



About Telesocial

www.telesocial.com

Founded in 2008, Telesocial's mission is to make social media more social by bringing mobile voice to the social web. By using Telesocial's free and easy-to-use API, developers can create innovative and useful voice features, games and apps connected to a global inter-operator network. Telesocial is a privately held company, with head offices in San Francisco, California.

The Executive Team

Bill Waytena, CEO | Founder

bill@telesocial.com

For the last five years, Bill has spent his time building web-based telephony solutions for social networks. With an engineering background, Bill began his telephony-social networking experience by cofounding Kadoink.com in 2006. At the company, he designed the many product user interfaces.

Before telephony and social networks, Bill was an active investor across a number of industries and sits on the board of an engineering company in the steel industry.

He started his first company in 1993, a software company for handheld platforms that he ran until 1998. Bill has an engineering degree from Cornell University and an MBA from the University of Chicago.

Bill has a wife and 2 kids and lives in San Francisco

Eric Stone, CTO | Founder

eric@telesocial.com

Eric first began programming in 1980. He brings over 30 years of software experience and 15 years of entrepreneurial management experience. Eric has a command of high-volume and secure network management, VoIP solutions, in combination with a wide array of voice networks.

Eric served as founder and CTO of etrato.com (sold to Quepasa PASA) founder and CTO of TheHealthChannel.com (THCH), CTO and founder of Mobile Airwaves, Inc (MBWC) and CEO and Founder of BioExchange.com (Sold to Tippet.com). Eric also serves as CEO and Founder of CRM ASP, inc and was CTO and Founder of Kadoink, Ink. Eric has also run Internet operations for Wells Fargo Bank and Toyota, Scion Lexus. He holds dual Bachelor's degrees in Biochemistry and Molecular

Biology and a Masters of Arts in Biotechnology from Boston University



Ylva Rahm, Director of Marketing***ylva@telesocial.com***

Ylva has fifteen years of marketing and branding experience as an independent marketing consultant in Europe and the US since 2006, with focus on telecoms, mobile media and new technology.

Before that she spent several years in Rome, managing marketing, branding and advertising campaigns for Telecom Italia Mobile.

She led the communications team building the brand for the FreeMove alliance, a collaboration between Orange, T-Mobile, Telefonica, Telia-Sonera and TIM, building a joint roaming offer targeting multi national corporations.

She has set up the marketing organization for US companies in Europe and worked for European companies expanding into the US market. She is an advisor to a couple of start-ups, supporting building their mobile and social strategies.

Ylva has studied Business Economics at Stockholm University and holds a Masters Degree in Business Communications from IHM Business school. She speaks fluent Swedish, English and Italian.

Trish Richman, Creative Director***trish@telesocial.com***

Trish Richman is a leading expert in branding, user experience and design. She has over 15 years of experience as the creative director for leading brands in the consumer product space.

She worked closely for several years with Starbucks to create the product assortments for over 5000 stores. She and her teams have been wholly responsible for all aspects of branding from web presence and online interactions to packaging, product development and design.

Before her online immersion, Trish worked with most major US retailers, Walmart, Target, Crate and Barrel to name a few, as the art director for a wide array of their everyday consumer products.

Her close relationships with consumer product brands have given her a unique POV in her information and user experience design. Clarity, ease of use and design innovation are the hallmarks of her work. Her online and consumer experience in brand messaging & communications led her to Telesocial where she is responsible for the look/feel/design of the company and its applications.

Eric Anderson, Chief Engineer***eanderson@telesocial.com***

With 25 years in the field of software engineering, Eric brings a wealth of experience and insight from high-tech organizations of all sizes. Eric started his career with IBM's Cambridge Scientific Center before moving to Boston-area start-ups Data Acquisition Systems, Alloy Computer, and later Racal's Interlan division. Following a move to Seattle, Eric played key roles as a contractor and employee at companies of all sizes, including Attachmate Corporation, Microsoft Corporation, DataChannel, Aventail, Tenzing, and e-mail pioneer Connectsoft. Prior to joining Telesocial in 2011, Eric held the position of Principal Architect at Kadoink Inc. At Telesocial, Eric guides product architecture and coordinates the efforts of the development team. Eric holds a Bachelor of Science degree in Computer Science from Rensselaer Polytechnic Institute.

Links:

www.telesocial.com

dev.telesocial.com

<http://twitter.com/#!/telesocial>

<http://www.linkedin.com/company/telesocial-inc.>

Attachments:

TELE**social**

ts-word logo for print and web



ts-square logo for print and web



ts-mark logo for print and web

