

monday.com appoints its first CPTO to stimulate product innovation

[Roy Edwards](#) July 13, 2023

Monday.com has [promoted Daniel Lereya as its first Chief Product and Technology Officer](#). The company has ambitious plans to propel the company into its next chapter of product innovation and R&D growth. During his seven-year tenure at monday.com, Lereya led the R&D organisation and then expanded into overseeing the Product teams. As part of the senior management team, Lereya is essential in using technology and innovation to drive monday.com's forward-looking product strategy, vision, and execution.

The company says his holistic leadership strategies led to some of the company's most pioneering product launches. This includes monday.com's evolution into a Work OS. Its ongoing expansion to a multiproduct company with recent launches of monday sales CRM and monday dev. In addition to a multitude of key product elements, including monday AI. As CPTO, Lereya will continue to bring his expertise and leadership as monday.com continues to evolve.

In his new role, Lereya will focus on growing monday.com's multi-product vision and operational efficiencies while strengthening execution for company growth. This includes hiring across the Product, R&D, and Design teams. Organisational leadership and departmental infrastructure are already taking form within his various groups. Beginning with two internal promotions to the roles of VP, R&D, Infrastructure & Foundations, and VP, Product. As well as sourcing candidates for the open roles of VP, Product Design and VP, Engineering.

Leading the charge on product innovation

"I'm thrilled to step into the Chief Product and Technology Officer role. To

lead the best-in-class technologists, product managers, product designers, and engineers at monday.com," says Lereya. "Our approach to fostering monday.com's unique process of product development has been deeply intentional.

"We combine multi-disciplinary teams where team members bring their talent and industry knowledge to work together. To build the entire product, development, and design cycle in pursuit of our shared goals. I look forward to the next era of growth and further collaboration with my entire team."

This dual leadership CPO/CTO model will allow Lereya to simultaneously lead the charge on the product and technology disciplines to drive innovation within monday.com. Lereya will continue bringing a strategic and analytic perspective to bolster monday.com's unique approach of integrating the product and technology process with design. He will continue to report to co-CEOs Roy Mann and Eran Zinman.

Enterprise Times: What this means for business

Monday.com has grown from strength to strength over the past few years. Earlier in the year, the company released another set of strong results. Furthermore, the company [launched a new development team in London last year](#). Lereya will be responsible for prioritising the building and scaling of his team of over 400. Today's modern technology enterprises must continually innovate to differentiate themselves from competitor and tap into the real needs of customers. Innovation is dependant on having the right people available to make the right decisions. Lereya's role will be crucial. He will be responsible for the strategic hiring and increasing monday.com's global presence in Warsaw, London and the US.