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Tal Ben Bassat, former senior executive at Mastercard, joins Anchor as VP Finance and Operations

Tal Ben Bassat joins the pioneering cloud-based B2B payments automation platform to oversee its strategic expansion and growth in the US

Tel Aviv, July, 2022 — [Anchor](#), the autonomous B2B billing & collections platform, announces hiring Tal Ben Bassat, a senior Mastercard executive, as its new Vice President of Finance and Operations.

Prior to Anchor, Tal spent three years at Mastercard's New Payment Platform division, located in London, UK, leading the global product strategy, business development, and M&A of multiple products in the areas of Real-Time Infrastructure, Account to Account payments, and Open Banking. Tal is a certified lawyer and a CPA specializing in technology companies, and his global experience includes multiple international strategy, operations, and business development roles. Tal holds an MBA from the London Business School and a bachelor's degree with honors in Law, Business Administration, and Accounting from Reichman University.

Founded in 2020 and backed with \$15 million seed funding from leading international investors, Anchor brings the SaaS billing experience to the B2B service industry. Estimated at \$120 trillion annually, B2B billing and collections are highly manual processes that affect companies of all sizes, especially small and medium-sized businesses (SMBs), which are more cash flow sensitive. Anchor is the first solution to fully support dynamic billing needs that change constantly while solving multiple pain points such as late payments, revenue leakage, manual mistakes, fraud, and the high operational costs involved.

"Anchor's end-to-end platform fully automates the entire billing cycle: from the minute the relationship starts with an agreement until the money is transferred to the vendor and reconciled in the general ledger. This provides both businesses and their clients full control, flexibility, transparency, and security by leveraging Open Banking and Account-to-Account payments," says Tal. "This is a simple and elegant solution for a complex problem that will help companies secure their cash flows, and long-term growth. I am excited to join Anchor's experienced and highly motivated team in bringing businesses into the automation age."

"Delayed B2B payments bring hundreds of SMBs down every year and wipe billions of dollars out of the global economy," says Rom Lakritz, Anchor's CEO and Founder. "Anchor's mission is to help business owners get paid on time, effortlessly, and thrive by enabling them to focus on growing their operation and providing high-quality service to their customers. Tal's skills and multidisciplinary experience make him a perfect partner in this journey, and we are thrilled to have him on board."



About

Anchor gets businesses paid on time, effortlessly. Anchor's autonomous billing solution is a cloud-based platform that redefines B2B billing, collections, and payments. By providing an end-to-end billing and collections solution and removing all manual labor from these processes, Anchor eliminates the risks of fraud and human error in B2B payments. Founded in 2021, Anchor brings the SaaS billing experience to the B2B service industry and is the first to support dynamic billing needs that change constantly. Visit www.sayanchor.com to learn more and get started.

