



Yaniv Primak

CPO, PRIMAK

Built FDA-cleared cardiac AI that reached 100K patients and a \$585M Medtronic acquisition. Then applied the same discipline across cybersecurity, media, and enterprise - shipping products that couldn't afford to fail.

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PRODUCT LEADERSHIP

CathWorks

MEDTECH AI

Product Lead - FFRangio Clinical Platform

AI-powered coronary diagnostics with no clinical interface. Built the complete product from concept through FDA 510(k) clearance. Deployed in cardiac catheterization labs worldwide.

\$585M - ACQUIRED BY MEDTRONIC · 100,000+ PATIENTS · FDA CLEARED

PhotoShield

CYBERSECURITY · ENTERPRISE AI

CPO

Enterprise endpoint protection platform - AI that detects when employees photograph screens with smartphones or cameras, then blocks them. Built product from zero for the hybrid work security market.

ENTERPRISE PRIVACY PLATFORM · AI VISUAL DETECTION · REMOTE WORKFORCE PROTECTION

Queue

B2B2C · SAAS

CPO

Authority management platform. Led product from fundraising through concept, build, and market launch. Full CPO ownership - strategy, roadmap, team, delivery.

FROM FUNDRAISING TO MARKET LAUNCH · FULL PRODUCT OWNERSHIP

IcanDo (ICA)

HEALTHCARE · AI · BIOSENSORS

Product Lead

Behavioral health app with Garmin biosensor integration - real-time physiological monitoring for addiction recovery patients. Owned product from concept through App Store launch.

BEHAVIORAL HEALTH APP · BIOSENSOR INTEGRATION · LIVE ON APP STORE & GOOGLE PLAY

NeuroBrave

NEUROSCIENCE · AI · WEARABLES

Product Lead

Neuroscience AI platform turning wearable biosensor data into cognitive insights. Built for clinical researchers studying brain-behavior patterns.

NEUROSCIENCE AI · WEARABLE BIOSENSORS · MOBILE APP

Haaretz - TheMarker Group

MEDIA · DIGITAL TRANSFORMATION

Head of Product

Led online-to-offline digital transformation of Israel's leading newspaper group. No product team, no digital infrastructure. Built a 70-person department and shipped every digital product over three years.

ONLINE/OFFLINE TRANSFORMATION · 70-PERSON DEPARTMENT · 3-YEAR FULL DIGITAL SUITE

Orchestra Group

CYBERSECURITY

Product Lead

Cyber startup founded by NSO Group alumni. Built the cyber analytics platform from zero - end-to-end product for CISOs and forensic analysts.

CYBER CISO PLATFORM · NSO GROUP FOUNDERS

SELECTED PROJECTS

Healthcare & AI ecosystem**ICA - National Knowledge Center**

Product lead and developer for Israel's national addiction research knowledge center. End-to-end - architecture, UX, development, and AI integration for clinical researchers and policymakers.

HEALTHCARE · AI · FULL-STACK

eHealth Ventures / ClubD

Branding, strategy, and narrative for health-tech investor club - in partnership with the Israeli Medical Association. End-to-end execution.

HEALTH-TECH · STRATEGY · IMA

NGT Healthcare (EMRIS + Slate)

Product and brand strategy for EMRIS Pharma and Slate Therapeutics portfolio companies.

PHARMA · PORTFOLIO

Selina Hotels

Unicorn hospitality company. Redesigned the booking experience, fixed the mobile acquisition funnel.

HOSPITALITY · UNICORN · MOBILE

ZIM Ventures

Product definition and design for ZIM's (NYSE: ZIM) logistics-tech innovation arm.

LOGISTICS · INNOVATION · NYSE

Geshem / 100DAYS

Strategy, storytelling, and branding for student support venture. Fundraising strategy targeting healthcare funds.

HEALTHCARE FUNDING · STRATEGY · IMPACT

EDUCATION & ADVISORY

Teaching & mentoring**Open University of Israel**

AI · ACADEMIA

AI Domain Lead

Techstars

ACCELERATOR

Mentor in Residence

Reichman University

ACADEMIA

Innovation Lab