

Client: AskKinjo  
Project: Executive Bios  
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### **Stéphane Attal, Chairman and CEO**

Stéphane is a business leader with extensive experience in VC financing, building management teams, developing and commercializing technology products and driving revenue growth on a global basis.

Stéphane was the President and CEO of Nephrologix, a startup in peritoneal dialysis systems. He successfully led the VC financing and pre-commercialization of Nephrologix; the company was acquired in June 2007. Before joining Nephrologix, from 2003 to 2005, Stéphane was a founder and CEO of Navtel Communications, a worldwide developer and manufacturer of telecommunications test equipment; Navtel was acquired in April 2008. From 1989 to 2003, while Navtel was a division of a European-based global telecommunications high-tech equipment company, Stéphane held numerous senior operating roles, including General Manager and Vice President Global Sales. Stéphane led an MBO and VC financing, resulting in the spin-off of Navtel. He has previously served as President of other high-tech firms.

Stéphane has a MBA (University of Texas at Austin) and a MSc. from the French engineering school Ecole Nationale Supérieure des Arts et Métiers. Trilingual in English, French, and Spanish, Stéphane has worked extensively in the U.S., Canada, Mexico, Europe, and Asia.

### **Yoram Shalmon, Chief Operating Officer**

Yoram has 25 years of experience in product design, project management and business development in the telecom, location based services and computing industries. From 2000 to 2006, he was Director of Business Development at Destinator (previously PowerLoc) where he developed markets for location and navigation solutions in North America and Australia. As one of the first employees in PowerLoc, he helped build the company into a global leader in navigation with offices in six countries and over 240 employees. The highlight of his time with PowerLoc was creating and managing a project that tracked the location of all vehicles removing debris from ground zero, the New York site of the terrorist attacks on September 11, 2001.

Before that, he spent 14 years with Nortel in technical leadership positions, where he won two presidential awards for creativity in design and engineering. He also worked for Celestica, Cadence, GE and Tadiran of Israel.

Yoram has a B.Sc. in electrical engineering from Technion in Israel, and a MBA from the University of Toronto.

### **Eran Brezner, Chief Technology Officer**

Eran has 20 years of experience leading product-development activities and managing software-development groups in Israel, Japan and Canada.

As a Vice President of Product Development for View22 Technology, Brezner led the development of the company's next-generation software platform. Before that, he consulted to start-up companies on strategy, product management, and business development. As Vice President of Product Development at Locationet, he was responsible for the development and launch of LBS for a European GSM carrier. As a co-founder and Vice President of Product Development of Netology, he was responsible for the product strategy and the development of several innovative wireless messaging services. He also served as an investment director at Syntek Capital, where he searched for and evaluated investment opportunities in technology startups.

Eran has an MBA from INSEAD at Fontainebleau, France, and a M.Sc. and B.Sc. in computer science from Tel-Aviv University.

### **Ofir Smadja, Vice President of Business Development, Carriers**

Ofir Smadja brings to AskKinjo broad experience in the wireless communications industry. He is responsible for identifying and pursuing key partnerships with wireless carriers and building carriers' awareness of AskKinjo's services.

Before joining AskKinjo in 2007, Ofir held consulting positions in several organizations, most recently with TELUS Corp. and the Canadian Wireless Telecommunication Association (CWTA), where he was a key contributor to the successful launch of wireless number portability in Canada. He also held a variety of management roles with Redline Communications, Nettetst and General DataComm and served in the Signals Group with the Israeli Defence Forces.

Ofir has a diploma in electronics engineering technology from Toronto's Seneca College.

To learn more, visit [www.AskKinjo.com](http://www.AskKinjo.com)

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