

## SeniorChecked® Management Team

### Chris Spanos, CEO



Chris Spanos is the founder and CEO of SeniorChecked. He is a veteran product and marketing executive with almost 20 years of experience working with some of the most well-known Internet and consumer brands in America. Prior to founding SeniorChecked, Chris served most recently as both General Manager of AOL Local and Vice President of Going.com, where he grew a historically underperforming and unprofitable business unit into a \$20 million annual revenue portfolio of leading consumer destinations such as AOL Yellow Pages, City's Best and Going.com.

Before joining AOL in 2005, Chris worked in both consulting and corporate roles developing strategic plans and leading product/marketing teams across Consumer, International and B2B markets for such companies as Prodigy, MCI, Starwood Hotels, DHL, RealNetworks and *Louis Rukeyser's Wall Street*.

Chris is personally familiar with the challenges and anxieties of making the right service provider choices for an aging parent who lives in another part of the country. When his mother-in-law was no longer able to live independently, he and his wife worked with family members located in distant parts of the country to find the right solutions across a wide range of service needs. As the family was exploring options, some choices had to be made quickly. Unfortunately, the lack of familiarity with local businesses combined with too few reliable online resources made making the right choices difficult. Chris strongly believes that if SeniorChecked had been available then they could have made better and more confident choices on which businesses to trust and work with.

## Ollie Cahill, Chief Architect



Ollie is responsible for the technology behind SeniorChecked, ensuring the best online experience for all SeniorChecked users. Having worked in the Local Internet space for a number of years, Ollie feels that users have moved beyond the age of 'Ratings & Reviews' where users confidence has been greatly eroded over the past number of years. Ollie strongly believes the extensive checks and verification process that SeniorChecked mandates on all its members not only tackles this issue, but will also help users avoid becoming one of the ever growing number of people falling victim to unscrupulous operators. Ollie firmly believes that SeniorChecked is the one place that all users can come, confident in finding decent, trustworthy businesses and professionals in their local area.

Prior to SeniorChecked, Ollie was the Systems Architect for AOL Local with responsibility for all AOL Local front and back end systems and design as well as all feed processing for AOL Local. These properties included AOL Yellow Pages, CityGuide, City's Best and Local Search. Prior to working at AOL, Ollie worked as a freelancer specializing in connectivity and device driver solutions. Ollie worked as an engineer for Apple for a number of years after graduating from Cork Institute of Technology with a BEng Hons in Electrical and Electronic Engineering.

## Andy McMahon, Head of Product



As Head of Product, Andy uses his almost 25 years of Local experience to drive the overall product requirements and development for SeniorChecked. Andy previously worked at AOL where he was lead product manager in AOL Local, with primary responsibility for AOL Yellow Pages and the AOL Local data platform. Andy has also worked at R.H. Donnelley (now DexOne) where he ran a team of writers and developers who created websites for local yellow pages advertisers. While at RHD he was also involved with Talking Yellow Pages and Yellow Pages Television. Andy got his start in the Local space hosting a morning drive radio program in Southern New Jersey, which was also right around the time he first went online using a 300-baud modem and his Commodore 64. He's a graduate of Rowan University and holds a Bachelor's Degree in Communications.

Andy wants to build the largest directory of trusted service providers knowing it will benefit families and allow Seniors to live independently. He can't wait until his 91-year-old grandmother or 78-year-old father calls to ask him to help find a verified service provider near their homes in New Jersey. Meanwhile, Andy's 68-year-old mother in Florida already has SeniorChecked bookmarked on her laptop's browser.

## Scott Knowles, Head of Business Planning



Scott is responsible for business strategy and operations, revenue and partnerships at SeniorChecked. Scott was inspired to join the effort to re-build SeniorChecked after learning from people close to him of story upon story of elderly family members who were taken advantage of by dishonest local businesses. Scott believes SeniorChecked not only tackles this serious problem of fraud against Seniors, but helps solve the issue of too much unverified information about local businesses that is pervasive across the internet, causing people to be unsure of what and who to trust.

Prior to SeniorChecked, Scott led a number of Local and Vertical businesses at AOL including AOL Yellow Pages, ReferenceCenter.com and Local Search. Scott also played a key role in ramping up and running AOL Search's global distribution business and oversaw the business unit's entire portfolio of strategic partnerships. In the early days of the web, Scott led the transition from traditional to online local marketing for several major national brands while working at Monster/TMP Worldwide. Scott has spoken at the Kelsey Group's Interactive Local Media and Directional Media conferences, Search Engine Strategies and Search Engine Marketing Expo Conference. Scott holds a Bachelor's Degree from the Ithaca College Roy H. Park School of Communications where he studied the intersection of emerging technology and advertising.

## Jared Farber, Head of Marketing & Communications



Jared works on marketing, communications and member services at SeniorChecked. Prior to SeniorChecked, he was a Director of Mobile & Local at AOL where he launched and ran AOL Classifieds, ran the AOL Mobile Search business and oversaw marketing for AOL Local properties. Jared also ran advertising and promotions for many other prominent AOL properties including AOL Search and AOL Shopping. Jared has a Bachelor's degree from the University of Maryland, and a MBA from American University. Jared draws inspiration at SeniorChecked from his Grandmother, Sonia Farber, who had a steadfast belief in honesty, finding the best in people and helping those in need. SeniorChecked honors each of these principles with a commitment to help keep Seniors safe from fraud and abuse.

### Contact Information

Jared Farber  
Head of Marketing & Communications  
Phone: 240-205-2594  
Email: [Jared.Farber@seniorchecked.com](mailto:Jared.Farber@seniorchecked.com)