### Benny Landa

#### Founder

The pioneer of digital printing at Indigo (acquired by HP in 2002), now at Landa, Benny continues his visionary pathway – pioneering futuristic nanotechnology applications in the fields of imaging, energy and health. His vision for the future also includes investment in promising Israeli technologies, and philanthropic activities that enable underprivileged youth to gain access to higher education. Benny has a portfolio of over 800 patents worldwide and is the printing industry's and Israel's most prolific inventor. The recipient of numerous honors and awards, including the imaging industry's prestigious Edwin H. Land medal, he has also been awarded numerous lifetime achievement awards and honorary doctorates.

### Gil Oron

#### CEO

Gil, the CEO of Landa Digital Printing, has extensive experience in leading global hi-tech businesses, combined with strong leadership skills, deep technological knowledge, and a wealth of managerial expertise.

Before joining Landa Digital Printing in 2021, Gil served as the President of Orbotech, a $1 billion hi-tech company. Gil held several senior managerial positions in Orbotech and during his tenure the company achieved many significant milestones, dominated its served markets, and was acquired by KLA for approximately $3.5 billion in 2019.

Over the course of his career Gil has led multi-disciplinary business units and managed complex product development projects spanning numerous organizations such as R&D, business, sales, marketing, and customer service.

Gil holds a BSc in Electrical and Electronics Engineering from the Jerusalem College of Technology and an MBA with a focus on Marketing and IT from Bar-Ilan University.

Sharon Cohen

*CBO*

Sharon brings to Landa Digital Printing extensive global management experience in growth organizations, corporates and startups. Sharon has a proven track record in the development of new market segments, product marketing, NPIs and implementation of innovation-driving strategies. His track record includes success at increasing profitability and driving organizational transformations, specifically in digitization of analog industries. Over the course of his career, Sharon has held positions at well-known tech companies including Elbit Systems, 3M, Orbotech, and Amiad. Prior to joining Landa Sharon served as President of the Americas & EMEA at Orbotech until its acquisition by KLA. Sharon holds an MBA from Tel Aviv University and graduated Harvard Business School’s Senior Executives Leadership Program.

### Nir Zarmi

A person wearing glasses

Description automatically generated with medium confidenceSVP Growth & Strategy

Nir joined Landa in 2010, with over 20 years of experience in product development, product management and product marketing and was the first employee of Landa Digital Printing. Nir built the company in it’s early days, led the development of LDP’s technology and products until 2017, and later serve at other roles in LDP management. Nir is responsible for LDP’s future produce-lines, strategy and Workflow.  He began his career in the graphic arts industry as R&D engineer for computer-to-plate systems at Creo (now Kodak). At Kodak he managed the development of an innovative plate making system for packaging, and he branched out from R&D to global product marketing of packaging products. Nir holds a BSc in Mechanical Engineering as well as an MBA from the Technion in Israel.

