

ALEX MASHINSKY

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Seasoned tech executive with consistent track record of identifying and pioneering technology for the Internet, Telecom & Web Marketplaces. Looking to join a world class VC/PE team or take a CEO position in a private or public company.

One of the first to develop VOIP in 1994 (Patent [7,269,247](#)), Web click to call in 1995 ([6,496,579](#)), Ad Exchanges in 1999 ([7,856,378](#)), Trading in Electric Power in 2001 ([7,945,502](#)), Dynamic IP routing in 2003 ([7,236,575](#)), [Twitter concept](#) in 2005, [Groupon concept](#) in 2006 , Web [App store concept](#) in 2007 among over 50 patents.

Founded 7 companies, hired world class teams and built industry leading companies. Raised over \$300m from VC's & PE firms and created multiple exits including one of the best IPO's of 2004.

GroundLink – Founder May 2004. CEO 2007-2011. 2003 - 2011

Web & mobile provider of global ground transportation to the retail, corporate and affiliate markets.

- Founded company as LimoRes to build a global Web service provider & SAAS leader in the \$20b ground transportation industry.
- Grew revenues from \$100k in 2004 to \$25m in 2010 through M&A and organic growth.
- Grew team to over 150 employees in US & Serbia, over 400 independent drivers and 5000 affiliates worldwide.
- Developed the company's vision, business plan, technology platform and oversaw its development.
- Raised over \$35m in equity & debt to fund the growth;
- Spearheaded strategic, operational and financial aspects of the corporation;
- Focused on company's organic growth and moved from traditional call center operations to an online worldwide booking system.
- Negotiated partnership contracts with Continental Airlines, Kayak, JetBlue, Expedia, Starwood and other global brands.
- Grew retail business to be over 50% of revenues and service over 300,000 clients.

Transit Wireless, Inc – Founder 2004 - 2011

Specialized wireless tower company in the NYC subway system

- Founded what became Transit Wireless to provide GSM/CDMA/WiFi coverage to 7,000,000 daily commuters in the 300 underground subway stations in NYC.
- Won the MTA bid to design, build and operate the wireless system for a 26 year exclusive franchise. The \$200m contract was awarded in 2007.
- Raised \$30m in equity to fund the project;
- Brought in strategic investors to help build up and finance the system.
- Helped sign up AT&T & T-Mobile to launch services on 9/2011

Elematics Inc – Founder and CEO 2000 - 2003

Software provider that enables to manage large optical infrastructure networks

- Developed the idea for control plane management of optical elements.
- Raised \$23m from Warburg Pincus to build the company;
- Company won Verizon contract to manage all optical infrastructure;

Arbinet (ARBX) – Founder, CEO and Board Member

1995 - 2010

Global market place for telecom & data services which connects 1300 service providers.

- Founded Arbinet in 1995, served as CEO until Jan 2000 and board member until 2009; Arbinet went public in 2004 and its stock doubled on the first day of trading reaching \$750m valuation.
- Responsible for inventing most of the technology and filing 35 patents, raised \$115m in 4 venture rounds plus \$131m at the IPO, hired 120 employees, developed the platform and grew the company to \$400m in revenues;
- Directly involved in shaping Arbinet as a world leader in providing wireless, wire line and VOIP connectivity. Represented Arbinet as a speaker at over 120 conferences around the world;
- Identified the coming trends of B2B exchanges, VOIP and the need for softswitch and gatekeeper technologies and was successful in securing some of the original patents covering protocol conversion and IP call processing and signaling;
- Co-founded Comgates a 1997, a spin off from Arbinet which was an Israel-based company and has received venture funding of \$20 million. Comgates was sold to Telco systems in 2001.
- Instrumental in the sale of Arbinet to Primus (PTGI).
- Arranged for the sale of Arbinet IP to AIP for over \$4m in 2010.

VoiceSmart – Founder & CEO

1990 - 1995

- A Technology startup which provided software and outsourced services for the Debit card and calling card industries. Customers included AT&T, Telstra, HK Telecom, BT and others.

Education:

- Attended Tel Aviv University Major: Economics. 87-88
- Graduated Israel Open University Major: Electrical Engineering 83-84
- Served 3 years in the Israeli military in the pilot training program, Golani infantry units and military counter intelligence. 84-87

Achievements:

A featured speaker at over 120 international communications conferences and TV interviews, and author of over 50 domestic and international patents.

E&Y Entrepreneur of the year finalist 2002 & 2011

Crain's Top Entrepreneur 2010

Silicon Alley 100 for 2010

Albert Einstein Technology medal 2002

WSJ Technology Foresight Award for Innovation 1999

Member of YPO since 2003

Invested in over 20 technology startups and helped guide other founders to success.

Fluent in English, Hebrew and Russian, avid Kite surfer and motorcycle rider.