

Yaniv Nizan Named CEO of Referna

Founder formalizes leadership after building three networks and leading SOOMLA through its acquisition by ironSource.

NEWARK, DE, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- [Referna](#), a referral

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Yaniv Nizan, Founder and CEO, Referna

network for independent professionals, today announced that founder Yaniv Nizan has been named Chief Executive Officer. The appointment formalizes his leadership as Referna turns relationship-driven referrals into repeatable infrastructure for independent experts.

Before Referna, Nizan built three networks: IntentClick, a \$4 million annual recurring revenue advertising network at Kontera; SOOMLA's payer-data network; and SOOMLA's ad-creative network. As CEO and co-founder of SOOMLA, he led the company through its acquisition by ironSource,

now part of Unity.

Nizan founded Referna to solve a problem he saw repeatedly among independent professionals: client referrals are valuable but informal, inconsistent, and disconnected from most people's actual networks. Referna organizes members into small circles of non-competing peers who meet regularly and refer business to one another.

"Building networks has been a recurring theme across my career," said Nizan. "Referna applies those lessons to the most important growth channel for independent professionals: trusted referrals. The goal is to make the right introductions happen consistently instead of leaving them to chance."

Referna has shown invitation-led growth since its June launch and has expanded across multiple professional categories. The company was also accepted into the Google for Startups Cloud Program to support its technical growth.

Referna is currently forming new [professional cohorts](#), with applications open at <https://referna.com/>.

About Referna

Referna is a referral network for independent professionals. It matches members into small circles of non-competing peers serving the same client base, who meet regularly and refer business to one another. Referna is built by InTouch123, Inc.

Gordy

Referna

+972 559686230

gordy@referna.com

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