

# Robert J. Wesley

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## EXECUTIVE PROFILE

Sales & Business Development ▪ Omni-Channel Software & Payments ▪ Global Marketing ▪ Client Relationship Management, ▪ Financial Management ▪ Mobile Marketing & Payment ▪ Full ROI & P&L Responsibility

Experienced executive with more than thirty years of success in domestic and international leadership in sales, business development, client relationship management, marketing, M&A, and financial management. Chosen to lead high profile transformational business initiatives to grow revenues, create positive change, enhance efficiencies, and increase profitability.

Expertly builds and transforms teams within high-pressure environments. Manages by utilizing consensus management methodologies and leverages the strengths of the finance, operations, technology and marketing silos. Leads successful startup and venture capital campaigns with minimal investment. Extensive qualifications in the following competencies:

- Enterprise Sales, Business Dev, & Marketing □
- Channel Partner Sales & Business Dev
- Strategic Planning
- Product Management & Pricing
- Omni-Channel Software and Payment Expertise
- Accounting and Treasury Management
- Revenue Management & Analytics □
- ROI & P&L Management

## CAREER SYNOPSIS

### **The Citadel**, Charleston, SC

August 2024 -Present

A Senior Military School noted for its educational reputation and rich history.

ADJUNCT PROFESSOR, FINANCE & ACCOUNTING

Developing new leaders at the Baker School of Business in both Finance and Accounting disciplines.

### **Wesley Partners**, Mt Pleasant, SC

May 2024 -Present

A boutique-consulting firm focused on developing growth management strategies for established and new business ventures

OWNER/PRINCIPAL

Developed and provided insights into business, payment, mobile, digital marketing, and loyalty strategies

### **GoDaddy (POYNT)**, Palo Alto, CA (Poynt was acquired by GoDaddy February 2021)

January 2019- April 2024

Creating the worlds first open commerce platform connecting merchants, resellers and developers with hardware, software, tools and services to grow their business without limits.

GoDADDY GLOBAL HEAD OF COMMERCE SALES & BUSINESS DEVELOPMENT (February 2021-Present)

Working closely with the CEO and the Commerce management team, direct business development for key strategic initiatives, provide leadership for the sales engineering, build new partnership distribution channels, provide strategy guidance on the direction of the business.

- Built the ISO and ISV Channel Partnership business in the US and Canada from the ground up resulting in almost \$1 billion of gross processing volume in 3 years. The Channel Partner team consists of 10 team members. This included developing and managing pricing, P&L analysis, commission pricing and other key metrics to run the program.
- Managed, directed and negotiated enterprise level Third Party Payment Processor distribution partnerships in US, Canada, Europe and South America with major banks and financial institutions. Turning around one of those relationships from which was signed but not productive.
- Leading business development initiatives to develop partnerships with ecommerce ISVs, crypto-currency providers; Google Pay, Apple Pay, software-only POS application provider, and other new payment technology partnerships.
- Led the sales engineering group and coordinated with software and hardware engineering to support all sales and account management initiatives such as platform integration initiatives.
- Participated in the successful transition process during the acquisition process of Poynt by GoDaddy. Poynt achieved its acquisition targets resulting in a successful earnout in February 2024.

POYNT HEAD OF GLOBAL BUSINESS DEVELOPMENT (INDEPENDENT CONSULTANT JANUARY 2020 – JULY 2020, EMPLOYEE AUGUST 2020- FEBRUARY 2021)

Recruited by the CEO and Executive team to rebuild channel distribution, initiated new revenue programs, forged strategic partnerships provide sales leadership and provided payment industry expertise.

- In collaboration with the CEO and CRO implemented a strategy to rebuild the US and International software and hardware licensing and distribution program in the US, Europe, and Asia. This included developing programs and negotiating partnership programs with Elavon, Nexi, and other banks.
- Managed high profile business initiatives and RFPs with high profile enterprises including, GoDaddy, Kroger, Bank of America, and William Sonoma and Toshiba
- Developed the strategy and launched Poynt's Capital Program providing loans and merchant cash advances to merchants. The program is a highly automated one-click application and renewal program utilizing card processing data. Program management included overseeing digital marketing programs, pricing, reporting and revenue recognition.

