

Dr. Yoav Zeif – Netafim (Panel Chairman)

Yoav is responsible for Netafim's global Product Offering and Marketing, and is also head of the company's Americas division, which is responsible for a large part of the company's sales. Before that, Yoav was Chief Commercial Officer of Netafim. Prior to joining Netafim in 2012, Yoav served in a number of positions at Makhteshim Agan Industries (MAI), currently Adama, including Senior Vice President, head of Product and Marketing, and head of Product Development and Registration. Before joining MAI, Yoav was an Associate Principal at McKinsey & Company, where he specialized in agrochemicals, telecom and banking. During that period, he was also a fellow of the McKinsey Global Institute in San Francisco. Yoav was also a lecturer at the Graduate School of Business Administration at Tel Aviv University, where he taught an advanced course on international business, and a faculty member in the Department of Economics at Bar-Ilan University. Yoav holds a PhD in International Economics from Bar-Ilan University, and an MBA specializing in High Technology Management from the Kellogg-Recanati School of Management at Northwestern and Tel Aviv universities.