

Otonomo Spokespeople

July, 2019

Ben Volkow, Founder & CEO

As founder and CEO of three successful companies, Ben brings an extensive track record and rich entrepreneurial experience. Prior to founding otonomo in 2015, Ben served for four years as a Business Unit General Manager at F5 Networks (NASDAQ:FFIV), which he joined after the acquisition of Traffix, where he was Co-Founder and as CEO. As the founder and CEO of Traffix, Ben has built a multi-million-dollar global business, working with partners and tier-1 service providers around the world. Before founding Traffix, Ben managed R&D groups in Sendo (UK), which provided advanced mobile data solutions. Prior to Sendo Ben has filled various roles in Panasonic Mobile Communications (UK), which included building their first European market products. Ben was also Co-founder of VC-backed Sedona Networks, a provider of advanced network solutions.

Lisa Joy Rosner, Chief Marketing Officer (CMO)

With a combination of public company and start-up CMO experience, Rosner joins otonomo after most recently serving as CMO and SVP at Neustar, where she led global marketing across the information services portfolio. She was previously the CMO at NetBase, MyBuys, BroadVision and DecisionPoint; all data and analytics companies at their core. Lisa Joy started her career in Silicon Valley at Oracle. Under her leadership, Rosner has successfully launched and rebranded multiple companies, generating more than \$4.5 B in market cap. Her work recognition includes Top 50 Women in Brand Marketing 2015, B2B Marketer of the Year, Marketers that Matter 2013, and OMMA "Best Integrated Online Campaign" 2012. A privacy and security evangelist, as well as a data-driven marketer, Lisa Joy brings a unique perspective to the connected car ecosystem.

Dan Or-Hof, Chief Privacy Officer (CPO)

Or-Hof is a technology attorney with 20 years of legal experience, an entrepreneur and a lecturer in law. Dan heads the Or-Hof Tech & IP legal and strategic services firm, with vast experience in international transactions and with fostering success of technology and data driven ventures. Dan's practice focuses on commercial and IP related legal services, legal strategy, regulation and law-making. He is admitted to practice law in Israel and New-York, holds an LLM degree from UC Berkeley and the Tel Aviv University (With Highest Honors), a Certified Information Privacy Professional for US and EU laws (CIPP/US; CIPP/E), and manages the IOT Knowledge Center. Dan is a renowned lecturer and he frequently speaks on technology, innovation, IP, Information Law and Data Protection topics. He currently provides a course on Data Protection and Privacy in the Digital Age, as part of the Cyber Studies Program (Tel Aviv University) and he is a frequent speaker in seminars, workshops and local and international conferences; Dan Co-Chairs the IAPP Knowledgenet (a privacy professionals forum) in Tel Aviv and he is a member of the National Council for Privacy Protection. Dan authored articles and commentaries about technology, IP and data protection in local and international publications.