### **Aurus Inc., Norwood, MA**

2014- October 2018

A leading solution provider of innovative, secure, and seamless, omni-channel payments for enterprise retailers and retail solution companies.

*CHIEF STRATEGIC OFFICER (INDEPENDENT CONSULTANT 2014 – 2016, EMPLOYEE 2016 - OCTOBER 2018)*

Recruited by the CEO and founder to accelerate the growth in revenues, forge strategic partnerships and provide payment industry expertise. During this four-year period the Company revenues and transactions processed have grown by over 4X.

- Managed direct sales for ecommerce, mobile and in store payment software (SAAS) solution targeting the top 200 enterprise retailers in the Grocery, Warehouse Club, Department Stores and Specialty Retail Segments. (i.e. Costco, VFC Corporation, Wakefern and others)
- Led the development and execution of channel sales partnerships with leading restaurant (Partech), specialty retail (APTOS), and grocery (Toshiba) Omni-channel retail solution companies.
- Led the development and implementation of strategic business partnerships with 35+ payment processors including First Data, Elavon, Chase Paymentech, WorldPay (Vantiv & WorldPay UK), Moneris, and Global Payments. This includes overseeing software integration and certification for institutions in North America and Europe.
- Led the development and implementation of technology partnerships with leading card brands, fraud solution providers and other payment related technology companies including Visa, MasterCard, Discover, Amex, AliPay, China UnionPay, Apple Pay, PayPal, Kount, Verifone and others. This includes establishing joint technology projects.
- Managed the PCI certification process required by payment processors and retail clients.
- Led the development of marketing and sales promotion programs, including tradeshow events and speaking engagements.
- Led the development of proposals, pricing, master service agreements and other sales agreements.
- Provided strategic consultation on all aspects of the payments industry, which was instrumental in providing a competitive advantage to the company.

### **Leaf Holdings Cambridge, MA- acquired by Heartland Payments now Global Payments) ¶**

2011-2014

A leading cloud-based Android point of sale solution for small and medium sized restaurants and boutique retailers.

*CHIEF STRATEGIC OFFICER/ CHIEF ACQUISITION OFFICER*

Handpicked by Founders to provide strategic leadership private equity backed leading-edge mobile hardware POS Software Company.

- Led sales resulting in the development and implementation of over 1500 sales channel agents, including Heartland, Worldpay and many independent ISOs
- Directed the initial direct and inside sales effort, which resulted in the first 500 merchant customers.
- Negotiated and managed payment processor partnerships and integrations with more than 10 of the top US Payment Processors, including Chase Paymentech, First Data, Heartland, PayPal and many others.
- Negotiated marketing relationships for the solutions APP Store (payment APPS) with 10 merchant acquiring organizations.
- Orchestrated the initial stages of a \$26 million acquisition plus \$20 million funding plan with a key strategic investor, Heartland Payments (now Global Payments).
- Managed industry-marketing programs at leading industry payment events. This included speaking at several of the events.
- Led the marketing efforts for channel distribution including developing print advertising campaign.
- On an interim basis, developed the initial customer service function, assisted on accounting related issues, and other strategic relationships.
- Provided strategic consultation on all aspects of the payments industry, which was instrumental in providing a competitive advantage to the company.

### **Wesley Partners, Wellesley, MA**

2008-2011

A boutique-consulting firm focused on developing growth management strategies for established and new business ventures

Résumé of Wesley, Robert, (781) 237-5808 ...

#### *OWNER/PRINCIPAL*

Developed and provided insights into business, payment, mobile, digital marketing, and loyalty strategies

#### *BUSINESS CONSULTING –YELLOW PEPPER*

Collaborated with CEO, COO and Board to provide product, business development, and marketing strategy to grow a Latin America payments company.

