

You're spending on technology without anyone technical on your side.

You don't need a full-time CTO. You need someone technical you can trust when making expensive technology decisions.

The reason people call

This sounds familiar if...

- A vendor has quoted you for a project and you can't tell whether the number is fair.
- Someone is proposing software you don't fully understand.
- Staff spend hours every week on work a computer should be doing.

How this works

How I help

I sit on your side of the table. I read the proposals, ask the vendor the questions you'd ask if you knew which ones to ask, and tell you plainly what I'd do.

Sometimes that's "this is a fair price and they know what they're doing." Sometimes it's "you don't need this at all." Both are useful, and the second one is usually worth more.

Technology Assessment

Start with a Technology Assessment

I spend time understanding how your organization actually works, rather than how the org chart says it works. Then I answer one question: what should you improve, replace, automate, buy, build, or simply leave alone?

How long

Scoped per organization

Where

Tel Aviv, or remote

What you get back

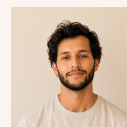
A short roadmap in plain language. What's worth doing, in what order, and roughly what each one involves.

Which tools to keep, which to drop, and which you're paying for twice.

Where automation would genuinely give staff time back, with the hours attached.

Where a vendor is worth the money, and where you'd be buying something you don't need.

The cheapest technology project is the one you talk yourself out of. A good advisor saves you more by what they stop than by what they build.



Tomer Gal

Fractional VP of R&D
for founder-led startups