

Amir Alroy, Wellness Expert (Funding & Scaling)



Amir Alroy is a wellness expert with vast experience in business and health. He is co-founder of Welltech1, a wellness-focused investment firm, as well as the co-chair of the Global Wellness Summit in Israel. He is also the Chair of the Wellness Innovation Initiative of the Global Wellness Institute. Amir founded and served as the CEO and Chairman of Cloud 9 Wellness Clubs, the first exclusive professional personal training clubs in Israel. He built Cloud 9 on the groundwork of the American Fitness Together franchise, which he acquired and later renamed Cloud 9. In addition, Amir was the COO of Arizen Real-Estate Development. Prior to that, he served as COO of A.Y.R.A.D., a family holding company mainly invested in technology and real estate.

Amir holds an M.Sc. degree with honors in Sports Management from St. Thomas University in Miami, Florida, and is certified as a personal trainer and wellness coach. His experience and knowledge in the capitalization of wellness ventures are an asset to SolaVieve's growth and market reach.