

Jaron Lotan - BIO

Jaron Lotan serves as Executive Director of the BIRD Foundation since March 1, 2023. Prior to this role Jaron has served in key executive roles with leading, Israeli based, technology companies for the last 40 years.

Until 2020 and for close to 7 years Jaron was President and CEO of AVT Ltd., a WW leader in automated inspection and quality control for the Printing industry – active in labels, packaging, and commercial segments of the Printing Industry. AVT was a public company when Jaron joined (traded in Frankfurt) and was sold under his helm to Danaher (NYSE: DHR).

Early in his career Jaron was one of the founders of a SW based startup (Rosh Intelligent Systems) where he led the marketing and successful commercialization of the company's product from its Boston based HQ.

Subsequently Jaron worked 10 years at Orbotech as President of EMEA (Based in Brussels), President of the PCB Division and EVP Business and Strategy. In all these positions he successfully managed growth through a “staying close to customer” oriented approach while setting the long-term strategy for the EMEA, the PCB Division and later the overall company.

Jaron left Orbotech to take on the position of President & CEO of Tecnomatix – a \$80M of annual sales, publicly traded (Nasdaq) company which grew under his leadership to \$100M in sales and returned to profitability and later sold to UGS (which subsequently was sold to Siemens PLM).

Following the sale and successful integration of Tecnomatix Jaron left and spent several years as Board Member and Active Chairman in a number of small and midsize technology companies before returning to a full-time executive position as COO & CBO of Gilat Satellite Networks, his last position before joining AVT.

Between 2020- 2022 he has split his time between social initiatives (mostly related to Arab-Jewish cooperation and co-existence in Israel) and business consulting.

Jaron lives in Raanana with his wife Tsippy. They have three children and two grandchildren. He holds a BA in Economics and Mathematics and an MA in Economics, both with honors from the Hebrew University of Jerusalem.