

# DayJet Technologies Strengthens Leadership Team

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DayJet Technologies (DJT), the revolutionary technology-based optimization company, has named Roei Ganzarski, a leader with more than 20 years of experience heading and growing global sales, business development, marketing and strategy, as President and COO. DJT has also named Doug Halperin, a software and systems veteran with 30 years of experience in leading state of the art technology development, as executive vice president of engineering and technology.

"Roei's successful track record of efficiently and effectively leading high-performance teams through growth on a global scale, will be invaluable to the company," said Eyal Levy, chairman of the board at DJT. "He is able to take complex market conditions and company capabilities, and translate them into an actionable customer-focused growth strategy." Levy added "Doug's vast experience with ground breaking technology firms makes him a perfect leader to take our technology to the next level".

Prior to joining DJT, Ganzarski was with the Boeing family of companies for thirteen years in continuously increasing roles of responsibility. Most recently he served as Chief Customer Officer for Boeing's Flight Services division where he led all worldwide customer and market facing organizations and was responsible for revenue growth and customer service. Ganzarski is a graduate of Wharton's Advanced Management Program, earned a MBA from the University of Washington and a BA in Economics from The University of Haifa.

Halperin has played key management roles and held advisory positions for e-commerce and software companies before joining DJT. He has extensive experience in designing and building both eCommerce solutions and enterprise systems. Among other roles, he was CEO/CTO of 1000Museums, a technology company working with art museums; led operations and engineering for Pictopia, a photo eCommerce company; and been President/CTO of Res Express, a Web-based travel reservation system. Halperin earned his B.S. in Mathematics and M.S. in Computer Science from Brown University and has been an adjunct member of the faculty of the computer science department at City College of San Francisco.

DayJet Technologies is a global provider of revolutionary software-driven optimization solutions to industries that operate in a highly complex, constantly changing environment – industries such as aviation, information technology, telecommunications, and energy. The DayJet

Technologies differentiator is our ability to optimize large scale resources in real-time, generating significant increases in productivity and decreases in operating costs.

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