*Business Consulting – GLG:* Provided consultation to Investment Companies following the Payments Industry on leading payment trends and market movers.

#### *INTERIM CMO, BUSINESS DEVELOPMENT AND STRATEGIST – NEXTWORTH (2009-2012)*

Digital commerce and retail solution for purchasing and recycling used consumer electronics

Collaborates with CEO developing and directing an e-commerce strategy, national retailer programs, product development, public relations, social marketing, promotional marketing, business development and financing strategy

- Increased revenues 200% last year and in the first 6 months of 2010 by executing online marketing enhancements. Key performance indicators; 300% visitor increase; 22% conversion rate improvement; and 12% reduction in abandoned orders;
- Developed financial plans and investor presentations, which raised over \$4 million in new capital. Also participated to a limited degree in investor presentations.
- Developed analytics for online and business development programs to support business decisions.
- Developed, and negotiated business terms for innovative store value program for the trade-in program implemented with Target and Radioshack.
- Increased Target's online orders 250% and J&R Online orders 600% by negotiating/implementing programs to improve visibility.
- Launched new retail partnerships with Target, Radioshack, Amazon, Barnes & Noble, MovieStop, Villanova University, J&R, Lafayette College, Amazon, Fry's and MovieStop. Partnership revenues delivered \$20 million revenues in 2011, a 4X growth over 2010. Revenues are projected to reach \$60 million in 2012. Launched over 1,500 locations.
- Developed and directed implementation of a prepaid card program with Radioshack and Target.

#### **Modiv Media** *formerly MobileLime*, Quincy, MA (sold to Catalina Marketing)

2002-2008

A leader in delivering a digital media experience and self-service on behalf of consumer driven companies to their customer's on-the-go and in-the-store

#### *CHIEF EXECUTIVE OFFICER*

Led the development of an interactive digital media solution strategy with multiple touch points including SMS, MMS, email, mobile WAP, digital signage, and web.

- Developed all initial business and financial plans required to raise initial capital of \$4 million.
- Developed all financial reports and budgets required by investors.
- Hired and directed the CFO 3 years after the start of the business.
- Led the acquisition of a digital media software company from Stop & Shop (Ahold)
- Achieved 11 million impressions utilizing in-store digital media. Raised \$25 million in venture funds from leading VC firms.
- Bolstered average shopping cart purchase by 20% per trip, using in-store mobile enterprise software solutions in over 90 Stop & Shop and Giant Landover Stores.
- Launched DeliVision enterprise software solution in 228 grocery stores, managing over 27 million orders impressions per year.
- Successfully launched a 451 franchise Subway marketing promotion, enrolling 15,000 customers into mobile club, achieving 72% brand loyalty rate utilizing mobile coupons.
- Crystallized Modiv's reputation and created revolutionary change by brokering a merger with an in-store software and hardware company. The merger added in-store products and services to our portfolio and became the primary revenue source. Led the due diligence efforts for the merger.
- Reached 5-12% mobile coupon and 25-50% digital in-store coupon redemption rates versus 3-5% traditional coupon rate.
- Grew revenues by \$3 million for clients including Stop & Shop, Giant Eagle, UKROPS, Subway, and Independent Grocers.
- Recognized as an industry expert granting interviews to CBS, NBC, Fox and presenting at industry events including Prepaid Conference, FMI MarkeTech, MMA, CTIA, Adtech, NACsTech, Comdata Users Conference, and CTST.
- Established critical business partnerships with leading payment and retail system companies, mobile handset manufacturers, and other technology companies including, J. P Morgan Chase, Nokia, Retailix, Verifone, IBM, Fujitsu, and G&D.

