

Nomination: 5982

Yoav Izhar-Prato

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Skai

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Yoav Izhar-Prato

**Category**

C01 - C16 Individual > C01 - People-Focused CEO of the Year

**Individual Submission Format**

Written Answers

**a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required**

Since co-founding Skai in 2006, Yoav has built a successful, global business while consistently putting people before profits.

His history as a commanding officer in the special forces, where getting the most out of teams in extreme circumstances was critical, has significantly contributed to the heightened importance Yoav places on people today.

He recognizes that employees are the heartbeat of Skai and is committed to creating an environment in which they can thrive. One person commented "Yoav doesn't just challenge us professionally. His annual "2X challenge" encourages us to better ourselves personally too."

Guided by his personal experience that top-performing teams embrace people from different backgrounds, Yoav is a strong promoter of diversity among the employee base; today, 55% of VP/Senior Director employees are female. Furthermore, he established a first-of-its-kind Professional Athletes Program at Skai—giving former athletes the opportunity to build a new career in technology.

A modest man, Yoav pushes for his employees' achievements to be recognized before his own. Under his leadership, Skai employees have earned several notable accolades including Female Executive of the Year in the Stevie Awards, Honoree in the Top Women in Media & Tech Awards and Winner of the Women in AI Awards.

**b. Outline the nominee's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

Skai's double-digital revenue growth and Great Places to Work recognition, amid a global pandemic, were largely thanks to Yoav's unwavering people-focus.

He's created a unique culture at Skai that employees call "best of both worlds". For one employee this means "having the career opportunities of a big company, but getting a 'happy birthday' text from the CEO". Supporting career growth is Yoav's top priority. Since 2020:

- 30% of hires were filled by existing employees
- 6% of hires were boomerang employees
- 3% employees relocated internationally
- 60% managers were promoted internally

Beyond direct employees, Yoav's committed to supporting individuals at risk in society through Skai initiatives. Recently, an internship program for underserved students was launched and Skai offered mentorship and work experience to soldiers suffering PTSD.

Most unique to Yoav is his ability to inspire through selflessness. Recognizing the needs of society's most vulnerable, at the onset of the pandemic he spearheaded an initiative with Skai employees to build and deliver "family bonders"—portable Zoom conferencing setups in nursing homes crafted from recycled electronics—ensuring that elderly people in isolation were still able to interact digitally with loved ones.

Yoav ensures that Skai's support often extends beyond established protocol, providing financial and resources to those in need. From an engineer who required unlimited, paid leave while caring for his toddler battling cancer, to offering a team of 40+ developers support with relocation prior to the Ukrainian war breaking out. Skai continues to pay for their accommodation in Poland today.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required**

Unlike many CEOs, Yoav's achievements are not widely publicized for brand cache; they're simply part of his personal ethos.

Under Yoav's leadership, Skai was honored to be awarded a Great Place to Work. Areas in which the company stood apart from other entrants included:

- 100% of employees said they were made to feel welcome when they joined Skai; credit goes to Yoav for always getting to know new starters

- 97% of employees say it is a great place to work compared to 57% of employees at other US-based companies

Industry figures suggest that global tech companies will reach 33% female representation in 2022. Such is Yoav's commitment to bringing more women into leadership positions, Skai already surpasses this figure; 40% of employees are female, including 55% in leadership.

Skai's average employee tenure is 3.5 years (v's a 2.8 industry average). Perhaps more impressively for a relatively young company, over 20% of employees have been there for 5+ years.

Facing stiff competition, Yoav's Family Bonder initiative was recognized on behalf of Skai by Microsoft's "Partner of the Year | Community Response Award", applauded for creating a positive impact on people during difficult times.

Perhaps hardest to quantify is Yoav's authentic compassion for others. One employee explained: "twelve years ago my mum passed away. Yoav called me to pass along his condolences and offer his support. This epitomizes his genuine concern for others".

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Yoav is a true, people-focused CEO in every sense of the phrase who we believe would be a worthy 2022 winner of this award. Here are some supporting materials to back up the claims made throughout this nomination.

