



*Data is at the core of every  
meaningful organization.*

*With us as your co-pilots,  
**YOU'RE WELL ON YOUR  
WAY TO SUCCESS.***

# A WHOLE NEW WORLD OF BUSINESS OPPORTUNITIES. POWERED BY DATA EXPERTISE.

Data is not just about data. We started BLeader to bridge the gap between data and business and to help CDOs create data strategies that actually work – partnering with you all the way to achieving real business results.

BLeader stands out as an end-to-end data firm that excels in understanding the executive mindset and creating leading strategies – but doesn't stop there. Our team is dedicated to partnering with your entire organization every step of the way to a successful data transformation with real, measurable, business results.

With years of experience and best-in-class expertise, our team at BLeader is able to transcend technical tasks and transform data into real, palpable value for our clients, across verticals.



**Fintech**



**HRtech**



**Retail**



**Ecommerce**



**Banking**



**Insurtech**



**Healthcare**

## LET'S TAKE YOUR DATA ABOVE AND BEYOND

Let's face it. You've met so many consultants, probably too many. But at the end of the day, you don't need another fancy presentation or even a well-designed, chockful-of-buzzwords roadmap. You need someone who understand both data and business – someone who can see your business needs, and build a strategy to address it, but won't stop there. Someone who listens to your people – both your executives and the people on the ground – and immediately sees the patterns, already plotting how data, AI and ML can take your business to the next level.

## THAT'S WHAT WE'RE HERE FOR.

As your co-pilots, we'll be there with you every step from strategy to roadmap to implementation, hiring, training and well beyond. You'll have access to top experts including Project Managers, Data Engineers, Data Analysts, Data Scientists, and what we call a "Data Translators", who's responsible for identifying business opportunities and translating them into data initiatives. We'll be your trusted advisors, your team, your HR, your technology scouts – and whatever else you need, meeting any technological, organizational or business challenge on your way to new heights. Let's make data exciting. Let's deliver real, measurable results for your business.

# How Mimun Yashir Went From Zero to Three Predictive Models – In One Year / How Mimun Yashir Built Their AI and ML Expertise



**Shahaf Levin**  
CDO at Mimun Yashir



*Knowing how to communicate with corporate leadership, deliver results and helping us position the data department as the place to be – these are all skills you rarely get with external consultants, and they make BLeader stand out.*

## Company

Mimun Yashir (Also known as Direct Financing) is a leading consumer credit company in Israel. Mimun Yashir offers the public non-bank credit solutions for financing a vehicle, tuition, vacation, renovation, or any other purpose – under affordable conditions and full transparency.

## Challenge

Shahaf Levin, CDO at Mimun Yashir, was faced with the challenge of building the company's data department from scratch. He was looking for a firm that would be able to provide value for a variety of needs – consulting, strategy, implementation, hiring, training and more. Being familiar with the work of many consultants, he was looking for tangible, results-oriented solutions that go beyond a presentation and roadmap.

## RESULTS

In 1.5 years of working together, Levin has built a thriving data department which other departments look up to. The collaboration includes weekly 1:1 meetings between Levin and Amit, BLeader's CEO, as well as weekly meetings in which they tackle the data department team's challenges and provide feedback and guidance. Levin is proud of the 3 predictive models that were planned, built and implemented in under 1 year, including a predictive lead scoring model and a predictive opportunity scoring model.

These models help the Mimun Yashir team understand which leads they should be investing more time and effort in, and after the initial call – which are the most likely to close a deal. BLeader also placed 3 top experts into Mimun Yashir's team – these data experts brought their AI and ML expertise and shared it with the rest of the team. The result is not only AI and ML implementation but also enriching the knowledge and the skills of the entire team.

## TOP VALUE ADDS

- A practical approach across the board
- Guidance and coaching
- The ability to communicate with the executive suite at their level

# How Shufersal Leverages Data – From the Supermarket Shelf to the Online Experience and Beyond



**Shirley Kagan**  
CDO at Shufersal



*Working with the BLeader team is a true partnership. They've helped me build the data department from scratch and for the last 6 years have been there to guide and collaborate with us on everything from hiring to creating top notch predictive models and delivering strategic business results.*

## Company

Founded in 1958, Shufersal is Israel's leading retailer. The chain has hundreds of branches across Israel, an average of 2 million weekly customers and 1.8 million customer club members; Approx. 13,000 employees from every population segment, religion, and ethnicity in Israel.

## Challenge

Shufersal's CDO Shirley Kagan's background was originally in economics – but when she was tasked with building the leading retail chain's data department, she knew it would be all about connecting business and technology. From the get go, Kagan looked for a consulting partner who would be involved deeply in the technology selection and implementation, hiring and training processes, and strategy – as well as being an active partner in building the department, positioning it in the organization and stirring it forward. As a large retail chain, the needs of Sufersal varied from making tools accessible to people who don't have desk jobs, creating habits across very different departments and answering both online and offline needs.

