



## CEO Search @ PopuTrust, Inc.

*This is not an offer of employment or solicitation for services.*

**POPUPTRUST, INC - CHIEF EXECUTIVE OFFICER – JOB SUMMARY:** The Chief Executive Officer provides leadership for all aspects of the company's operations with an emphasis on long-term goals, growth, profit, and return on investment. Promoting cross-functional collaboration, customer communication & excellence in service, flexibility & adaptability, and an aggressive organic and inorganic growth plan, the Chief Executive Officer will provide strategic and execution leadership of the value creation plan.

**POPUPTRUST OPPORTUNITY SUMMARY:** People Search is a massive Multi-BILLION dollar market. Our direct competitor just raised \$250M at a \$4 Billion valuation from Venture Capital to exploit this market (think about the background check your UBER driver or nanny had to take). Regardless of your politics about Guns/Firearms – few argue against background checks, yet fewer know how difficult these really are to execute effectively. People no longer just search "for fun" on celebrity names - a quick name search is often a precursor to a business meeting, a romantic date, a landlord/tenant relationship, employer/employee screening, college application process, or other research process. Billions of Searches for name per DAY from the web (i.e. Google) and increasingly from Mobile Devices. Currently, big data firms are selling this data to the highest bidder...soon...as awareness of this practice grows...individuals will want to own, control, and sell their personal data back to these same marketers. PopuTrust is where individuals go to take back control of their online identity and sensitive Personal Data.

**POPUPTRUST, INC - CHIEF EXECUTIVE OFFICER – ROLE & RESPONSIBILITIES:** The Chief Executive Officer will lead the organization toward continued success and an accelerated revenue ramp up with an exponential growth objective in the next 1-3 years through combined startup and inorganic growth initiatives. The CEO shall provide strategic direction for the development of overall business plan, innovation, business development and operations to ensure consistency across all targeted segments of the market to compete against Competitors: Intelius (revenues of \$150 million), 123people, PeopleSmart, Spokeo, BeenVerified, myLife.com, reputation.com, etc. Anticipate innovation and future direction of the market utilizing external and internal resources and brings the company into the forefront of that trajectory. Will effectively assess, continuously evaluate, plan, and execute against the company's aggressive growth objectives. Is expected to ensure the overall effectiveness and rapid growth of the company's existing customer base and expanding the company's sales through new customers/markets and leverage innovative pipelines. CEO will be accountable for all elements of the value creation plan including continuing to introduce new and innovative products, services, solutions to the marketplace. Will be responsible for protecting and employing assets to achieve set targets and creating a culture that embraces empowerment and teamwork while significantly growing revenue and EBITDA through the development and achievement of short and long-term business plans, ensuring financial alignment and results with overall corporate objectives. Key responsibilities related to revenue generation include identifying opportunities for growth and removing barriers to growth; interfacing with existing supply chain, and end users to help them grow and identifying new customers to enable rapid growth. Will maintain, enhance, and further develop the company leadership and workforce as required. Essential Duties and Responsibilities Ensure aggressive growth and profitable sales, financial, and operational performance in concert with the strategic plan. Establishes key metrics to monitor performance for team & management. Works with the board of directors and other executives to establish short-term objectives and long-range goals, and related plans and policies. Meets regularly with the Board to discuss planned versus actual growth, profitability, employee productivity and moral, and other relevant issues. Manage and optimize operational performance related to service delivery, efficient operations, and other programs to enhance profitability. Assume functional responsibility for the selection, development, evaluation, compensation, and retention of all team members, direct reports as well as dispersed consultants, freelancers, etc. Build and maintain

