

eCommerce Tech Leader Syte Names Vered Levy-Ron as Chief Executive Officer

Syte appoints Vered Levy-Ron, seasoned high-growth business leader, to spearhead the company's expansion following its highest-performing year yet.

TEL AVIV, July 29, 2021 -- Syte, the leading Product Discovery Platform for retail, announced Thursday that it has appointed Vered Levy-Ron, formerly General Manager and Vice President at Taboola News, as Chief Executive Officer. A seasoned executive with extensive business development and general management experience, Levy-Ron will assume responsibilities from Syte's co-founders, Ofer Fryman and Idan Pinto, who will now serve as Chief Strategy Officer and Chief Operating Officer respectively.

Founded in 2015, Syte raised a \$40 million series C round in October 2020, bringing its total funding to \$71 million. The company also doubled its revenue that year, and hit record-high results in Q2 of 2021, as brands and retailers worldwide doubled down on eCommerce innovation. In March of this year, Syte brought all of its AI-powered product discovery solutions under one roof, including visual and site search, personalization, and merchandising, creating the industry's first Product Discovery Platform at a time when existing tools are still overwhelmingly siloed.

Levy-Ron joins at a strategic time for Syte, following its strongest quarter yet, and will be leading the company through its next stage of growth as eCommerce continues to experience unprecedented adoption globally. She will begin her new role in September.

"We're extremely excited to welcome Vered to the Syte team," said Fryman, Syte's Co-founder and CSO. "Her background in international business expansion and demonstrated expertise in growth strategies in the technology sector, along with her track-record for impactful leadership, make her the ideal choice to drive Syte's plans for scale forward."



A statement from Syte's board read: "The board is thrilled to welcome Vered Levy-Ron to Syte. We are confident that with her qualifications and experience, Vered will lead Syte to expand its reach and solutions globally, and will take the company to the next level."

At Taboola News, Levy-Ron expanded personalized news feeds to over 80 Countries, while tripling monthly revenues. Prior to that, she served as VP of Business Development at nanotechnology incubator Landa Labs, where she led commercialization of the technologies in several major deals, and before that, she was CEO of HumanEyes Technologies. Levy-Ron currently sits on the board of Evigence Sensors. She holds an MBA from Columbia Business School.

"I am honored to be joining Syte as CEO," said Levy-Ron. "There has never been a more exciting time to be at the forefront of eCommerce innovation. I look forward to working together with Ofer, Idan, and the entire Syte team to bring its world-class visual AI technology to many more brands and retailers around the world and to help them grow their businesses."

About Syte:

Syte is the world's first Product Discovery Platform for retail. It uses visual AI to create intuitive search and discovery experiences for all types of shoppers.

Syte's solutions include visual and text search, automated product tagging, personalized recommendation carousels, and more. They use unique data generated by visual AI to help shoppers find the most relevant products.

Brands and retailers like Farfetch, PrettyLittleThing, Coleman Furniture, SHEIN, and Baycrew's, partner with Syte to drive eCommerce revenue and build long-term customer loyalty.

To learn more about Syte's solutions, products, technology, patents, and trademarks, visit www.syte.ai.