

**Yael Meir**, COO. An executive Sales & Marketing leader with global experience in establishing business strategy & local networks worldwide. Served as a VP Sales and Marketing of global brands at FMCG and retail corporations.

Yael has a profound understanding of EMEA and North America markets in both B2B & B2C segments, leading companies to successful market penetration and brand building. Mrs. Meir is an expert in building a global marketing & GTM strategy.

Over more than 20 years she demonstrated history of strong execution capabilities and business leadership in highly competitive markets worldwide.