



## Alan Weisleder Joins OurCrowd as Partner and Executive Vice President of Investor Relations

Jerusalem – August 3, 2017 – [OurCrowd](#), the leading global equity crowdfunding platform, today announced that Alan Weisleder has joined as Partner and Executive Vice President of Investor Relations at the company's Jerusalem headquarters.

Weisleder will lead the global Investor Relations team, responsible for developing and maximizing client acquisition and investment in OurCrowd's portfolio companies, while heading the strategy and expansion of the company's marketing approach, product offerings, and communications tools for the worldwide marketplace.

OurCrowd CEO Jon Medved said, "Alan is a strategic addition to our team. He brings huge entrepreneurial talents and drive, and proven ability to manage our global investor relations team. Our investors will be getting an important advocate and partner in Alan"

Commenting on his new role, Weisleder said: "OurCrowd is democratizing venture capital and I am excited to be part of this truly disruptive process. Investing in quality tech startup companies was once the exclusive privilege of very few, and OurCrowd has made this attractive asset-class accessible to tens of thousands of accredited investors world-wide."

Prior to joining OurCrowd, Alan spent 18 years in executive management positions at startup companies in Israel and California. Alan's previous leadership roles include EVP Global Sales at GigaSpaces, SVP Business Development at StoreDot, CEO at Keebali Media, and CEO of NewChannel - sold to LivePerson (NASDAQ:LPSN). Alan earned his B.Sc in Information Systems Engineering from The Technion and graduated from Stanford/AEA Executive Institute.

### Notes to Editor

**About OurCrowd:** OurCrowd is the leading global equity crowdfunding platform for accredited investors. Managed by a team of seasoned investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital, and brings companies to its accredited membership of global investors. OurCrowd provides post-investment support to its portfolio companies, assigns industry experts as mentors, and takes board seats. The OurCrowd community of almost 20,000 investors from over 112 countries has invested over \$450M into 120 portfolio companies and funds. OurCrowd already has 15 exits to date, two IPO's and 13 acquisitions. To join OurCrowd as an accredited investor visit <http://www.ourcrowd.com> and click "Join."

**For Press Materials:** <http://blog.ourcrowd.com/alan/>



**Press contact:** Leah Stern, Europe +44 747 0196826 / IL: +972 54 341 4861 / U.S.: +1 703 626 4310 / E: [leah@ourcrowd.com](mailto:leah@ourcrowd.com)