

CURRICULUM VITAE

Name: Ruth Gal
Family Status: Married + 2 children
Address: Tel Aviv
Mobile: 052-2241900
Email: ruthgal9876@gmail.com

Board Member, Founder, CEO and CMO with a strong background in both managing and marketing, with a proven experience in finance as a CFO. Experienced CEO with a proven history in the computer software industry and mobile application, with a creative vision that contributed to EZface's success. Experienced in the entire company lifecycle with a very strong business orientation. Skilled in: managing and marketing, managing a Development Center, center, business development, accounting, fund raising, financials analysis and reporting, with strong background in marketing strategy and go-to-market strategy.

Experience

2000-Present **EZface Inc.** (Software and mobile application private company, based in US with subsidiary in Israel).

Founder, Board member and Chief Marketing Officer: Primary responsibility for worldwide Marketing operations, go-to-market strategy, fund raising, relationship with investors. First-line involvement in sales. Business, legal and contracts negotiation with strategic customers and partners. Deals structuring, legal, fund raising. compliance with the objectives of the company plans.

2008-2017 **EZface, Ltd.** (The Israeli subsidiary) wholly owned by the parent company.

Chief Executive Officer: Primary responsibility for managing the company, managing the Development Center in Israel, lead the product management and development objectives, legal, HR, administration and finance, financial analysis and reporting.

1998-2000 **Main Control Ltd.** (Israeli Startup) – subsidiary of Formula company.

Chief Financial Officer: Primary responsibility for finance, operations, legal and administration. Financials analysis and reports. Reporting to authorities in Israel and Banks.

1995–1997 **Geotek Communications Corp.** (Privately held US company)
Senior Financial Analyst: Served as a Senior Analyst in the accounting department in the US. Building the financial organization's strategy.

1990–1995 **KPMG Israel, C.P.A.** (Israeli Accounting Firm, an KPMG affiliate)
Associate: Served as a Senior Accountant in the auditing department.

Education and Professional Qualification

- ❖ CPA - Certified Public Accountant (Israeli CPA)
- ❖ B.A. in Economics and Accounting from Ben-Gurion University.
- ❖ An Army officer, served as a Lieutenant in the Israel Defense Force.

Moto as entrepreneur: What doesn't kill you, makes you stronger... Ask for help, consult and constantly, walk the idea forward.

Hobbies: Pilates, jogging on the beach and traveling around the world.

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