## RESULTS

Kagan is now leading a robust and vibrant department – with over 80% of her staff being hired by BLeader. "The BLeader team already knows just the right blend of data and business orientation that is right for our culture," said Kagan. While dashboards may not sound exciting, Kagan says that some of the most meaningful impact internally came from building dashboards that make data accessible for trade and branch managers. "Yes, the data was already available, but it's like the difference between having to go to the TV to turn it on vs using a remote control."

While Kagan and the executive leadership weren't sure if creating data habits would be feasible in such a diverse organization, where so much of the work is offline – the CDO says they were in for a huge, positive surprise. "Trade managers are now proactively coming to us and asking for tools and models to address their needs. We went from gut feeling to data-based decision making," says Kagan. Together with B Leader, Shufersal's data department has built tools across customers, discounts, product availability / alternatives, product variety, cross-sell, and more. "We were able to build tools in house, saving costs and giving us the benefit of owning our own data."

Some of the most impressive models that Shufersal now utilizes are predictive models. One of them predicts a customer's LTV, enabling the customers' club to decide what to offer them and creating a win-win for the customer and Shufersal. But it doesn't stop there – Shufersal also utilizes a discount prediction model, a dynamic pricing model, a product alternative suggestion model and more. These models help the chain maximize and optimize shelf variety, online sales and so much more.

## TOP VALUE ADDS

- Positioning the data department as strategic and helpful
- Creating trust across departments and functions
- Interviewing people about their needs and coming up with solutions
- Long term partnership that extends to hiring, coaching, and leading organizational initiatives

# How Nexxen Uses Data to Save Hundreds of Hours Each Month and Bolsters Its Competitive Edge




**Tal Mor**  
CTO at Nexxen

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Every BLeader consultant we worked with was a true expert, with an impressive track record and the ability to apply their knowledge to our business and data needs. While many companies provide BI and data services, few possess such expertise. Our results demonstrate the BLeader team's exceptional skills.

## Company

Nexxen seamlessly bridges the buy and sell sides through a single, cohesive video- and CTV-focused platform, enriching every stage of the campaign lifecycle with advanced and exclusive data, including automatic content recognition ("ACR") data. Each pillar of the company's technology stack effectively addresses industry challenges, minimizing waste and maximizing media spend and revenue across premium content and scaled, targeted audiences. Following the integration of Amobee earlier in 2023, brands, agencies and media companies are able to leverage Nexxen for discovery, cross-platform planning, activation, measurement and optimization.

## RESULTS

Starting from a 3 month consultation project, Mor was examining whether he could get quick and tangible results. Once he saw the ROI, the CTO kept adding more and more projects and scope to the collaboration – which has now been going on for 2 years. "The insights we provide to clients are mission-critical to Nexxen," says Mor. "With the help of the B Leader team, we were able to deliver value not only internally – but actually implement it as part of our differentiation and value proposition for premium clients." Mor says that a practical approach was key for the collaboration and that the team has seen immense success in organization-wide adoption of data practices. Platform selection was very important to the CTO, and he highlights the best practices that the B Leader team was able to implement in Nexxen, saving time and efforts and shortening the learning curve.

One of the most strategic projects was completely revolutionizing the way publisher data is analyzed, sliced and diced and turned into actionable insights. "We used to have an entire team work on analyzing the data, slicing and dicing it and then reaching decisions for 5-6 hours each day. This was a critical process, ensuring that TV viewers were served the right amount of ads, with the right pricing and protecting the profitability of these ads for both our clients and us." Mor says that with the help and guidance of B Leader, the Nexxen team has built a Vertica-based tool using Looker on the front-end that now does this work in a matter of minutes. A similar project has also been implemented on the advertiser side. "The ROI was immediate – increasing our profitability, our competitiveness and the value we are able to deliver to our clients. People now swear by this system."

## TOP VALUE ADDS

- Selecting the right tools, knowing what we can request from vendors and where we stand in terms of pricing
- Implementation at the highest level, including troubleshooting, gathering user requirements, feasibility study
- Hiring, training and driving internal adoption

## Challenge

Nexxen is a data-driven leading Adtech company. Because of the nature of their business, the company has massive amounts of data which is strategic to the company and the value they deliver to clients. CTO Tal Mor was looking for a data and analytics firm that would help him upgrade from Tableau dashboards to advanced data tools. Seeking to modernize the data platforms and also hire a team that has the right mindset and know-how to analyze and leverage the data, Mor came across B Leader. "BLeader and Amit were the most impressive in terms of experience, recommendations and offerings. It was clear their expertise is phenomenal," says the Nexxen CTO.

## How Cal Doubled Their Sales Thanks to Data



**Ittay Hazan**  
Former Chief Data  
& Digital Officer at Cal



*We shifted from a data-nice-to-have organization to a fully data-driven one. Every key decision now incorporates data, and our data department has a significant role. In the end, BLeader was the clear choice. I looked for consultants who would move beyond buzzwords and assist in implementation. They had to be practical, results-focused, and skilled enough to work with junior analysts while discussing strategy with top Finance executives.*

### Company

Cal is a credit and debit card company operating in Israel, founded by Discount Bank and Leumi Bank, and currently owned by Discount Bank and First International Bank of Israel. Cal issues and clears leading global brand credit cards: Visa, MasterCard and Diners Club (marketed exclusively by Cal) and provides non-bank credit to its customers. Since 2012, the company also clears IsraCard. Cal employs over 1,500 employees in its Givatayim, Ashdod and Modi'in Illit offices, who provide financial solutions and professional service over 2 million cardholders and tens of thousands of businesses.

