**TAULIA APPOINTS DANIELLE WEINBLATT AS CHIEF PRODUCT OFFICER**

*Weinblatt will oversee Taulia’s product vision and strategy*

**SAN FRANCISCO, CALIFORNIA, 15 JUNE 2022** - [Taulia](https://fullyvested-dot-yamm-track.appspot.com/2upKEMmxKbrTbCSDRZ-yYEy2BaV3_eOK1zMky9rt98wtGYjxmgQEIDOWqNWf7Jzyn9dPPJv6oYO2zW8P4UAqk_9oJk2HKHN89FyEbiFkpS_Nb3ZBNh4BuuzldAhT2HUM1iV3pjGvtm7396KaclCpkQXaQY5eSsp8wDGRhc_oAQ0ax), a leading provider of working capital management solutions and part of the SAP Group has today announced the appointment of Danielle Weinblatt as Chief Product Officer.

In this role, Danielle will oversee Taulia’s product organization and execute its ambitious product vision, strategy, and development roadmap. She will focus on building innovative offerings, expanding product suites to new geographic markets, and will work closely with SAP to provide customers with the best working capital tools needed to thrive in the networked economy. Danielle will report directly to Taulia’s CEO, Cedric Bru, and will work closely with Taulia’s Sales, Marketing and Technology leads.

Danielle joins Taulia with over 10 years of experience in the SaaS industry. She most recently served as Executive Vice President of Product at 24/7 Software. Prior to this, she was the Founder and CEO of ConveyIQ, which was acquired by Entelo.

Danielle holds a Bachelors’ Degree from Cornell University and an MBA from Harvard Business School.

**Danielle Weinblatt, Chief Product Officer, Taulia, comments:** “I couldn’t be more excited to join the Taulia and SAP teams. By combining people, innovation, and technology, I believe we can create better and more sustainable solutions for our customers. I look forward to working closely with our customers to help them unlock their liquidity and achieve their working capital goals.”

**Cedric Bru, Chief Executive Officer, Taulia, comments:** “Danielle joins us at an exciting point in our journey. We remain focused on accelerating growth, driving innovation, and providing our customers with the industry's best working capital management platform. Having best in class products is central to delivering on our strategy and with Danielle’s leadership and expertise, we’ll be able to accelerate our growth to serve our customers and communities better.”

**ENDS**