

Executive Biographies

Michael Rich

President & Chief Executive Officer



Michael Rich has over 20 years experience in the technology industry, including launching and growing new businesses, building strategic partnerships, managing product development, and overseeing operations and finance. Prior to joining Equitrac, he was Chairman & CEO for NetSpeak Corporation, a provider of VoIP network management, call management and desktop software. Earlier, he served as Vice President & General Manager, AT&T Business Internet Services and as Director of New Business Development with AT&T Global Information Systems. Mr. Rich earned both a MS Degree in Computer Information Systems and an MBA from the University of Miami. He also holds a BS in Business Administration/ Finance from the University of Florida.

Angelo Gencarelli

Chief Financial Officer



Angelo Gencarelli has over 20 years of senior management experience in mid-size and entrepreneurial organizations. Prior to joining Equitrac, he was Senior VP of Operations and CFO for Applied Theory Corporation, a publicly traded internet solutions company which offered a comprehensive suite of managed web hosting, connectivity and security services for outsourced enterprise mission critical applications. