

**Boaz Hanochi**

Boaz is the product manager of NOA and TEVEL program systems. NOA is the Israeli herd management program developed by the ICBA (Israeli Cattle Breeders 'Association) that is installed in nearly all dairy farms in ISRAEL, and TEVEL is the new BI system that connects all dairy farms and other players in the industry to a cloud-based data system.

Boaz has master's degree in animal science from the faculty of agriculture in Rehovot, Israel. In addition to his position at ICBA, Boaz works as a nutritionist in dairy farms and large beef operations in Israel and abroad, and as a consultant to different companies in the dairy industry.