**DE&I Statement**

Yoav is a strong promoter of diversity among the employee base. More than a year ago he released the statement below on LinkedIn as Skai officially launched its DE&I commitment and framework.

**Great Places to Work**

Skai was honored to be named a "Great Place to Work". During the staff survey, 97% of employees say it is a great place to work compared to 57% of employees at other US-based companies! Learn more in the link below.

**Best of Both Worlds Employee Branding Campaign**

Yoav has created a unique culture at Skai that employees call "the best of both worlds". Learn more about what we mean in the "Employer Branding Showcase" link below.

**Internship Blog**

Yoav is committed to supporting individuals at risk in society through Skai initiatives. Recently, a formal internship program for underserved students was launched. Read more below.

**Family Bonders & Microsoft "Community Response Award"**

At the onset of the pandemic Yoav spearheaded an initiative with Skai volunteers to build "family bonders" from recycled materials, ensuring elderly people, vulnerable in isolation, were able to interact digitally with loved ones. Read more about the initiative in Yoav's LinkedIn post below and also check out the winning Microsoft award entry.

**Webpage Link**

<https://www.linkedin.com/feed/update/urn:li:activity:6757334580526649344/> (<https://www.linkedin.com/feed/update/urn:li:activity:6757334580526649344/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.greatplacetowork.com/certified-company/7041310> (<https://www.greatplacetowork.com/certified-company/7041310>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

[https://skai.io/wp-content/uploads/2022/05/SKAI\\_BestofBothWorlds\\_EmployerBrand\\_ONESHEET.pdf](https://skai.io/wp-content/uploads/2022/05/SKAI_BestofBothWorlds_EmployerBrand_ONESHEET.pdf) ([https://skai.io/wp-content/uploads/2022/05/SKAI\\_BestofBothWorlds\\_EmployerBrand\\_ONESHEET.pdf](https://skai.io/wp-content/uploads/2022/05/SKAI_BestofBothWorlds_EmployerBrand_ONESHEET.pdf))

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://skai.io/blog/skai-internship-2021/> (<https://skai.io/blog/skai-internship-2021/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

[https://www.linkedin.com/posts/yoav-izhar-prato-967172\\_respect-your-elders-the-pandemic-upon-activity-6666563376942055425-Rthz/?utm\\_source=linkedin\\_share&utm\\_medium=member\\_desktop\\_web](https://www.linkedin.com/posts/yoav-izhar-prato-967172_respect-your-elders-the-pandemic-upon-activity-6666563376942055425-Rthz/?utm_source=linkedin_share&utm_medium=member_desktop_web) ([https://www.linkedin.com/posts/yoav-izhar-prato-967172\\_respect-your-elders-the-pandemic-upon-activity-6666563376942055425-Rthz/?utm\\_source=linkedin\\_share&utm\\_medium=member\\_desktop\\_web](https://www.linkedin.com/posts/yoav-izhar-prato-967172_respect-your-elders-the-pandemic-upon-activity-6666563376942055425-Rthz/?utm_source=linkedin_share&utm_medium=member_desktop_web))

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Yes

**Web Page Link 6**

[https://skai.io/wp-content/uploads/2022/05/SKAI\\_TheFamilyBonder\\_ONESHEET.pdf](https://skai.io/wp-content/uploads/2022/05/SKAI_TheFamilyBonder_ONESHEET.pdf) ([https://skai.io/wp-content/uploads/2022/05/SKAI\\_TheFamilyBonder\\_ONESHEET.pdf](https://skai.io/wp-content/uploads/2022/05/SKAI_TheFamilyBonder_ONESHEET.pdf))

**Would you like to add an additional webpage link?****Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/14456/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNDQ1NiwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbm9f0chRykd9Tyzzgx1RV6F6Y092on5uLJQa9Y?Skai%20Best%20of%20Both%20Worlds.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/14464/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNDQ2NCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbm9Skai%20the%20Family%20Bonder.pdf>)

**Would you like to add an additional supporting document?**

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