

**BIOGRAPHY**

**Kevin Tomczak, M.B.A.**

**Vice President - Innovation**



**Kevin Tomczak, M.B.A.** leads cross-functional teams in identifying appropriate long-term strategy, developing innovations to drive APTMetrics' revenues and executing projects that have demonstrable impacts on our clients. Kevin has more than 15 years of experience with APTMetrics, and has held positions of increasing responsibility in a variety of functions.

Kevin also worked as a generalist for The Walt Disney Company, where he supported the corporate group and executed special projects, and held executive positions at PowerMark, a marketing services firm, where he helped lead a 300 percent increase in company revenues over his tenure.

Kevin holds an M.B.A. in Global Business from the Graziadio School of Business at Pepperdine University, is an alumnus of IESE Business School in Barcelona, Spain, and holds a bachelor's degree from the State University of New York.