

Verifacto, LLC announces appointment of Hezi Moore as CEO

ATLANTA - March 7, 2014 - [PRLog](#) -- Verifacto, LLC today announced that Hezi Moore has been appointed to the position CEO.

"I am excited to have Mr. Moore join our team and take the company to the next level. This is an exciting opportunity. Hezi's passion and vision as a technologist and an entrepreneur combined with amazing business acumen is invaluable to Verifacto at this stage. We feel fortunate, humbled and could not have found a better person. Now I can focus on product innovation and our clients to fulfil our long-term vision," said Baruch.

Baruch will continue in an active role as President, focusing on product innovation and client services. Mr. Moore states, "Baruch co-founded Verifacto and brought the company to this stage in the stealth mode for the last 3 years. Thanks to his and the entire Verifacto team's hard work, we now have a product that will prove disruptive in two major industries, The Auto Industry and The Insurance Industry, and already deployed in the market with highly effective results. Together we will now focus on our future roadmap. I look forward to working with him and the rest of the team to bring the Verifacto vision to reality and continue innovating."

Before joining Verifacto, Hezi Moore was the CTO of Cloud Computing at Huawei Technologies, the Chinese multinational networking and telecommunications equipment and Services Company, where he was responsible for research and development of Huawei Cloud Computing and Data Center Business Unit. He was responsible for delivering successful execution of the company's business mission through research and development of the company's next generation Cloud and Data Center solutions. Identifying, tracking, and developing, new and emerging technologies. Hezi lead the strategy for Huawei's technology cloud platform in the area of cloud networking, cloud security and cloud storage.

Prior to joining Huawei, Hezi Moore was Entrepreneur in Residence at Atlanta Technology Development Center. Where he coached and advised companies regarding growth, direction, technology, and shared with them his extensive expertise in the area of cloud and security. Hezi worked specifically with CEOs in the key areas of business strategy, fundraising strategy, team development, and critical areas of entrepreneurial and technology development.

Prior to joining ATDC, Hezi Moore founded Reflex Systems (Reflex Security), bringing more than 20 years' experience in security, virtualization, cloud infrastructure, and entrepreneurial expertise. Hezi led the initial capital raise of \$1.5 million to found the company, followed by \$40.5 million of working capital. In his role as CTO, he was responsible for shaping the company's technology strategy and defining the roadmap for future design and development of innovative, integrated network security solutions, virtualization security, cloud security and delivering them to market. Hezi led the effort to develop the industry's first Virtual Security Appliance (VSA) that provides visibility, management and security for virtual networks and cloud infrastructures. He invented state-of-the-art technologies complemented by 10 filed patents in network security, host based security, virtual environment security, and virtualization management. He holds a B.S. degree in Computer Engineering (with honors) and an executive MBA in Management of Technology from The Georgia Institute of Technology, in Atlanta, Georgia

About Verifacto, LLC A Leading on-line provider of cloud powered back-office and risk management solution for independent car dealers, BHPH, related finance companies and auto finance companies. The Verifacto system combines the two main areas of risk exposure in the industry: Insurance and Collections. Our system, through direct real time electronic delivery and communication between Insurers, Lienholders

and Insured parties provides the most comprehensive and effective solution in the auto industry to manage and mitigate the risk of financial loss and accelerate cash-inflow and profitability, and promises to deliver multi-million in annual savings to the Auto Insurance Industry by changing the way insurance notices are delivered to insurable interested parties.

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