

# Creating Reality Together Series

## The Company – ThetaRay

ThetaRay is an innovative disruptive AI company. Its groundbreaking technology is the product of over 15 years of academic research. With their proprietary and patented algorithms, world-renowned mathematicians Professor Ronald Coifman (Yale University) and Professor Amir Averbuch (Tel Aviv University) created a new paradigm in anomaly detection. Their approach uses multiple computational algorithms to solve single problems, by fusing the results and relying on the wisdom of the algorithm crowd to yield the best results. ThetaRay's platform is transforming the way that the world benefits from data.

### The starting point

In 2015 we met ThetaRay leadership team at a crossroad. They had to define their value proposition, their structure and their go-to-market strategy. The company had to prepare itself to meet its global potential. We agreed with Mark Gazit the CEO that N.E.W.S.<sup>®</sup> Organizational Navigation will be the starting point. Mark has worked with N.E.W.S.<sup>®</sup> previously in 4 other companies that he led successfully.

### The process

In 2015 we ran the first Organizational Navigation workshop, focusing on value proposition, go-to-market and internal structures to support both. We followed with quarterly check-points and half-yearly renewed navigation processes. We also coached some executives that were pivotal for the success of the company. The close work with the CEO resulted in a continuous growth and value creation. Following a midyear navigation in 2018, it was decided to repeat Organizational Navigation late in 2018 to help to lead the company to its global rightful positioning. The vision for 2018 that was created in 2015 was actualized almost accurately.

### The results

ThetaRay is now an established global success. Its customers are amongst the largest financial institutions in the world. The company is well structured to support its success in the market. ThetaRay has won numerous international awards for its innovation and its success to prevent crimes that otherwise would go unnoticed.

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"I know the N.E.W.S.<sup>®</sup> solutions very well. This compass actually works again and again. This is the fifth company that I lead in which I cooperate with N.E.W.S.<sup>®</sup> successfully. I was amazed how our 2015 vision became accurately true in 2018. I believe we can create our reality together and bring about a new future".

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Mark Gazit - CEO