



Shir Landau-Blum

Tech Executive & Investor at PoultriX

Shir Landau-Blum is a tech executive, entrepreneur, and investment professional with vast experience in the startup industry. She joined PoultriX in 2019 as the CEO, with the mission to make the poultry production industry more efficient, transparent and sustainable - using state of the art data management and analytics.

PoultriX provides poultry farmers with an easy-to-use technology to manage every aspect of their farms. The automatic data collection system focuses on organizing information and documentation throughout the entire production chain, from parent flocks and hatching eggs, to the sell of meat products and/or table eggs. PoultriX tech manages poultry production for breeders,

layer hens and turkey farms and can benefit both large and small scale farmers. Landau-Blum started her career as a high-tech lawyer with one of the largest law firms in Israel. She led high profile investment transactions and M&A deals and advised global corporates and leading startup companies.

She then transitioned into the startup world fulfilling various executive positions in with consumer-facing internet companies. Landau-Blum was an investor with an early-stage VC fund, where she led seed and post-seed investments in innovative tech startups and was a member of their board of directors.

Landau-Blum is a certified lawyer and holds an MBA in Strategy and Entrepreneurship, an LLB in Law and a BA in Business Administration, all from Tel Aviv University.