

Curriculum Vitae
YAIR FRIEDMAN

PERSONAL DATA

Birth: Nov. 23rd, 1976, Zurich, Switzerland. **Cell:** 054-4536568. **Web:** www.friedman.org.il
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EDUCATION

- 2007 – Today Doctoral Studies (PhD) in Business Administration (Focus on Strategy), The Recanati Graduate School of Business Administration, Tel Aviv University.
Theme: "Top Management Teams Influence on Acquisition Success".
- 2004 – 2006 Masters of Business Administration, The Recanati Graduate School of Business Administration, Tel Aviv University.
- 2001 – 2004 Bachelor of Arts (Magna cum Laude), Management Science & Economics, the Jerusalem School of Business Administration, the Hebrew University.

PROFESSIONAL EXPERIENCE

2009 – Today Ostara, Israel: **Founder & Managing Director.**

Through Ostara, a project oriented Consulting activity, I partner with leading advisors to supply a variety of Strategic, Investment Banking, and Value Creation services. Clients include small and medium sized industrial, service and commercial companies (see www.friedman.org.il for more info).

2007 – 12/2008 Eldav Investments Ltd., Israel: **Founder & Senior Analyst.**

Led by Mr. Rony Sternbach, Eldav is a public Investment Company (TASE), focusing on investments in high potential industrial, service and commercial companies. Eldav is a controlling shareholder of Medtechnica Ltd., Israel's leading distributor of medical and scientific equipment. As Eldav's Senior Analyst / Associate, I was responsible for deal flow, market and companies' analysis and subsidiaries' business development as well as oversight and guidance of top managers. Also, I was a member in subsidiaries Management Forum and Board.

2006 – 2007 Ostara, Israel: **Founder & Managing Director.**

Through Ostara, a project oriented Consulting activity, I partnered with leading advisors to supply a variety of Strategic, Investment Banking, Economic Research and Value Creation services. Exemplary clients include:

- 1/07-3/07, Shamrock Israel – Shamrock is an American PE fund (\$2B) controlled by the Disney Family. Local investments include Orad, Teva Naot, Medison, MAG and others. The project included methodology build-up and improvement of Deal Flow Management procedures.
- 5/06-12/06, Tagor Capital – Tagor (TASE) is a real estate investment company, focused on East Europe (mainly Romania). Projects included market research, road show related services and more.

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2004 – 2006 IEL (Israel Equity Ltd.), Israel: **Senior M&A Analyst and Economist.**

IEL is a private-equity investment firm (\$100M), headed by Mr. Dov Tadmor and other leading executives, in cooperation with the Mandel Foundation, USA. IEL invests mainly in Israeli based middle-market companies and brings added-value and management skills to its subsidiaries. IEL's subsidiaries are leading companies in industries such as packaging and health. As IEL's sole Analyst, I took part in numerous due-diligence and acquisition processes of companies from a wide range of industries (low-tech as well as high-tech) and often performed both company and market analyses. The position also included oversight, guidance, training and business development of subsidiaries and their managers.

2002 - 2004 E.R.C.G. (Economic Research & Consulting Group) Ltd., Israel: **Manager, Analyst and Economist.**

E.R.C.G., headed by Dr. Asher Blass, provides corporate, law firm and government clients with clear analyses of complex economic, strategic and financial issues for use in strategic decisions as well as legal and regulatory proceedings. The firm specializes in business consulting as well as Antitrust and other areas of litigation such as securities and damages. Clients include leading law firms, the Israel Electric Corporation, Bezeq, IDE, IBI, Aminach, Elco/Shekem, the Ministry of Construction and Housing, the Ministry of Infrastructure, as well as firms in the following industries: gasoline, automobile parts, leasing, financial holdings and insurance. As Manager I was responsible for the company's connection with both clients and suppliers and for its management in general. As a team member of E.R.C.G, I took part in economic projects concerning diverse clients in varied industries.

MILITARY EXPERIENCE: ISRAEL DEFENSE FORCES

1999 - Today **Infantry Squad Commander (res.)**, Reserve Commission.

1994 - 1998 **Various commanding roles (up to Staff Sergeant), Infantry** (Nachal).

LANGUAGES

Hebrew (mother tongue), English (fluent), Swiss/German (fluent), French & Spanish (basic).

OTHER INTERESTS

Lecturer, The Recanati Graduate School of Business Administration, Tel Aviv University,

Course: "Strategic Aspects in Mergers & Acquisitions" (MBA Program).

Semi-professional Volleyball and Beach-volleyball player for over fifteen years.