

Management Team



Shawn Melamed

Founder, President and CTO

As founder and CEO, Shawn Melamed is responsible for the strategic vision, overall management and business leadership of Correlix. Shawn is charged with executing the company's aggressive vision – "To be the leader in Latency Intelligence™" by providing software solutions that enable financial services companies to monitor and measure trade execution and market data flow latency in real-time to gain a substantial competitive advantage." Executing this vision includes continual innovation of the company's products and services, ensuring customer success and providing stakeholder return on investment.

Shawn is the visionary behind Correlix's flagship Latency Intelligence solution. With over 10 years of experience in working on enterprise distributed transaction performance problems by monitoring raw network traffic, Shawn combined it with extensive research in unrelated bioinformatics to create the unique message correlation technology underlying the Correlix Latency Intelligence solutions. Before founding Correlix in 2005, Shawn was partner and CTO of Strauss Strategy, where he managed enterprise technology solutions for international corporations in the Banking, Equity Trading, Insurance and Retail sectors as well as with leading independent software vendors (ISV's). Prior to Strauss Strategy, Shawn held senior technical positions at Navicula, PrimeNet, and IDF.

Shawn graduated Cum Laude with a BSc in Computer Science and Biology from Tel Aviv University, where he was part of an exclusive Bioinformatics program.

Dan Norcross

Vice President of Client Services

As VP of Client Services, Dan Norcross is responsible for global solution delivery, client services and support. Dan leads a talented team of professional service engineers with a mission to facilitate our client's success through delivery excellence and a strong commitment to quality.

Dan brings to Correlix 11 years of IT experience in designing and implementing distributed enterprise systems. Prior to joining the Correlix team, he spent 5 years with TransactTools and NYSE Technologies working closely with trading firms and exchanges to implement cutting-edge front-office systems including client connectivity gateways, DMA and sponsored access solutions, and risk management applications. In his final 2 years with NYSE Technologies, Dan was Head of Professional Services in Asia, where he supervised large-scale projects with exchanges and global sell-sides across the region.

Dan holds bachelor degrees in Computer Science and Asian Studies from Williams College, and a master's degree in Classical Chinese from Harvard University. Currently, he is completing his MBA at the NYU Stern School of Business.

Sam Naftalovich

Vice President of Operations

Sam Naftalovich brings more than 15 years of experience in leading and managing global technology and operation teams. As Vice President of Operation at Correlix, Sam is leading a worldwide client delivery and support organization as well as managing Correlix's RaceTeam service operation. Prior to Correlix, Sam spent 8 years as a Director at Credit Suisse Prime Services where he was responsible for supporting hundreds of hedge funds. In this capacity, he spearheaded the development and operation of an innovative portal supporting clients internationally. He also held management and technical positions with Radware, StorageNetworks and NetXchange and started his career as a software developer with Bay Networks.

Sam holds a Bachelor of Science degree in Computer Science and Business Management from the Hebrew University in Jerusalem.

Dr. Einat Orr

VP R & D

Dr. Orr brings to Correlix a specialized academic and algorithmic industry background in statistics and models in queuing theory, stochastic processes, approximation algorithms for NP hard problems on graphs and clustering models. Prior to Correlix, Dr. Orr accumulated diverse experience by taking leadership algorithmic roles both in bioinformatics companies Glycodata LTD and Compugen (CGEN), as well as in communications at Flash Networks. Dr. Orr received her PhD and Masters from the Department of Statistics and Operation Research, of the School of Mathematics, Tel Aviv University, and her Bachelors of Engineering from Tel Aviv University School of Engineering.

Galit Dekel

Director of Finance and Operations

Galit, a CPA, joined Correlix in December 2008. Prior to joining the company, Galit worked as a Finance Manager for 5 years in Dassault systems, Israel, a software company specializing in solutions for the PLM market. Her responsibilities included financial reporting to the Mather company, corporation accounting and tax preparation, revenue recognition, budget and forecasting, Prior to Dassault systems, Israel, Galit worked as at Ernst & Young's Tel Aviv office. Galit holds a Master degree from The College of management in Business and a Bachelor degree of Business and Accounting from the College of Management.

About Correlix, Inc.

Correlix offers real-time Latency Intelligence™ monitoring software to capital markets firms to identify and manage latency impediments to trade opportunities and discover ways to efficiently optimize their transaction infrastructure. Correlix uses unique message correlation technology to show latency for the entire chain of events in trade execution and market data flows.

With Correlix Latency Intelligence solutions you can:

- Trace trading transactions across complex diverse landscapes to report a multi-step flow latency by customer, trade path or destination
- Ensure you are delivering the freshest data to consuming applications and trader desktops fast despite the complex networks and data infrastructure it traverses.
- Easy to deploy and use Correlix solutions help companies gain competitive leverage by monitoring real-time process flows to analyze order flow, volume sensitivity, system processing time, liquidity venue response time and more without impacting performance or introducing additional latency.



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