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Israel serves as Uptake's Senior Vice President for the Industrial Analytics Practice. His team guides large industrial partners through asset performance, enterprise productivity and safety improvements by leveraging data from their high value assets and systems.

Prior to joining Uptake, Israel served as Chief Marketing Officer and Software Product Management Leader for GE's Global Services organization, where he led efforts to re-envision and re-invigorate the services portfolio including its software/analytics offering. Israel first joined General Electric in 2010 as Director of Asset Optimization for GE Transportation's Optimization Solutions, where he directed the development of solutions for the rail industry, a software collective for improving the operation of locomotives, trains and the entire rail network. He was a founding member of the Innovation Accelerator that led to **FastWorks**, GE's

framework for lean and accelerated innovation. Israel is also an associate faculty of the Schulze School of Entrepreneurship at the University of St. Thomas, and he has published over 100 articles on asset management, monitoring & diagnostics, digital protocols, industrial safety, process automation, factory automation and the Industrial Internet.

Israel attended the University of Tennessee, where he earned a doctoral degree in engineering sciences with a focus on monitoring and diagnostics of complex systems; his work was sponsored by Electricité de France. He started his career as an Assistant Professor of computer science and EE at the University of Tennessee, and transitioned to the industrial marketplace by joining Emerson Electric where he led research and product development in areas of process diagnostics, automation and asset management. He serves on the Board of the Internet of Things Council at the Illinois Technology Association (ITA) and is a Member of the Northwestern University Transportation Center.