



**Aharon Horwitz**

CEO, Co-Founder

Aharon is the CEO and co-founder of Fullpath, a comprehensive data and marketing platform designed specifically for the automotive industry. Since founding the company in 2017 (originally as AutoLeadStar), Aharon has positioned Fullpath as the industry leader in helping dealerships unify their customer data, empowering them to modernize their operations through intelligent data infrastructure, AI-powered marketing solutions, and advanced sales enablement tools.

Aharon brings a diverse entrepreneurial background to automotive technology. In 2007, he co-founded Presentense, a global incubator for socially minded startups, establishing branches throughout the world, including in the US, Canada, Europe, and Israel. Aharon was also CEO and co-founder of 40Nuggets, a platform he launched in 2012 to help small and medium businesses better engage their website visitors.

A recognized thought leader in automotive innovation, Aharon frequently speaks at industry conferences and contributes to leading publications. He co-authored “The Last Dealership,” an industry analysis exploring how AI and automation are reshaping automotive sales. Aharon holds a BA in Political Science from Columbia University. He lives in Jerusalem with his wife Alieza and their two young children.