Alex Zukerman rejoined Sapiens in April 2020 with responsibility for formulating overall product, business and growth strategies. In the past decade, Alex has fulfilled various management roles at Sapiens, in the areas of product management, product strategy, business development and corporate strategy, with also some time spent at Novidea, a leading InsurTech company, as a Chief Revenue Officer. Alex started at FIS in 2001 and then moved to IDIT, serving as VP of Sales, both companies of which were acquired by Sapiens. Alex holds an LLB from Tel Aviv University and possesses extensive insurance, financial services, sales, business development and product management experience.