

Roy Safit, VP Business Development & Head of Country, Israel and India

Roy leads Everledger's operations in Israel and India. Entrepreneurial by nature, he is able to analyse and evaluate large markets, before constructing the business models and operational plans needed to become players in them.

Roy joined Everledger after 20 years as an entrepreneur, CEO, Board Member, and Director within the technology sector. He was also Head of New Business Development at I Hennig & Co, focusing on the diamond industry.