

# Amir Peleg

TaKaDu Ltd., Founder & CEO

[www.takadu.com](http://www.takadu.com)

SWAN, Smart Water Networks Forum, Chairman

[www.swan-forum.com](http://www.swan-forum.com)



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Amir is the Founder and CEO of [TaKaDu](http://www.takadu.com), a leader in **Integrated Water Network Management**, providing water utilities with an **Event Management Solution**, managing the life-cycle of all network issues, while providing operational benefits, strategic insights and changing the way water utilities work. The TaKaDu solution is currently deployed with leading water utilities in 9 countries.

TaKaDu was honored as a Technology Pioneer by the **World Economic Forum** of Davos, and featured as a **Harvard Business School** case since 2013. In addition, Amir is the Chairman of [SWAN](http://www.swan-forum.com), the Smart Water Networks Forum, a global industry organization bringing together stakeholders in the smart water space.

A serial entrepreneur, Amir founded YaData in 2005, serving as CEO until the company's acquisition by Microsoft in 2008. In 1999, he founded Cash-U (later named Unipier).

Amir holds a B.Sc. in Mathematics, Physics, and Computer Science from the Hebrew University of Jerusalem and an MBA from **INSEAD**, Fontainebleau, France.