independent consulting. Prior to Sensible, Yael served VP of Marketing at American Well, a Boston based Telehealth company whose customers include America's largest health insurers, United Healthcare, Wellpoint, Blue Cross and Blue Shield and the US Veterans Administration. In her role as VP of Marketing, Yael was responsible for building and leading American Well's marketing strategy and marketing team. Prior to American Well, Yael led the marketing of The TriZetto Group's Care Management business, where she was responsible for product marketing planning and execution for the CareAdvance™ Suite. While at TriZetto, Yael was also selected to work directly for the company's CEO, as an apprentice. Yael joined TriZetto following its acquisition of CareKey Inc., for \$100M in 2005. At CareKey she was the first employee, and member of the start-up team and had numerous responsibilities including the management of the company's initial, strategic implementations. Yael received a bachelor's degree in psychology and communications from the Hebrew University of Jerusalem and an MBA from the MIT Sloan School of Management.