relationships that guide, motivate, and reinforce positive performance of all company team members toward goal accomplishments. Ensures the company's compliance with all applicable laws, rules, regulations, and standards. Serves as the company's representative to the board of directors, shareholders, employees, customers, the government, and the public. Fiscal Responsibility: Full P&L responsibility/experience. Presents regular reports on the status of the company's financials and operations to the board of directors and to company staff. Oversees the organization's financial structure, ensuring adequate and sound funding for the mission and goals of the company. Reviews the financial results of all operations, comparing them with the company's objectives and responding appropriately to correct unsatisfactory performance and results. Negotiates with other companies/vendors regarding actions such as supply chain, purchasing and related outsourced services including labor, consultants, and freelance workers. Thorough understanding of management and financial practices in all areas and phases of business operations. Excellent managerial and financial skills and the ability to take leadership over any business operations area. Ideal Experience: Must have demonstrated experience driving exponential growth and revenue generation in a rapid growth, start up and lean environment. Must have experience driving innovation and fueling revenue generation. Must have intimate familiarity with innovative new product development, and end to end supply chain. Must have clearly demonstrated history of driving value creation and owning the full P&L. Success as an operating executive who owned, lived, and breathed full P&L, managed a balance sheet, treasury, banking relationships, full business picture including top to top customer engagement. 10+ years executive/senior management leadership with knowledge/experience in startup, entrepreneurial environments, ecommerce startup industry ideal. Outstanding leadership and team building skills with proven results in sales and operation required. Knowledge of and ability to gather, interpret and apply industry insights and trends. The ability to develop initiatives and project plans, allocate resources, identify potential issues/risks, and develop contingency plans. Ability to convert general business data and findings into applied, specific information and suggestions that add value to business planning. Ability to efficiently interact with board members. Executive gravitas and presence. Cultural Leadership Fit Ability to work in a fast-paced, hard-driving culture with a lean structure, demonstrated ability to succeed in and to drive a culture of performance. Must have an Entrepreneurial mindset. High EQ, listening skills and authenticity. Ability to operate with confidence, conviction, and command skills to effectively engage with, challenge, and work with business leadership and customers. Must be accomplished, committed to and passionate about people and talent development. Must be a team player to effectively manage people throughout the organization. Interpersonal communication skills are critical to provide leadership, influence, and motivation with multiple stakeholders. Record of systematic and analytical approaches toward situation analysis evaluation and the development of specific programs that maintain a perspective on long-term goals while attaining short-term objectives. Exponential business growth and transformation accomplishments. Demonstrated analytical, problem solving and negotiation skills. Strong strategic thinking and planning skills. Critical Personal Characteristics The ability to handle multiple priorities; addressing present concerns while keeping an eye on future opportunities will be critical to this executive's success. Proven ability to quickly establish significant credibility, trust, and support within all levels of the organization. Execute for results by creating a sense of urgency and makes rapid course changes when needed with a strategic mindset. Demonstrate strategic agility and business acumen through an ability to develop and implement a business plan, driving strategies and ideas from a keen understanding of customer and operational needs while providing concise direction to the organization to develop and implement profitable solutions. Brings outstanding influencing skills, the ability to execute plans, is creative and innovative and has the stature and business savvy to be accepted and can create a followership among executives and other key stakeholders across the organization and with end clients/customers.

**ABOUT POPUTRUST:** PopuTrust, Inc is a SaaS-technology platform which owns the popular website [www.popustrust.com](http://www.popustrust.com) which offers "Trusted People Search" services. PopuTrust is focused on becoming the leading source of information about People. With over 10% of all Google searches now "people related" ...people are more and more obsessed with "people". PopuTrust is the comprehensive & trusted source of aggregated public information. As a "meta-search-engine" PopuTrust allows customers to search at just one location for multiple sources of digital content. The United States government recently mandated the use of "E-Verify" to check and verify employees prior to securing work. Most employers now have an ATS with automated background checks/screening. International governments are likely to follow suit. Gun/Firearms Background Checks, Nanny Checks, UBER Checks, Date Checks, Landlord Checks, Employment Checks, the list goes on. PopuTrust currently has profiles of 250,000,000 individuals, who are primarily USA based, but plans to include international profiles to encompass billions of records. Opportunity Overview: [www.popustrust.com/pitchdeck.pdf](http://www.popustrust.com/pitchdeck.pdf)