

A photograph of three people smiling outdoors at night. On the left is a man with a goatee wearing a light blue patterned button-down shirt. In the center is a woman with short blonde curly hair, wearing a black top with a large bow at the neck and large gold hoop earrings. On the right is a man with a grey goatee wearing a light blue patterned button-down shirt. His hand is resting on the woman's shoulder. The background is dark with green foliage and out-of-focus string lights.

kynect

MEDIA GUIDE

FOUNDED IN 2005, KYNECT IS A LEADING NETWORK MARKETING COMPANY BASED IN DALLAS, TEXAS. USING THE POWER OF RELATIONSHIPS AS THE FOUNDATION OF OUR BUSINESS, WE'VE HELPED OUR COMMUNITY OF INDEPENDENT ASSOCIATES BUILD TOWARD A MORE SECURE FINANCIAL FUTURE AND BECOME PART OF SOMETHING BIGGER THAN THEMSELVES.

DRIVEN BY THEIR "WHY," ASSOCIATES USE KYNECT AS A VEHICLE TO PURSUE THEIR PASSIONS AND HELP OTHERS ALONG THE WAY. KYNECT ASSOCIATES MARKET AND SELL A VARIETY OF PRODUCTS, INCLUDING STREAM ENERGY, KYNECT WIRELESS, BRINKS HOME SECURITY, TRUVVI™ AND MORE, TO THEIR FRIENDS AND FAMILY, AND INVITE OTHERS TO ACHIEVE THEIR OWN WHY BY STARTING A KYNECT BUSINESS.

TO LEARN MORE, VISIT WEKYNECT.COM.

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COMPANY QUICK FACTS

Founding Year	2005
Headquarters	Dallas, Texas
Address	14675 Dallas Parkway Suite 150, Dallas, TX 75254
Services	Stream Energy, Kynect Wireless, Brinks Home Security, Truvvi™
Independent Associates*	10,000+ Active Independent Associates
Number of Employees	70+

Corporate Leadership

Mark "Bouncer" Schiro
CHIEF EXECUTIVE OFFICER

Paul Burns
VICE PRESIDENT OF MARKETING & PMO

Donna Valdes
SENIOR VICE PRESIDENT OF
FIELD DEVELOPMENT

Blake Holder
VICE PRESIDENT OF OPERATIONS

Allen Spence
SENIOR VICE PRESIDENT OF INNOVATION,
SERVICES & PRODUCTS

Mary Ramsey
VICE PRESIDENT OF FINANCE &
CORPORATE CONTROLLER

Chelsey Berend
VICE PRESIDENT OF FIELD EXPERIENCE

Founders' Circle

Rob Snyder
FOUNDER

Pierre Koshakji
CO-FOUNDER & HEAD OF THE KYNECT
FOUNDATION

Board Members

Rob Snyder
FOUNDER

Steve Glasgow
MANAGING BOARD MEMBER

Pierre Koshakji
CO-FOUNDER & HEAD OF THE KYNECT
FOUNDATION

Tom Montgomery
MANAGING BOARD MEMBER

Renée Hornbaker
CO-CHAIR

Steven Murray
MANAGING BOARD MEMBER

Richard Squires
MANAGING BOARD MEMBER



THE KYNECT FOUNDATION

The Kynect Foundation is a non-profit organization with a mission to make a positive impact on our nation's heroes and children through our supporting partner agencies and with our time and treasures.

The foundation partners with various organizations and charities to give back to first responders, active duty military, veterans, law enforcement, and children.

It is our collective commitment to help change the lives of those who have already given so much, and we do so through charitable giving, community outreach, and volunteer opportunities.

To learn more, visit kynectfoundation.org



WOMEN OF POWER

Kynect's Women of Power community is a place where women from all walks of life can come together to share, connect and grow together to find success in their personal and professional lives.

We understand that women bring incredible talents to the table in pursuit of their dreams. This group nurtures those unique skills and supports all women on their journey to transform their lives.

Through large-scale annual retreats and intimate socials, we're steadily growing a passionate, ambitious community of entrepreneurs, mothers, friends, leaders and dreamers who inspire us daily.

To learn more, visit wekynect.com/joinwop

women of power



DEPARTMENT HEADS



MARK "BOUNCER" SCHIRO
CHIEF EXECUTIVE OFFICER

A tenacious entrepreneur and innovator at heart, Bouncer is responsible for guiding Kynect's growth strategies and overseeing day-to-day operations to ensure the success of the company and its community of Independent Associates. As one of the company's earliest outside investors, he eventually served on Kynect's Board of Managers for a total of eight years, including two years as Chairman, and previously served as Kynect's president and CEO from 2012 to 2016.



DONNA VALDES
SENIOR VICE PRESIDENT OF FIELD DEVELOPMENT

An entrepreneur at her core, Donna has spent more than 20 years in the industry, leading multi-million dollar direct sales operations and organizations. She is responsible for the development of all strategies, training, programs and compensation models that fuel sales and the growth of our Associate community. Her experiences as both a top producer in the field and a corporate leader give her unique insight into what our Associates need to succeed and the strategies needed to support that success.



