



2023 Ones to Watch Industry Leaders: Omri Dor, Obligo

June 27, 2023 - Spotlights



Omri Dor
Chief Operating Officer

Obligo

Number of years in CURRENT position: 5

3 skills that you use every day in your position:

Listening: Trying to truly elicit people to speak their mind, without biasing them beforehand. Noise filtering: Knowing what news to ignore, what fires to let burn, and what meetings not to attend. Intervening mindfully: At the right time, with the right amplitude, and with the right attitude to harness cooperation.

Best book, podcast, or app for aspiring leaders:

How to Win Friends and Influence People, which has been foundational for me.

Best advice for new leaders in 10 words or less: State your vision and repeat yourself

What recent project, transaction or accomplishment are you most proud of? Every day at Obligo, I make an effort to talk about our mission of building trust between landlords and renters through financial technology. I was recently surprised to learn of a new feature that was developed under my nose, which strongly encouraged landlords to add supporting documents to their security deposit deductions. The fact that this initiative came from the team without me even knowing was incredible, and reinforced that our mission is taking wing.

What makes this nominee an Industry Leader? "Omri co-founded Obligo in 2018, together with his brother Roey Dor. They have since raised more than \$50 million and are looking to bring Obligo's industry-changing security deposit solutions to millions of homes across the United States. As the COO, Omri's vision and passion inspires the team daily."- Keegan St. Onge-May, VP of Marketing at Obligo.

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