

Elad Magal – Curriculum Vitae

Personal Information	Elad Magal Address: 39 Zain Heshvan St., Ramat-Hasharon 47220 Tel: +972-3-549-7648, +972-50-638-3833 E-mail: eladmagal@gmail.com
Qualifications	1992-1995 M.B.A (finance), Tel-Aviv University 1992-1996 LL.B. Law School, Tel-Aviv University 1987-1989 BA, Economics, Tel-Aviv University
Military Service	1989-1992 Officer in an elite unit. Command on a company of combatants (discharge as Major) 1981-1987 Soldier and officer in an elite unit
Professional Experience	2013-2017 ENDYMED MEDICAL Ltd. International aesthetic medical device company (TASE: ENDY) CEO <ul style="list-style-type: none">• Management two product lines: professional & consumer• Direct sales (subsidiaries): USA and Australia• High level investment in R&D (including develop advanced professional laser technology)• Create infrastructures (operation, data, IP, design, marketing, sales) to take the company to the next level• Significant broad progress. Sales Increased by 3 times• Create the NEWA HUD skin rejuvenation concept<ul style="list-style-type: none">○ Create comprehensive strategy○ Exceptional clinical studies & results and regulation approvals achievements○ Laid a foundation framework for direct sales in the USA market○ Clear and varied road map for NEWA future products
	2015-2016 SHL Telemedicine Member of the board of directors
	2012-2013 Entrepreneur Start-ups & Innovations at the medical device field (Implants, Spine) as well as Agriculture/Aquaculture.

2006-2011 ***DuoCure Ltd.***

Medical device company.
Develops an innovative modular obesity system (Device & Drug).

CEO

1997-2005 ***Disc-O-Tech Medical Technologies Ltd.***

International medical device company. Develops, manufactures and sells orthopedic implants.

CEO

- Partner; company set up from day one
- General responsibility for: R&D, Engineering, Regulation, Production, Operations, Quality, Sales & Marketing
- Management of two subsidiaries abroad: USA (NJ) and Germany (15 sales, customer support and management employees)
- Management of 60 employees at the headquarters in Israel
- Sales 2004 - \$12.5M
- Wide experience in sales & marketing (close contacts with distributors in Europe, Far East & Latin America, Exhibitions, etc.)
- Acquired by Kyphon Inc. for \$220 M

1994-1996 ***The Renaissance Fund***

Analyst

- Analysis of investments' relevancy and profitability
- Analysis of markets, companies, technologies and management's quality
- Experience with the Capital Market

Languages

Hebrew, English, Arabic