



# Empowering businesses to unleash ecommerce growth by outsmarting risk

Many of the world's biggest brands and publicly traded companies selling online rely on Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention.



## Platform & products

Riskified is a pioneer in ecommerce fraud prevention, using proprietary machine learning models developed and managed by the largest team of ecommerce risk analysts, data scientists and researchers, and enriched by our global merchant network, Riskified's AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide precise real-time decisions and robust identity-based insights.

Our portfolio of products is designed to lift revenue and improve profitability comprehensively across the entire ecommerce purchasing lifecycle from login to checkout to claim to representation.



### **Chargeback Guarantee**

Lift revenue and let our market-leading AI platform's remove fraud. Full chargeback protection that gives you confidence to sell online to anyone, anywhere in the world.



### **Dispute Resolve**

Allows merchant chargeback operations teams to streamline workflows and recover more revenue from fraud and non-fraud chargebacks.



### **Policy Protect**

Offer an excellent shopping experience while preventing return, refund, promotion, & reseller abuse.



### **Account Secure**

Account Secure protects consumers' saved merchant accounts from fraud by detecting & preventing malicious login attempts from both bots and humans. Riskified's machine learning models identify and block unusual sign-up activity to safeguard customer information & merchant profits.



### **Adaptive Checkout**

Yes/No fraud decisions might block bad transactions, but can still leave too many good customers behind. Adaptive Checkout is the first AI engine of its kind to dynamically identify good customers – not just risk. It intelligently segments each order to send good customers straight through checkout and authorization, screens out fraud, and identifies where and when to request additional verification in order to prevent false declines.

## Our values

- **Accountability**

We deliver predictable top-line revenue and bottom-line profitability. As a public company, Riskified provides a level of transparency into business performance that private, non-accountable vendors

- **Expertise**

We empower in-house merchant teams with extensive fraud and data science expertise. Our team of fraud and risk experts bring decades of collective expertise in fraud, payments, and identity intelligence spanning industries and geographies.

- **Ingenuity**

We tackle complex business challenges with groundbreaking innovation and fundamentally embrace continuous improvement and optimization in tackling complex challenges for our customers.

- **Precision**

We deliver exceptional business outcomes by leveraging AI to drive precise decision-making. Our accuracy is powered by over 480 data attributes, 300 models, & over 600 proprietary predictive machine learning features.

## Other details

- **Headquarters**

Europe House  
Sderot Sha'ul HaMelech 37,  
Tel Aviv Yafo, Israel

220 5th Ave, 2nd Floor  
New York, NY 10001

- **Locations**

New York, Tel Aviv, Lisbon, Shanghai,  
Melbourne, Tokyo, São Paulo

- **Number of employees**

Approx. 700

- **Customer revenue retention rate**

96%

- **GMV reviewed**

\$140 bn in 2024

- **Founded**

2013 in Tel Aviv

- **Publicly listed NYSE**

RSKD



### **Eido Gal, CEO & Co-Founder**

Eido Gal is the Chairman, Co-Founder, and CEO of Riskified (NYSE: RSKD), a global leader in ecommerce fraud and risk intelligence. Eido co-founded Riskified in 2013 to pioneer a machine learning-led solution safeguarding ecommerce businesses against payment fraud. Under his leadership Riskified has executed on its global expansion strategy and is a leading reviewer of online transactions for many of the world's most recognizable brands and publicly-traded merchant companies. Prioritizing continuous innovation, Eido has played a significant role in the expansion of Riskified's AI-powered platform of products, proven to boost ecommerce revenues while reducing fraud across the entire customer lifecycle.



### **Assaf Feldman, CTO & Co-Founder**

Assaf is the Chief Technology Officer (CTO) and cofounder of Riskified. He leads the Product Development and Technology teams. Under his leadership, Riskified has built an ecommerce risk management platform with proprietary machine learning models that drive an automated decisioning engine supporting its ecommerce risk mitigation suite of products. Assaf brings two decades of experience developing robust systems with machine learning algorithms and intelligent UIs for risk management applications. He was selected to be a research scientist for the Ambient Intelligence group at MIT's Media Lab.



