MVP BUSINESS



Jackie (Yaakov) Aharon, CPA, Adv., MBA

Co-Founder and Co-CEO, MVP Business

Jackie Aharon is a certified public accountant and an attorney, and the co-founder and co-CEO of MVP Business, which he founded with Adv. Sabina Biran in 2007. He leads the firm's financial practice. Before MVP he was CFO of the Israir Group, and over the years he has served as chairman and board member of companies in tourism and hospitality, media, food and industry. He currently serves as a director of Anvei Zion (Tnuva Group).

Professional Experience

2007–present Co-Founder and Co-CEO, MVP Business: business, financial and strategic advisory to companies, including value-enhancement and turnaround processes, valuations, leading inter-bank arrangements, mergers and acquisitions, and fundraising.

1991–2017 Lecturer in Accounting, School of Business Administration, The College of Management Academic Studies (Accounting Department and MBA program).

1999–2007 CFO, Israir Group, with an annual turnover of about NIS 1 billion:

- Responsibility for finance, procurement, economics, human resources and IT.
- Managed the merger of companies into Israir and brought the whole group to budget-based management.
- Partner in major procurement projects, including aircraft and real estate.

1997–1999 Co-founder and Finance Manager, HaMichraz HaKaful – Credit Auctions for Israel: set up and ran the finance and operations functions.

1992–1996 Audit Manager, Somekh Chaikin – KPMG:

- Audits of private companies and of companies traded in Israel and on NASDAQ.
- Public offerings on the Tel Aviv Stock Exchange and on NASDAQ.
- Member of the team that supported the acquisition of a privatized government company.

Boards and Committees

Company	Role	Years
Anvei Zion (Tnuva Group)	Director	2024–present
Women's Basketball League Administration	Member of the Audit Committee	2013–present
Maariv	Director; member of the Audit Committee and the Financial Statements Committee	2011–2012
Sasson Dried Fruits and Sasson Industries	Active Chairman of the Board, on behalf of Tnuva	2008–2012
Tourism and hospitality companies	Board member; member of the Audit and Financial Statements Committee	2003–2010

Education and Qualifications

- Certified Public Accountant (licensed 1994).
- Attorney, member of the Israel Bar Association (since January 2026).
- LL.B., Sha'arei Mada u'Mishpat Academic College (2024).
- MBA, The College of Management Academic Studies (2007).
- B.A. in Business Administration and Accounting, The College of Management Academic Studies (1992).
- Certified mediator and arbitrator: graduate of mediation and arbitration courses at the Israel Bar Association, Tel Aviv District.

Areas of Expertise

Economic and financial advisory to companies | Valuations | Mergers and acquisitions | Bank and non-bank financing | Economic analyses | Expert economic opinions for the courts | Mediation and arbitration | Insolvency and debt arrangements

Has extensive experience in insolvency, debt arrangements and recovery and operating plans, and advises management teams and boards in insolvency settings.

Languages: Hebrew, English · LinkedIn