








Springo Management Team

	<p>Aviv Refuah, Chief Executive Officer</p> <p>Aviv Refuah founded Springo's parent company, Netex, when he was 17 years old. He was among the first Israeli entrepreneurs to successfully develop technologies that influence the way users interact with the Internet. While serving in the Israeli Defense Forces, Aviv simultaneously nurtured the growth of Netex and was awarded multiple patents. Aviv's vision, technological skill, and entrepreneurial savvy have propelled the company's product development, increasing business capabilities and successful penetration of various international markets. Aviv oversaw Netex's 2006 public offering.</p>
	<p>Nelly Shwartz, CFO, Executive VP</p> <p>Nelly Shwartz, a certified public accountant, oversees Netex's financial operations. In previous positions, Nelly served as CFO of C-Line Automation Ltd, Celtronix Ltd, and Abudi Signs Industries. She has over 15 years of experience in managing the financial and budgetary activities of publicly listed companies in the high tech and advertising industries.</p>
	<p>Shlomit Hacohen, VP Global Business Development</p> <p>Shlomit Hacohen is an expert in marketing and business development for innovative technology solutions. She has created mutually beneficial and easily implemented business models that have facilitated adoption of the Netex solution by Internet Service Providers and portals worldwide. Shlomit has over 15 years of marketing experience with industry leaders, including Comverse, Check Point and Orca Interactive.</p>
	<p>Limor Gemer, VP Technology</p> <p>Limor Gemer is a seasoned technology innovator with over ten years of experience in high technology, Web development and database systems. With previous experience as both a developer and database specialist at Netex and various technology start-up companies, Limor is responsible for implementing Netex's patented technology as an end-to-end solution.</p>
	<p>Michal Granot, Content Director</p> <p>Michal Granot oversees Springo's Content Development Strategy as Head of the Content Team. Leveraging her expertise in Information Science, content editing and online trends, Michal applies a logical approach to Springo's visual discovery content. Michal joins Springo with a professional background in market research, content management, translation and copy editing.</p>