**Doron Friedman**

**Chief Innovation Officer**

Doron is an entrepreneur who loves working on industry-changing ideas and leading companies from startup through growth stages. As Chief Innovation Officer of SpotOn, Doron is focused on defining SpotOn’s product innovation strategy, examining industry trends and client needs, identifying gaps in the market, and setting a course for SpotOn’s future product pipeline.

As a co-founder, Friedman has always been the driving force behind SpotOn’s innovation, relentlessly pursuing the next wave of products that will simplify the lives of SMB owners and help them grow their businesses. His years as a small restaurant owner have given him knowledge and empathy for the challenges faced by small business owners, as well as deep insight into what can really help them. Under his leadership, SpotOn developed and launched dozens of products since 2017, and countless updates and upgrades to existing products to make them the best they can be.

Previously, Doron was the Founder and CEO of Arroweye Solutions, a FinTech 100 company, for approximately 10 years and has co-authored 12 Patents.