Yumatz Analytics develops and implements unique cyber intelligence methodologies and technological tools for the business and marketing world. In the first stage, the company focuses on making B2B events and meetings measurable at the business level.

The company has created automated data collection tools and a set of algorithms that enable it to predict business potential for companies and businesses prior to an event, and a complete mechanism of concrete recommendations for an event in order to maximize this potential. Recommendations include locating the most relevant companies for their business, indicating the most relevant person in the company to meet with, and even determining the topic of conversation.

The company has developed a successful MVP, held two pilots in Israel, and is preparing for its first paying client this year.

Golan has a rich background in the field of cyber, both technological and business, and most recently held the position of Vice President of Business Development at NICE Systems Ltd.