

Tal Cohen

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Senior executive with extensive technology and multinational business development expertise within corporations and startups. Skills include leading complex partnerships, multi-disciplinary technology projects and profit-driven businesses.

EXPERIENCE:

2008-Present: Modcon Systems Ltd., Aco, Israel –EVP R&D and BD

- Leads market-oriented development and day-to-day operations of pioneering on-line analyzers and products for refineries and petrochemical market
- Leads definition and development of new applications into new industries, overseeing multi-national teams
- Managed technical customer relationships, integration into customer site, custom-development, worldwide sales support and after sales maintenance contracts

2003-Present: Mirage Innovations Ltd., Rehovot, Israel – CEO

- Leads market-oriented development and day-to-day operations of next generation Personal Display products for consumer electronics market
- Meets and conducts negotiations on behalf of the company with C-level executives at leading consumer electronics manufacturers
- Responsible for adapting company's core technology to bi-ocular display product for consumer electronics market
- Responsible for raising over \$12 million in venture capital funding for the company
- Manages team of 30, including product managers, marketing and sales executives, and development team of physicists and optics experts
- Company's IP portfolio includes several patents (6 issued; 11 pending) covering key aspects of diffractive planar optics and personal displays

1997-2003: Foxboro NMR Ltd., Caesarea, Israel – President & CEO, CTO

- Led definition and development of new applications into new industries (gas, food: Petro-China, BASF, BP, Tnuva...) overseeing multi-national teams
- Managed technical customer relationships, integration into customer site, custom-development, worldwide sales support and after sales maintenance contracts
- Led market-oriented development of next generation NMR systems and products. Instrumental in expanding customer base and overall sales
- Oversaw manufacturing, final testing and regulatory certification (CE, CENELEC, TIIS, ETL, FM, FDA)
- Company granted several patents (over 44 worldwide)
- Obtained BIRD funding

1993-97 **Elbit-ATI Ltd., Haifa, Israel – CTO & VP R&D**

- Formed the Israeli technology activity based on ATI's IP (see below)
- Oversaw worldwide MRS (Magnetic Resonance Spectroscopy) product line, bringing to market the world's first robust, fully commercial Process NMR Analyzer
- Managed overall R&D activity covering a broad spectrum of technical disciplines (physics, mathematics, RF and electronics, DSP, software, mechanical, application and biochemical engineering) in a team of over 20 employees and subcontractors
- Supervised worldwide technical and logistics support, including final integration at plant location and product installation at customer site
- Obtained Israeli Chief Scientist funding
- Instrumental in acquisition of Elbit-ATI by the Foxboro Company, a \$2B U.S. based industrial conglomerate

1989-93 **ATI Ltd., Chicago, IL – Co-founder, VP R&D**

Founded in 1989, ATI pioneered the use of NMR technology in the process environment and developed the world's first NMR analyzer for the process environment

- Built and managed a multi-disciplinary development team
- Launched hardware/software based product for the oil refinery market (Amoco, BP, Texaco...)

ATI's IP was acquired by Elbit in 1992

1986-89 **M-Systems, Ramat-Gan, Israel - R&D Hardware Manager**

- Hardware team leader in the development of a military data storage system based on Flash memory devices
- Hardware team leader in the development of PC/AT 286 compatible SBC with MULTIBUS and LBX interface and variety of military MULTIBUS boards
- Development of Ethernet boards for IBM PC/AT
- These projects involved programming in PL/M, ASSEMBLY, C and Modula2 programming in a real-time multi-tasking environment using high-level debugger and run-time tools

1985-86 **DIMEX Ltd., Tel-Aviv, Israel - Senior R&D Engineer**

Developed advanced embedded microprocessor boards including hardware and software (Intel's 8085/8051/80186, Motorola's 68030 and Hitachi's HD64180).

1977-82 **Israel Defense Forces, Israel - System Engineer**

- Fully responsible for complete weapons system (HW/SW)

- Developed diagnostic programs for computer boards, on HP ATS (automatic Test System) and Fluke ATE.

EDUCATION:

1990 Advanced courses in NMR Physics and Chemistry, Loyola University, Chicago

1988 Courses towards MBA degree, Tel-Aviv University

1985 B.Sc. Electrical Engineering - Tel-Aviv University, Tel-Aviv
Majored in computers, communication and control systems
Lecturer in Computer Science, Tel-Aviv University Technical College

1982 B.A. Biology and Philosophy of Science - Open University, Tel-Aviv

1978 Technical Engineer in Physics/Electronics –
Technical Engineering College, Tel-Aviv University

INVENTIONS: 2 granted patents and 1 pending patents in the field of Process NMR, and
2 pending patents in the field of optics

OTHER: Fluent in English; dual nationality Israeli/French; experience in Far East,
European and U.S. markets