**Doron Friedman**

**Chief Product Officer**

Doron is an entrepreneur who loves working on industry-changing ideas and leading companies from startup through growth stages. He was the founder and CEO of Arroweye Solutions (a FinTech 100 company) for approximately 10 years and is currently CPO and co-founder of SpotOn.

As CPO of SpotOn, Doron is leading product innovation where its main focus is to grow revenues for small and midsize businesses by empowering them with the tools necessary to run and grow their business and also connect with customers in a meaningful way. He has also co-authored 12 Patents.