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Yackov Dar is the Co-Founder, and Managing Director of Powercom, a global leader in providing Smart Grid, Load Management and Smart Metering systems and solutions to help consumers and utilities manage their grid infrastructure in the information-driven world. Yackov is also a member of Powercom's Board of Directors. Throughout his 28-year tenure at the electronic industry, Yackov was a founder and held a variety of senior management roles, giving him broad experience across products and operations. Before founding Powercom, Yackov was President and CEO of Artec Lantec, the leading technical distributor in Israel in charge on the day to day operation. From 1992 to 1995, he served as senior vice president of products and technology at ETM Inc., where he spearheaded corporate strategy and development by leading the company's engineering, product management, and technology groups in Israel. Yackov received a MBA (business) degree from Bridgeport University, Connecticut, USA and bachelor's degree in electronic science from Bridgeport University, Connecticut, USA.