



SPO Medical has a highly professional staff that works with expert consultants and outsourcing partners to manage technology development and operations. Key Company executives include:

Michael Braunold, President and CEO. Prior to joining SPO Medical as Chief Executive Officer in 1998, Michael was Senior Director of Business Development at Scitex Corporation Ltd., a multinational corporation specializing in visual information communication, where he played a strategic role in managing a team of professionals assigned to M&A activities. During his 12-year tenure there, he held various positions including being a Vice President of a Scitex US subsidiary company specializing in medical imaging. Michael holds a Bachelor of Sciences degree with honors in Engineering and Management Sciences from Imperial College Business School, London.

Israel Sarussi, CTO. Mr. Sarussi established the company in 1997 and subsequently became the inventor of the SPO Medical technology. Prior to this venture, he established a private company specializing in computer systems for agricultural applications. Israel has held various technical positions at several hi-tech Israeli companies including Elta Electronics, a company specializing in military communications, where he was assigned to advanced development projects for the Israeli Air Force. Israel holds a degree in Electronic Engineering from Ben Gurion University, Be'ersheba.

Doni Mayerfeld, Director of Product Marketing, joined SPO Medical in May 2006. Doni has over 25 years experience in the medical related fields. He began his career as a board certified Physician Assistant in trauma and cardiac surgery where he assisted in over 1800 open heart surgeries a year at St. Francis Hospital in Roslyn, New York. Using his vast medical experience, Mr. Mayerfeld embarked into the implantable device arena. He managed the marketing of a cardiac anastomotic device, which was a venture of CardioVations (a division of Johnson & Johnson). Prior to joining SPO, Doni was Director of Clinical Affairs and Quality Assurance at Impliant Ltd, an orthopedic implant company. He was successful in obtaining multiple CE marks and ISO 13485:2003 for their implantable devices. Doni holds a Bachelors of Sciences degree from Touro College, New York

Other Executive Directors:

Pauline Dorfman, has served as a director since April 21, 2005. Since January 2001 Ms. Dorfman, a qualified chartered accountant and chartered business valuator, has been a consultant that assists government, commercial business, law and accounting firms in the area of valuations, forensic investigations, litigation support and dispute resolution. Ms. Dorfman specializes in conducting analysis and financial investigations in connection with valuations for various purposes such as international development disputes, income tax, estate planning, matrimonial disputes, and economic damage quantification for breach of contract and insurance related matters such as expropriations, business interruptions and personal injuries. Prior to this assignment, Ms. Dorfman worked for 10 years with the Toronto Dominion Bank in the finance and commercial lending areas analyzing the financial risk of various bank investments and strategies, assisting in the development of new bank products, developing accounting policies and controls and meeting the external and internal financial reporting requirements of the bank.

Sidney Braun, has served as a director since April 21, 2005. From June 2004 to September 2006, Mr. Braun has served as the President and Chief Operating Officer for Med-Emerg International Inc. (MEII), a company incorporated in the Province of Ontario and continues to serve on the board of directors of MEII. Since September 2006, Mr. Braun is also a director of Romlight International Inc., a developer and manufacturer of electronic ballasts and Romlight International (Canada) Inc.. Mr. Braun has extensive experience in commerce both in North America and Europe, including manufacturing, distribution and trading. Prior to his position at MEII and Romlight, Mr. Braun worked for 7 years as an independent consultant to several large state-owned corporations from the former Eastern European block on developing business strategies and adapting to new working conditions in western markets. In addition, Mr. Braun developed expertise in emerging financial markets in Europe and introduced several companies to the UK and German capital markets.