

## Cherre Leadership Team

### **L.D. Salmanson**

*CEO, Cherre*

L.D. has extensive experience founding, advising, and investing in leading private technology companies. Prior to founding Cherre, L.D. served as Executive Director of Oppenheimer's Private Shares Group, after Oppenheimer acquired Greencrest Capital, a firm he co-founded to enable pre-IPO transactions in some of the largest private technology companies in the world, including Facebook, twitter, and Uber. Prior to that L.D. served as the Principal of Knight Capital Group's Private Equity Fund, and previously as a captain in the Israeli Army. L.D. earned his MBA in Finance from the University of Pennsylvania Wharton School, and is a Joseph Wharton Merit Scholar. L.D. also holds a B.A., LL.B., and LL.M. in finance and International Law from IDC Herzliya.

### **Ben Hizak**

*COO and Co-Founder*

Ben Hizak was born in Jerusalem, Israel, and has over 15 years of experience founding, architecting, and consulting leading data- and information-driven companies, such as Sirenum, TicketMaster, and The London Olympics. Ben brings a wealth of experience in rapid product design and execution, and is extremely passionate about data integrity. Ben holds a BSc in Mathematics and Computer Science from Hebrew University, as well as an MBA from MIT Sloan School of Management.

### **Ron Bekkerman**

*Chief Technology Officer*

Ron Bekkerman is the CTO of Cherre, overseeing Cherre's emerging technologies. From 2013 to 2018, Ron was Assistant Professor and Director of the Big Data Science Lab at the University of Haifa, Israel. Prior to that, he was the Chief Data Officer of Viola Ventures, a founding member of the Data Science team at LinkedIn, and a Research Scientist at HP Labs in the Bay Area. He received his B.Sc. and M.Sc. in

Computer Science from the Technion – Israel Institute of Technology, and his Ph.D. in Machine Learning from the University of Massachusetts, Amherst.

**Brett Friedman**

*Director of Business Development*

As the Director of Business Development, Brett Friedman is responsible for managing relationships with enterprise clients, as well as vendor and channel partner relations. Brett was one of the first employees at Cherre, contributing to company growth and building out the sales organization. Prior to Cherre, Brett ran sales efforts Onboard Informatics, leading to a successful exit to Attom Data Solutions in February 2018. Brett has also held sales and business development focused roles at Neustar, Issuu, Look Media Alliance, and at InMotion Media. Brett has an extensive track record in sales strategy within the data and security space. Brett holds a Bachelor of Science from University of Maryland, College Park and currently lives in Westchester, NY with his wife and two children.

**Ken Presley**

*VP of Finance*

Ken is VP of Finance at Cherre. As the VP of Finance at Cherre, Ken leads end-to-end finance, accounting, and investor relations including relationships with external auditors, tax and insurance providers. Prior to Cherre, Ken led financial planning and analysis for Bonobos, and held various leadership roles at Amazon. Ken earned his MBA in Finance from the Kelly School of Business at Indiana University, and holds a B.S.B.A. in Finance from the Fisher College of Business at The Ohio State University. Ken also completed postgraduate work at Columbia University and is a graduate of the Columbia University College of Business Chief Financial Officer Program. In his spare time, Ken enjoys competitive cycling.

**Kevin Mattice**

*Head of Product*

Kevin Mattice leads a Product team who is building the next generation of real estate data and UI products. He started his career at Jeppesen (now Boeing) helping to pull connected global data into navigation products for pilots. Over the past 3 years, Kevin has helped build products for the real estate industry at

Onboard Informatics and then Attom Data Solutions. Kevin has an M.B.A. and BS of Mechanical Engineering from The University of Denver, where he simultaneously chased his dream of professional snowboarding.

**Kira Swain**

*VP of Marketing*

Kira Swain is the VP of Marketing at Cherre and is responsible for marketing and strategy. Prior to joining Cherre, Kira ran external communications at Ten-X Commercial and was responsible for public relations, event marketing, and social media. Kira also worked at SAP SuccessFactors, Cisco Systems, and Hill & Knowlton in other marketing communications and digital media roles. Kira has an M.B.A. from San Francisco State University and a B.S. in Business from Saint Mary's College of California. She's also a member of the American Marketing Association and Hellenic Professional Women Inc.

**Ori Lotan**

*Head of Client Services*

Ori heads up the Client Services group, driving technical customer services success in Presale, Implementation and Delivery, Customer Support and Customer Success functions. Prior to joining Cherre, Ori held senior positions at Taboola where he led a global Professional Services and Customer Success group. Ori took an integral part in scaling products, operations, opening new markets and delivering value to large enterprise clients. Ori holds a degree in Computer Science from IDC Herzliya. He traveled to over 50 countries around the world, would dream to visit 100 one day.

**Stefan Thorpe**

*Head of Engineering*

Stefan Thorpe is the Head of Engineering at Cherre and is responsible for engineering and technical strategy. Stefan is an IT professional with a background spanning 20+ years in technical management, with experience in working with development and operations teams to achieve DevOps-inspired automation solutions to pipeline constraints and issues. Prior to Cherre, Stefan co- founded Caylent, a DevOps-as-a-Service platform that makes it easy to build, deploy, and manage stacks of highly available applications and services. Stefan has a Bachelors

of Science in Computer Science from Open University and is a frequent contributor to DZone. Outside of Cherre, he enjoys extreme sports and skateboarding.