MVP BUSINESS

Adv. Sabina Biran, MBA



Co-Founder and Co-CEO, MVP Business

Sabina Biran is an attorney and the co-founder and co-CEO of MVP Business, a business and financial advisory firm operating since 2007 that has advised more than 150 companies. Before MVP she was President and CEO of Israir Airlines and Tourism, and since 2006 she has served as a director and external director in public companies, government companies and financial institutions. Her fields of expertise are corporate governance, risk management, commercial law, mergers and acquisitions, bank and non-bank financing, insolvency and debt arrangements, and corporate recovery.

Professional Experience

2007–present	Co-Founder and Co-CEO, MVP Business: business, financial and strategic advisory to companies, including value-enhancement and turnaround processes, debt and inter-bank arrangements, valuations, mergers and acquisitions, and fundraising.
2019–present	Lecturer, Directors' Course, Reichman University (Executive Education and External Studies).
2020–2024	Lecturer and Academic Director, Directors' Course, The Academic College of Tel Aviv–Yaffo (MBA program).
2000–2006	President and CEO, Israir Airlines and Tourism: domestic and European flights, and from 2004 also to the USA and the Far East; about 750,000 passengers a year; group turnover of about NIS 1 billion. In January 2006 the company merged with the tour operators Natour and Unitel.
1996–2000	CEO of the Israeli branch of the US airline Tower Air, including supervision of its branches in France and Greece.
1987–1996	Officer, Strategic Planning Division, IDF General Staff Planning Directorate: political-military research, negotiations and foreign relations. Honorably discharged with the rank of Major.

Boards and Committees

Company	Role	Years
Makefet Pension Fund	External Director	2026–present
Migdal Insurance	External Director; member of the Financial Statements and Audit Committees, Chair of the Remuneration Committee	2025–present
Y-BOX	Independent Director	2023–present
Terminal X Online	External Director, Chair of the Audit and Remuneration Committee	2021–present
Anvei Zion	Director	2021–2025
Kela – Social Workers' Study Fund	Chair of the Board	2021–2025
Mizrahi-Tefahot Bank	External Director; member of the Audit, Financial Statements, Remuneration, Risk Management and Credit Committees	2012–2021

Company	Role	Years
Shufersal	Director	2006–2015
Chim Nir Aviation	Chair of the Board	2010–2012
Tel Aviv–Yafo Tourism Association	Chair of the Board (volunteer)	2005–2012
Fox-Wizel	External Director, Chair of the Financial Statements, Audit and Remuneration Committees	2008–2011
The Phoenix Insurance	Member of the Investment Committee	2009–2010
The Phoenix Gemel	External Director, member of the Financial Statements and Audit Committee	2007–2010
Rafael Advanced Defense Systems	External Director, member of the Investment Committee	2007–2010

Education and Qualifications

- Attorney, member of the Israel Bar Association; LL.B.
- MBA, Heriot-Watt University (Edinburgh Business School).
- B.A. in Political Science, University of Haifa.
- Certified mediator and arbitrator, certified by Gome Gevim and the Israel Bar Association, both authorized by the Judicial Authority.

Areas of Expertise

Business strategy development · Strategic consulting for companies and businesses · Business advisory to companies · Mergers and acquisitions · Bank and non-bank financing · Mediation and arbitration · Advising management teams and boards · 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, Russian (spoken) · LinkedIn