#### **Wearlogic Inc**, Wakefield, MA

2000-2002

Leading the information management evolution by linking independent mobile devices with a wearable technology platform for management of personal information

#### *CHIEF MARKETING & SALES OFFICER*

Hand-picked by Founder to provide strategic marketing, sales and payment industry leadership to a venture backed leading-edge wearable mobile hardware and e-commerce software company.

- Led negotiations of a strategic channel relationship with Hitachi, winning WIC smart card subcontract targeted at over \$1 million annual revenues.
- Led sales and marketing programs for new consumer wearable electronic wallet PDA resulting in pilot programs with Visa, Chase, Samsung,
- Led business development efforts for piloting a new mobile security device for the US Department of Defense.
- Developed strategic business alliances with leading technology partners including Hitachi, Gemplus, Hypercom, Brodia, ACI Commerce, Samsung, and Proton World (included business relationships in Asia and Europe).
- Directed the development of all aspects of marketing plan including, branding, trademarks, web sites, email marketing, direct response marketing, brochures, trade shows, business cases, product pricing and public relations resulting in perception of market leadership with target market.
- Managed product design and packaging for new consumer and commercial electronic devices.

### **Celarix Corporation, Cambridge, MA**

2000-2000

A leader in developing technology solutions for transportation and shippers to manage the logistics and supply chain process

*CHIEF MARKETING OFFICER AND INTERIM FINANCIAL OFFICER.*

Provided interim marketing, strategic planning, and financial leadership to a \$60 million venture funded web-based supply chain technology company.

### **Cendant Corporation, Stamford, CT**

1999-2000

A leader in marketing membership programs utilizing the Internet and direct response techniques

*DIVISION CFO AND HEAD OF TECHNOLOGY*

Recruited by CEO to join executive committee, leading 150 employees in a turnaround environment in the after math of a major accounting Fraud.

- Restructured the complete financial system in the after math of a major accounting fraud including accounting, budgeting, pricing and reporting, resulting in a clean audit from Deloitte rectifying the largest accounting fraud prior to Enron.
- Developed B2B pricing strategies and sales analysis resulting in a \$10 million profit.
- Acquired over 10 million new customers annually with more than 1 million Internet subscriptions.
- Led an on/offline business, refinancing Internet business and divesting non-core businesses.
- Revitalized software development and technology services to deliver a competitive advantage resulting in increased market share versus competitors.
- Led the data mining analysis team that structured that determined marketing strategy for customer lists provided by major US financial institutions.

### **MasterCard International, New York, NY**

1996-1998

One of the global payment industry leaders processing over 18 billion transactions annually

*SENIOR VICE PRESIDENT, GLOBAL PRODUCT MARKETING & DEVELOPMENT*

Responsible for the conceptualization and realization of global marketing strategies for consumer products, corporate purchasing solutions, prepaid products, travel & entertainment, and business development.

- Grew circulation to 8 million platinum cards in more than 12 countries.
- Developed global co-branding strategy resulting in over 100 new programs and products for a new \$450 billion segment.
- Designed and launched Fleet management and payment system for oil industry.
- Created over 40% growth, by leading efforts to revitalize the traditional T&E card market.
- Turned around an unprofitable Traveler's Cheque business to over \$5 million PTNI.
- Delivered pretax net income of \$5 million, by directing the development of new electronic prepaid products including travel money card, incentive cards, and student cards.
- Increase business volume by 20% via marketing alliances with major global airlines, hotels and travel agents to increase business volumes by 20%.
- Provided marketing consulting to HKSBK achieving 250% of annual new applications goal.

### **American Express Company, New York, NY**

1981-1996

A perennial worldwide financial services leader offering a full suite of products including banking, credit card, travelers' cheques and insurance

*VICE PRESIDENT, INTERNATIONAL SALES & BUSINESS DEVELOPMENT (1994-1996)*

Marshaled marketing, sales, and business development strategies for electronic point-of-sale, telecommunications, ATM, and smart card businesses. Elected to Board of the leading international industry association Smart Card Forum.