### Challenge

Back in 2017, Ittay Hazan was tasked with creating a data department from scratch for one of Israel's prominent credit card companies, Cal. Back then, Cal was using data as a "nice to have" asset, and Hazan, its CDO had the vision of turning the finance company into a data driven organization. It was not a small task and the CDO felt like the first year would have to generate quick wins in order to justify the faith that executives put in the new department and create real credibility. He got proposals from BLeader, along with 3 of the top globally-leading consulting firms' data units. "At the end of the day, BLeader was the clear choice. I was looking for consultants who will be there with us beyond the buzzwords – and actually help us with implementation. It had to be a firm that is practical, results-oriented and has the skills to work alongside the most junior analysts – while discussing strategy with top Finance executives."

### RESULTS

In 5 years, Hazan went from a department of 2 people – to a vibrant department of over 20 team members. But it's not just the headcount. "Cal is now a truly data-driven organization where no key decision is made without first consulting with the data department. We went from 'nice to have' to having a significant seat at the table."

The partnership with BLeader started from the very foundations: Defining and outlining the data focus for Cal across marketing, sales, support, operations etc – and prioritizing it. Next, the BLeader team helped the CDO build Cal's OS for data with models and predictions, and implement them into marketing and sales. Within 18 months, they were able to double their sales performance thanks to data.

### TOP VALUE ADDS

- Marrying strategy with a practical approach, designing the organizational processes in a sustainable, hands-on manner
- Communicating the importance of data and providing guidance across the organization – from junior analysts to top executives
- Leveraging the wealth of data that Finance companies have for quick wins as well as long term results

# How Papaya Global Built a Data Unit from Scratch



**Sharon Amit**  
Senior Director of Data  
and Process Payments  
at Papaya Global



*BLeader finds the right talent but it doesn't end there - they provide guidance through onboarding and training and it results in better success rates. BLeader's commitment and credibility is unprecedented - both when it comes to troubleshooting at any time of the day, and when it comes to being responsible for the team members they bring.*

## Company

Papaya Global is a SaaS fintech company providing global payroll technology and the only one with an embedded payments platform designed for the workforce needs of global enterprises. Papaya's comprehensive technology, known as Papaya Payroll OS, provides global payroll with automation, compliance, flexibility, and security.

The platform gives finance teams the visibility and control to master workforce spending and payments – with full liability if anything goes wrong. Papaya's integrated approach connects the dots of global payroll, unifying and standardizing data and processes from HCM and ERP tools to create a single source of truth. It turns payroll – every company's biggest expense and liability – into a strategic asset, empowering growth at scale.

## RESULTS

The first project was establishing a data strategy and architecture, as well as developing Papaya Global's approach to data. "Working with BLeader enabled us to bring the right people and to establish a data architecture within a very short period of time," says the Senior Director. Sharon goes on to say that creating credibility and trust, while having a lean unit that meets its lofty goals within a lean timeframe was the most important result.

Working with BLeader provided Papaya the flexibility to reach quick wins and build a healthy infrastructure without having to go through trial and error, but leaning on BLeader's experience. "This provided us with a very elastic solution which we could expand as organizational readiness grows."

Another key element was the sense of true partnership and commitment. While organizations can be weary of trusting outside consultants with hiring and training, Amit says it was a game changer. "BLeader finds the right talent but it doesn't end there," he says. "They provide guidance through onboarding and training and it results in better success rates."

Papaya Global's Senior Director also mentioned that reliability and availability were a big component of how well the collaboration works: "I can call them to troubleshoot at any time of the day, and I can count on them for anything regarding team members they help us find."

## Challenge

After collaborating with BLeader during his work at Payoneer, Sharon Amit was hired as Senior Director of Data and Process Payments, and tasked with building Papaya Global's data unit from scratch. While he had a very clear understanding of how he wanted things to work, setting it up required technological skills which Amit says he did not possess. Another challenge was hiring and training the right people – which can be challenging in a fast-paced startup that wants results fast. Amit needed to achieve all this with limited time and resources and earn the company's trust in the data unit by overdelivering.

## TOP VALUE ADDS

- Team building with capabilities and training/guidance
- Data architecture that is tried and true and can be customized very quickly to our particular needs, vertical etc
- Commitment and credibility: If there's an issue, I can always call them and get a solution, no matter the time. When it comes to hiring through BLeader, their approach is that if there's an issue, it's their job to make sure we have a solution.



***READY TO TAKE YOUR  
BUSINESS TO THE NEXT LEVEL?***

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*make your data FLY*