



## Brian Carlton Byrd

### Founder, President & CEO

Mr. Byrd is responsible for the execution of the company's mission to make companies' employees feel appreciated, happy and engaged and to give customers the best shopping experience in the world.

This includes strategy, product development, seller relationships and group and business partnerships. Past duties included wireless network strategy, strategic partnerships, infrastructure design and implementation of the business plan. He also managed the successful execution of an initial product launch for an Internet game business in Austin, Texas with retail sales in Wal-Mart and on a smaller scale in New York City. Prior to founding the company, Brian was an Investment Banker at Bear, Stearns & Co. Inc. in New York City. His first experience in the wireless industry was as a Summer Associate at McKinsey & Company where he worked on an assignment for a client in the cellular service industry focusing on advertising effectiveness and customer retention. Brian started his corporate career at Citibank, was trained in Citicorp's Global Institute of Finance and worked as an Associate providing construction loans to the largest Real Estate developers in New York City before entering business school. Brian has an MBA from the Harvard Business School and a B.A. from Morehouse College.