**Whipster: The Team**

**NOTE: Native images are 8x10 (1000x1500 pixels). For the purpose of this document, the images have been shrunk to 2” height. Before copying or re-using these images, restore the images to their proper size. Right click each image, select “size and position” and click “reset”, then “OK”.**

|  |  |
| --- | --- |
| CEO & Founder  Russel Olinger  [rolinger@whipstermobile.com](mailto:rolinger@whipstermobile.com)  Russel is the founder, creator and architect of Whipster. He is the CEO and CTO of the company providing the leadership, vision and the technical expertise for Whipster.  Russel has 25+ years’ experience in IT Engineering, software tool development and Senior IT management serving ISPs, banks, mortgage, and entertainment and technology companies. Russel is also a seasoned entrepreneur having been involved in multiple start-up businesses in the ISP, advertising, pet industries and now the rideshare industry.  Russel’s two principle professional strengths are problem solving and grit; determinedly providing solutions to problems that most companies, or people, weren’t even aware existed. Russel moved from LA to Tampa in June 2010 bringing with him his sense of adventure and cache of skills looking for his next endeavor. Shortly thereafter he conceived and began Whipster. |  |

|  |  |
| --- | --- |
| CFO & Co-Founder  Katherine Moore  [kmoore@whipstermobile.com](mailto:kmoore@whipstermobile.com)  Katherine began her career as an intern at the Environmental Protection Agency and now has amassed 30 years’ experience in corporate finance, 18 of which working directly for “Big 4” accounting firms and offices of inspector general (OIG).  She is a CPA and her areas of expertise include financial forecasting, budget auditing, financial statement auditing, management controls, and financial reporting. She is currently a Senior Director at Amtrak OIG where she manages oversight of the Independent Public Accountants that audit Amtrak’s consolidated financial statements and single audits. Katherine is also a certified instructor at the CIGIE Training Institute.  Katherine graduated from George Mason University with a Bachelor’s of Science in Accounting. Katherine joined Whipster in December 2016. In addition to serving as the CFO she has also assumed the roles of Corporate Secretary and Corporate Whip Cracker. |  |

|  |  |
| --- | --- |
| Matt Cherry  CMO  [mcherry@whipstermobile.com](mailto:mcherry@whipstermobile.com)  An experienced entrepreneur and community builder with an emphasis in building social media consumer and influencer communities for national brands. CEO & Founder of Modern Social Magazine the leading social media business magazine for content marketers and online influencers.  Previously, Matt was the Founder & CEO of Agent Direct News, the Southeast’s largest Realtor Sales & Marketing publication. Matt’s manages his own digital agency promoting national brands to increase product awareness, reach and customer acquisition. Matt has an undergraduate degree in Eco/Finance and an MBA in Financial Management.  Matt joined Whipster in July 2017 and immediately brought a wealth of expertise helping direct the effort to bring Whipster to market. |  |