

**Ronen Shilo, Founder, Chairman, & CEO**

Ronen Shilo is an inventor at heart, from sophisticated software applications to cool musical puzzles, and introducing groundbreaking Internet applications is his passion. Before founding Conduit, Ronen started Effective-I, a learning system that categorized, organized and delivered information to shorten search cycles within an enterprise. Ronen also founded DoubleAgent, the first company to develop a collaboration technology that enabled application sharing over the Internet. DoubleAgent was later acquired by NetManage, and he managed this division for

three years following the acquisition. Ronen received a BSc in Computer Science from the Technion, Israel Institute of Technology.

**Adam Boyden, President**

Adam Boyden is responsible for marketing, business development and U.S. operations. Previously, Adam was the vice president of business development and marketing and then general manager of Xfire, a provider of communications and tools to more than 11.5 million gamers worldwide that was acquired by MTV Networks for \$110 million in 2006. Prior to Xfire, Adam was the cofounder and former CEO of Autodaq (now OpenLane), the leading online automotive marketing company. Additionally, Adam was the founder and former general

manager of the China Consultancy, an advisory firm to companies entering the Chinese market. Boyden holds a 1st Class Honors BSc in Engineering Science from Exeter University, and an MBA from Stanford University.

**Dror Erez, Founder & CTO**

Dror Erez is responsible for creating and implementing the Conduit product vision, including all product and technology strategy. A veteran of multiple technology startups, Dror has deep experience and knowledge of Internet, software-as-a-service (SaaS) and web syndication technologies. Before founding Conduit, Dror was cofounder and development manager of Effective-I, a learning system that categorized, organized and delivered information to shorten search cycles within an enterprise. Prior to this, he was development manager at DoubleAgent, where he led the engineering

team that designed and developed the DoubleAgent application for sharing applications over the Internet. He also held leading technical positions in the Israeli Navy software division, where he managed two projects that won awards from the Israel Navy Commander. Dror received his BSc in Physics and Computer Science from Israel's Bar Ilan University.

**Gaby Bilczyk, Founder & COO**

Gaby Bilczyk is responsible for Conduit's operations, including the Product, R&D, System, QA, Database and BI departments. He brings both his extensive Internet software development skills and great understanding of product and project management to the Conduit team. Gaby has worked for some of the most innovative software companies in Israel, and has deep experience building robust, highly scalable websites and web services. As a project leader and department head, Gaby balances a passion for great products with strong

process discipline and leadership. Gaby received his BA in Computer Science from the Tel Aviv-Jaffa College in Israel with a focus on complex algorithms and distributed computing.

### **Roy Gen, CFO**

Roy Gen oversees Conduit's financial activities, governs compliance directives, and manages corporate operations. Roy brings more than 10 years of extensive experience in corporate and international financial management, including experience in accounting and auditing. Prior to joining Conduit, Roy served as vice president of finance at Exanet, a leading provider of clustered NAS (Network Attached Storage) solutions, where he led finance, accounting, and corporate control. Roy is a CPA and holds a BA (cum laude) in Economics and Accounting from Tel Aviv University and an MBA from the Recanati School of Business Administration at Tel Aviv University.

### **Yochai Levi, VP of Marketing**

Yochai Levi is responsible for Conduit's marketing efforts, including strategy, tactics and programs that create interest and recognition for the company's products and brand. Prior to joining Conduit, he worked at LivePerson, where he served as VP, Online Marketing. Previously, Yochai was Vice President of Online Marketing at Kasamba (later acquired by LivePerson), and has held analyst positions for 888.com and the Bank of Israel. He holds a BA in Economics & Communications from The Hebrew University in Jerusalem, as well as an MBA from Tel Aviv University.

### **Boaz Goldschmidt, VP of Corporate Development**

Boaz Goldschmidt is responsible for extending the reach of the Conduit platform by driving strategic partnerships, enabling Conduit's network of publishers to further engage their communities and deliver value added services to their users. Before joining Conduit, Boaz co-founded Yozma, and effectively created the Israeli venture capital market in 1993 through the formation of its first venture fund, Yozma I. He led many of Yozma's investments in software and internet companies, including its investment in Conduit in 2006. Boaz holds a BA degree in Economics and an MBA degree from the Hebrew University of Jerusalem.

### **Hai Habet, VP of Strategy**

Hai Habet is responsible for identifying major opportunities for the company and managing strategic partnerships that drive growth and innovation. Previously, Hai served as a site manager in Conduit's Silicon Valley offices, responsible for the company's operations in North America, and as Director of Strategic Marketing, leading Conduit's brand development, PR and social media activities. Prior to joining Conduit, Hai worked as a Business Development and Strategic Consultant in the field of Information Security and as an attorney practicing commercial law, intellectual property and online privacy. Hai holds a Bachelor of Laws degree and a Master of Laws degree from Tel Aviv University, a Master of Business Administration (cum laude) from the College of Management, and a Master of Science in Marketing from the Zicklin School of Business at Baruch College (City University of New York).

### **Sharon Bassis, VP of Human Resources**

Sharon Bassis is responsible for managing Conduit's recruitment of new employees, employee retention, benefits and welfare, and organizational development. Prior to Conduit, she served in the Human Resources department at Information Builders in New York and also assisted the Equal Employment Opportunity Commission of New York with investigations involving discrimination in the workplace. Sharon personifies Conduit's Israeli-American mix, making her uniquely valuable in the company's global recruiting efforts. She holds a BA in Psychology from the State University of New York at Stony Brook and an MA in Organizational Psychology from Columbia University.