

Shiry Eden

Shiry Eden is CEO and Founder at NISHOT, a strategy and analysis firm focusing on the global cannabis industry. Since 2018, Nishot also serves as an advisor to the global oriented mutual fund "SELA CANNABIS".

Eden has over 20 years of experience as an economist and strategic advisor for medium to large-scale corporates in Israel, with expertise in the capital market. Prior to the establishment of Nishot, she founded and managed Eden Communications and LivingGift, served as a corporate communications manager in the second largest investment house in Israel, media advisor for the Minister of Defense, and an economist in the Budget Department of the Ministry of Defense.

Eden holds a BA in Economics and Communications from the Hebrew University and an MBA from Tel Aviv University.