



## Liad Itzhak

VP Head of Mobility

Liad Itzhak is leading the Mobility business unit at HERE Technologies, driving the next revolution of the mobility ecosystem. Itzhak brings vast experience as a leader in the world of smart mobility, with expertise in consumer apps and Big Data. Prior to joining HERE, Itzhak built key units at Waze/Google from the ground up, including Data, Maps and QA. Itzhak led the Data strategy of the company, turning Waze into a data-driven organization.