

Guy Tsur is a professional currently working as a Smart Manufacturing & Digital Transformation Manager at Strauss Group.

He took on this role in March 2023 and is based in Baram, North District, Israel.

His responsibilities in this position involve leading smart manufacturing, Industry 4.0, and digital transformation initiatives.

Prior to his current role, Guy Tsur worked at Strauss Group for over 10 years in various capacities.

From July 2021 to March 2023, he served as an Industry 4.0 Manager, leading innovation in Industry 4.0.

Before that, from November 2018 to July 2021, he was a Senior Project Manager for Industry 4.0, managing various projects.

Earlier, from August 2012 to October 2018, he was a Project Manager in the headquarter of engineering, managing various projects.

Additionally, Guy Tsur worked as a Chief Technology Manager at Sabra Dipping Company in the Richmond District.

He also served as the Chief Technology Officer for the salad division at Strauss Group from March 1998 to March 2012.