ALLEN SPENCE
SENIOR VICE PRESIDENT OF INNOVATION, SERVICES & PRODUCTS

Allen leads Kynect's product and innovation efforts, with a focus on elevating and redefining our catalog for today's digitally-savvy customer. He brings a mix of product, strategy and marketing experience from various Fortune 500 companies, where he played pivotal roles in developing and launching some of the world's most beloved products and services. Allen is a proven leader, excelling at strategic planning, organizational development and recruitment to elevate product strategies and drive meaningful growth.

DEPARTMENT HEADS



CHELSEY BEREND
VICE PRESIDENT OF FIELD EXPERIENCE

When Chelsey came to Kynect as a receptionist in 2005, she admits she had no idea what she was getting into—least of all that she would one day become Vice President of Field Experience. Today, she is responsible for making sure Associates have an enriching and rewarding journey with Kynect from the day they get started. Chelsey helps define and execute company strategies and initiatives, and leads her team in event planning and production, recognition, swag creation and social media engagement. Most importantly, she is instrumental in preserving our unique culture and ensuring every touchpoint someone has with Kynect is impactful and share-worthy.



PAUL BURNS
VICE PRESIDENT OF MARKETING & PMO

Paul leads our corporate strategy practice, focused on marketing solutions that empower our sales team to fulfill their purpose. His team is driven to deliver results that exceed the expectations of our Associates and to ensure a consistent, engaging experience across all projects and deliverables. In addition to working at Kynect, Paul is a born entrepreneur and inventor. He started his first company as a teenager and currently holds three utility patents with several more pending.



BLAKE HOLDER
VICE PRESIDENT OF OPERATIONS

As Vice President of Operations, Blake's mission is to improve the Associate and customer experiences through technology, processes and people. He oversees Associate Support and leads the charge behind all Wireless Services and Readiness efforts to ensure high quality service for our community around the clock. With a strategic eye and a knack for relationship-building, Blake helps ensure customers have a great experience and Associates have what they need to build a thriving business.

DEPARTMENT HEADS



MARY RAMSEY

VICE PRESIDENT OF FINANCE & CORPORATE CONTROLLER

Mary leads the Finance and Accounting team at Kynect. She is a results-oriented leader who enjoys developing and mentoring staff to see them grow in their careers. Mary joined the team in 2011 as an accounting manager, making sure Kynect is in compliance with current accounting standards and employing best practices as the company grows from selling only energy to expanding its service catalogue. Prior to coming to Kynect, she worked in the telecommunications, transportation and printing/publishing industries in a variety of accounting and finance roles, and has proudly brought that experience to Kynect. She holds a CPA license, is an active member of Financial Executives International and serves on community volunteer boards.

FOUNDERS' CIRCLE



ROB SNYDER
FOUNDER

Together with Pierre Koshakji and others, Rob Snyder founded Kynect during August 2004, serving in the company's executive management team for roughly a decade. He is a lifelong transactional professional with extensive experience in private equity and investments, and, as the controlling stockholder and de facto general partner of Kynect, Rob cannot remember many days when he was not somehow thinking about Kynect, its Associates and its business.



PIERRE KOSHAKJI
CO-FOUNDER & HEAD OF THE KYNECT FOUNDATION

A co-founder of Kynect, Pierre also serves as the Co-Chair of the company's Board of Directors as well as a Founder in the reformation of Kynect's foundation. The Kynect Foundation is a non-profit organization with the mission "to make a positive impact on our nation's heroes and children through our supporting partner agencies and with our time and treasures."

BOARD OF MANAGERS



ROB SNYDER
CO-FOUNDER

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RENÉE HORNBAKER
CO-CHAIR

After spending more than 25 years in accounting, financial management and business development, Renée brought her talents to Kynect in 2011, serving as Chief Financial Officer until 2017. Upon retiring and leaving behind a debt-free foundation from which Kynect continues to grow, Renée joined the Board of Managers to continue to lend her expertise to further support the company's growth.



STEVE GLASGOW
MANAGING BOARD MEMBER

Prior to the company's founding, Steve Glasgow became involved as an advisor to our team in 2004 and has since continued in that role. He brings terrific business sensibility and a longstanding historical perspective to the board's deliberations. Steve lives in Austin where he co-heads RAM Investments, a real estate development firm, and further serves on the Board of National Western Life (Nasdaq: NWLI.O).

BOARD OF MANAGERS



TOM MONTGOMERY
MANAGING BOARD MEMBER

Tom Montgomery's expertise encompasses a number of disciplines, including advanced tax planning, transactional services and strategic planning for large and medium sized businesses. Prior to co-founding Montgomery Coscia Greulich, LLP, a full-service accounting firm, Tom was responsible for starting and growing Beal Capital Markets, Inc., specializing in public and private corporate finance products.



STEVEN MURRAY
MANAGING BOARD MEMBER

Throughout his tenure in the energy industry, Steven Murray has occupied multiple senior and executive leadership positions, including serving as president and CEO of Shell Energy Services and COO of Direct Energy. Currently, Steven is the president and CEO of Primus Green Energy in Houston, Texas, and sits on the boards of multiple nonprofits, spanning schools, theater and the USO.



RICHARD SQUIRES
MANAGING BOARD MEMBER

Richard Squires is the founder of Lennox Capital Partners, LP, a special situations and value-oriented investment partnership and family office active in public and private debt, equity and bankruptcy securities. He is also the managing director and co-founder of SPIHoldings, LCC. Richard has sat on the board of multiple public and private companies across many industries, including energy, real estate, finance and retail.

MEDIA INQUIRIES

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