### **Aglika Dotcheva, CFO**

Aglika (Agi) Dotcheva is the Chief Financial Officer at Riskified, a global leader in ecommerce fraud and risk intelligence. In her role, she is responsible for all of the company's financial functions, including financial planning and analysis, accounting, treasury, legal, investor relations, and workplace operations. Outside of Riskified, Agi also serves as a founding member and is on the steering committee of Fsuite, a community platform for CFOs of leading venture capital funds and high growth technology companies. She is on the advisory board of ARK, an AI powered software solution that helps optimize architectural and engineering plans. Aglika holds a BA in Economics from Columbia University, and an MBA from NYU Stern School of Business. Prior to joining Riskified in 2014, Agi served as associate director at the Central Office of Budget and Financial Planning, office of the CFO at NYU.



**Ravi Kumaraswami,**  
**President of Worldwide Field Operations**

Ravi is Riskified's President of Worldwide Field Operations. He drives the strategy and operations of our global sales, marketing, account management, and channel teams. He has more than 20 years of leading revenue-generating functions. Prior to joining Riskified, he served as CEO of Crownpeak Technologies, CRO of Lithium Technologies and SVP of Global Sales At SAP Ariba.



**Jeff Otto, Chief Marketing Officer**

Jeff Otto is the CMO of Riskified (NYSE: RSKD), a category leader in AI-powered fraud and risk intelligence that delivers predictable top-line growth and bottom-line profitability to leading ecommerce brands. Prior to Riskified, Jeff led the marketing department at Marqeta (Nasdaq: MQ), a global fintech. From 2014-2021, Jeff held various marketing leadership roles within Salesforce Industries. Earlier, Jeff worked in the technology divisions of Morgan Stanley and Merrill Lynch. Jeff holds an MBA from the University of Texas at Austin, and a BS in Information Sciences and Technology from Penn State University. He and his family live in Sonoma County, California.



**Dana Teplitsky, SVP Global HR**

Dana Teplitsky is Riskified's Senior Vice President of Global HR. She is responsible for leading all aspects of Riskified's people strategy including recruiting, compensation, benefits, learning and development, internal communications and employee engagement. Prior to joining Riskified she led the Human Resources functions at New York Public Radio and MongoDB. Previously, she worked in HR positions at Endurance Specialty Holdings Ltd, and DoubleClick (a division of Google, Inc.).



### **Nadav Lobel, SVP, Account Management & Analytics**

Nadav is the SVP of Account Management and Analytics at Riskified. He oversees performance management, client relationships, onboarding, and customer support efforts. His primary responsibility is to ensure that Riskified's merchants meet their performance goals, with the ultimate aim of helping clients maximize success and reach their full potential. Nadav is passionate about building high-performing teams from the ground up, and has been with Riskified for 9+ years. Over the years, he has worked closely with some of the world's largest ecommerce companies to optimize conversion flows and eliminate inefficiencies in the customer journey.



### **Avi Shauli, SVP, Engineering**

Avi Shauli is the Senior Vice President of Engineering at Riskified, overseeing the company's global engineering organization and leading initiatives across infrastructure, AI integration, and product scalability. With over 20 years of experience, he has built and scaled high-performing teams across multiple regions, including Israel, India, and Europe. Before joining Riskified, Avi held senior roles at Papaya Global, Pixellot, and Avaya, where he led the adoption of cutting-edge technologies and drove large-scale transformations in R&D, DevOps, and cloud architectures. He is passionate about fostering end-to-end ownership, efficiency, and innovation across engineering teams.



### **Shahar Yaari, SVP, Product**

Leading product management at Riskified, Shahar Yaari drives innovation for the company's suite of fraud and risk intelligence solutions that empower merchants to thrive in the ever-evolving omnichannel threat landscape. Prior to Riskified, Shahar has led product teams at NICE Actimize for over a decade, delivering risk and compliance solutions that brought together machine learning and domain expertise to combat trading manipulation, money laundering, and terrorist financing.



### **Eric Treichel, General Counsel**

Eric Treichel is the General Counsel and Corporate Secretary at Riskified, a global leader in ecommerce fraud and risk intelligence. In his role, he is responsible for the company's legal function. Beyond his role at Riskified, Eric is a founding member of L Suite, an executive peer community designed for Chief Legal Officers and General Counsels. This platform empowers them to make informed, swift decisions that drive their companies' success. Eric holds a BA in Economics from Northwestern University, and a J.D. from the University of Pennsylvania Law School. Prior to joining Riskified in 2018, Eric held roles at Eleven James, Zocdoc and Sullivan and Cromwell LLP.