

OFER AVIDAN, CEO, WFI GROUP

Ofer Avidan has been the CEO of the WFI Group for the last 12 years and is currently the CEO of ToxSorb as well. An accomplished agronomist both in Israel and abroad, Ofer has served as VP R&D for global organizations, specializing in agriculture in arid areas, hydroponic technology and the production of essential oils from plants. Ofer holds a B.Sc. in Agriculture and Plant Science from Hebrew University in Israel and is a graduate of the Tefen Entrepreneurs Program at Harvard Business School.