- Introducing calling card product with significant marketing results worldwide for:

- AT&T outperformed their other partner acquisition programs in Europe by a factor of 2 to 1.
- Telemex resulted in acquisition of Mexican cardholders and other business relations.
- Sprint results were similar to AT&T. Program was launched in non-competing European markets
- Increasing point of sale network 16% saving over \$1 million and boosted 3<sup>rd</sup> party processor network over 25% through new transaction strategies.
- Directed negotiation and implementation of network sharing arrangement, expanding across 64 countries.
- Led start-up of Smart Card Business launching first American Express Smart Card which resulted in:
  - Agreement by MasterCard to include American Express in the industry standard setting process.
  - Invitation to join the Smart Card Forum, an industry leading forum.
  - Practical experience on the engineering hurdles required to launch a program
  - Acted as the catalyst for the eventual investment by American Express in a well-established Smart Card technology provider, Proton in Belgium.

*VICE PRESIDENT, INTERNATIONAL SALES &, MARKETING TRAVELERS CHEQUE DIVISION (1991-1994)*

Managed global business development for Europe, Middle East, Asia Pacific and Latin America.

- Developed and implemented international sales & marketing strategy, increased product distribution, and strengthened consumer brand preference, contributing to American Express #1 brand status in 25 countries with global sales of \$7 billion.
- Managed international sales force resulting in acquisition of \$2 billion in new business.
- Revamped B2B pricing strategy resulting in over \$1 million savings and reduced approval time.
- Doubled sales capture through the institution of international sales settlement automation program.
- Negotiated and developed joint venture with leading Swiss Banks, issuing new Swiss Travelers Cheque resulting in appointment to BoD of new global joint venture company.

*General Manager New Zealand (1989 to 1991) - Auckland, NZ*

Lead the post-acquisition turned around and unprofitable business to cash flow positive in less than three years.

*CFO Asia Pacific Region for Travel Related Services (1984-1989) - Hong Kong*

Lead Controller, Treasury, Budgeting and Strategic Planning for the Region under the direction of the Region President.

*CFO Card Division (1981-1984) - Tokyo Japan*

Led the development all aspects of the development and management of the financial planning, treasury management, accounting and financial operations of a new business in focusing on Japan Credit Card business.

*EARLY AMEX CAREER EXPERIENCE AS DIRECTOR, CORPORATE FINANCIAL REPORTING, CORPORATE HEADQUARTERS, NEW YORK; MANAGER, FINANCIAL ANALYSIS, CORPORATE HEADQUARTERS, NEW YORK AND **AUDIT SUPERVISOR, AUDIT GROUP AT COOPERS & LYBRAND (NOW PWC)***

## EDUCATION, CERTIFICATION & TRAINING

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**Boston University**, Boston, MA

*Master of Business Administration in Finance*

**Boston College**, Boston, MA

*Bachelor of Science degree in Accounting*

**AJALTA Language School**, Tokyo, Japan

*Coursework Japanese Language Skills*

**New York State CPA**: *Certification*

## LECTURES, ASSOCIATIONS & BOARDS

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Southeast Acquirers Association, Midwest Acquirers Association, The Citadel, Electronics Transaction Association, Boston College, Boston University, The Citadel: *Guest Lecturer; Opal Financial and Innovation Summit, ETA, Comdata User Group: Advisor to AI startups Appointify Inc. and Confidence LLC. Former Advisor; Mobile Marketing Association: Former Member; Digital Clubhouse Network: Advisor*

*to the Board; American Institute of Certified Public Accountants: Member; Friendship Ambassadors Association: Former Board Member; Smart Card Forum: Former Executive Committee Board Member; New Zealand Tourism Strategic Marketing Group: Former Vice Chairman; Leader in Mobile Solutions Company Mobile Star Awards 2005: Honorable Mention; New Zealand Government: Honorarium for Contribution to National Tourism Strategy from Queen Elizabeth.*