



# 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.

yaniv@primak.co · primak.co · LinkedIn · Tel Aviv

PRODUCT LEADERSHIP

<b>CathWorks</b>	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	
<b>PhotoShield</b>	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	
<b>Queue</b>	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	
<b>IcanDo (ICA)</b>	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	
<b>NeuroBrave</b>	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	
<b>Haaretz - TheMarker Group</b>	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	
<b>Orchestra Group</b>	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

<b>ICA - National Knowledge Center</b> 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	<b>eHealth Ventures / ClubD</b> Branding, strategy, and narrative for health-tech investor club - in partnership with the Israeli Medical Association. End-to-end execution. HEALTH-TECH · STRATEGY · IMA
<b>NGT Healthcare (EMRIS + Slate)</b> Product and brand strategy for EMRIS Pharma and Slate Therapeutics portfolio companies. PHARMA · PORTFOLIO	<b>Selina Hotels</b> Unicorn hospitality company. Redesigned the booking experience, fixed the mobile acquisition funnel. HOSPITALITY · UNICORN · MOBILE
<b>ZIM Ventures</b> Product definition and design for ZIM's (NYSE: ZIM) logistics-tech innovation arm. LOGISTICS · INNOVATION · NYSE	<b>Geshem / 100DAYS</b> Strategy, storytelling, and branding for student support venture. Fundraising strategy targeting healthcare funds. HEALTHCARE FUNDING · STRATEGY · IMPACT

EDUCATION & ADVISORY

## Teaching & mentoring

<b>Open University of Israel</b>	AI · ACADEMIA
AI Domain Lead	
<b>Techstars</b>	ACCELERATOR
Mentor in Residence	
<b>Reichman University</b>	ACADEMIA
Innovation Lab	