



Part 1 – Biographies

Steven Sacks is the Co-Founder of PodKeeper. He is a seasoned online product management and marketing expert with 25 years of experience leading the build, launch, and management of online products for both Fortune 100 companies and startups.

Prior to PodKeeper, Steven served as SVP of Product Management at Bank of America, where he led the product strategy, development, and management of online and mobile products while on the Innovation Team. In that role, Steven created the product construct for a new type of payment card, using inputs such as customer data analysis, competitor analysis, customer research, and pricing scenarios. He also managed cross-functional teams, including technology development, legal, and project management. Earlier, Steven served as Senior Director of Product Management at Lending Tree, Digital Products Manager at CNBC, and Senior Marketing Manager at American Express. Past roles in startups include VP of Product Management & Marketing at Juice Wireless and VP of Digital Marketing at Promotions.com. Steven's specific areas of expertise include product road mapping, user experience ideation, and channel marketing management.

Steven is a graduate of the University of Buffalo, earning a B.S. in Business, with a dual concentration in Finance and Information Systems. Steven also earned an MBA in Marketing from Fordham University in New York City.

Nikki Sacks is the Co-Founder of PodKeeper. She has more than 20 years of experience in strategy, financial analysis, and marketing. In particular, Nikki has extensive experience in strategic assessment of companies and industries, as well as creating and implementing successful strategic and communication plans.

Nikki has worked as a senior executive in investor relations, advising clients on all aspects of financial communications and capital markets strategy, including IPOs, quarterly reporting, large transactions, strategy shifts and management transitions. Earlier, she served as an equity research associate analyst at Citibank. Prior, she worked in Corporate Strategy at MetLife where she helped prepare the company's strategic plan, and analyzed and implemented special projects, including the launch of MetLife Bank. Earlier in her career, she worked in marketing helping brands reach targeted audiences.

She is a graduate of the University of Pennsylvania and has an MBA in Finance from Duke University in Durham, North Carolina.



Part 2 – All About the Co-Founders

Get to know Steven . . .

Big Time Thinker. The wheels are always spinning in Steven’s head. He has an ability to assess anything (e.g. product, service, situation,) and figure out all the ways it could be better. This is what makes Steven a truly special talent in the world of product and marketing.

Complete Product & Marketing Leader. Steven believes there are 3 kinds of product and marketing backgrounds, and he has all of them. Most people in the industry have only 1 or 2 backgrounds.

1. Classic Direct Marketing & Marketing Background.
2. Online Marketing.
3. Lean Marketing.

Experienced and Passionate.

Steven has been around the block and has perspectives that can only be gained through experience. Having been a part of large corporations and startups, Steven has worked on a wide variety of projects, often volunteering to work on projects with no clear definition. He has loved working with online products ever since his first such project in 1996 while working at American Express. His next move was to join a tech startup, which cemented his desire for a career in building and marketing digital products.

Super Creative. While Steven appears to completely lack creative talent (he cannot sing, draw, dance, or play music) he is very creative in every other aspect of life. For example:

- When he needed a fun way to engage the PodKeeper audience of parents, Steven created a character called the PodKeeper Kid, a funny and charming 8-year-old boy. He wrote and filmed several videos, which you can view here: https://www.youtube.com/watch?v=9_jOaGE9ryk and stay tuned for more.
- When there’s a project at home, Steven will “MacGyver it” by taking spare parts from the garage and making it work.
- His boss at a Fortune 100 company said the team was spending too much money on loyalty marketing. While others tried to figure out how to cut costs, Steven implemented two programs to drive revenue so the team could have more money to spend on marketing.

Family Man. Steven is married and is the father of two boys, ages 9 and 7. When Steven isn't being a youth soccer coach, his kids run him ragged by making him attempt half court shots, playing street tennis with multiple balls at once and challenging him to races (which he is getting close to losing).



Part 2 – All About the Co-Founders (continued)

Get to know Nikki . . .

Small but Mighty. While perhaps small in stature, Nikki is much larger in her impact and influence. She has advised a large number of CEOs and CFOs of sizable public companies, providing deep insights into investor relations, and earning their trust and confidence. Earlier in her career, she was an integral member of the team at MetLife that convinced the CEO to pursue creating an online bank, and then was one of the select few people asked to be part of the team to implement it.

Well Rounded. From a work perspective, Nikki's experience has been broad and extensive, which has made her very adept at taking on a variety of roles and responsibilities. Starting with a solid liberal arts education, Nikki went out into the workforce starting with a career in marketing. Over time, and supported by additional education, she has evolved into strategy, finance and investor relations.

Driven with a purpose. When Nikki wants something, she goes after it and usually gets it. She's a first-generation immigrant who was taught the importance of education, hard work and perseverance. She has always been success-driven and career-focused. She graduated from an Ivy-League college and earned an MBA from a top program

Personal Interests. Between work and family, finding time to pursue outside interests are very limited these days, but she still loves to travel, get outdoors, let her creative juices flow by occasionally getting crafty, and indulges in a rare Netflix binge.

Family Woman. Nikki is married and the mother of two boys, ages 9 and 7. When Nikki isn't being a room mom in her children's classes, her kids are testing her on the names of the second string offensive lineman of NFL teams (her accuracy rate is two percent) and are negotiating ways to get more baseball cards (her favorite exchange is cards for hugs).