

Originally from Canada, Yona has been living in Israel for 25 years. Formerly VP Strategy at Ruder Finn, Yona went on to establish her own boutique marketing strategy firm in Israel, working with entrepreneurs and corporations (est. 2007). Today, Yona is Co-founder and COO at Can Innovations - an international hub of cannabis technologies and is setting up a medical cannabis accelerator in Europe. Yona has lectured and mentored at IDC in Herzliya - a prestigious international college, Hebrew University, MC-Forum, CannaImpact, Cannabis Europa (Madrid) and more.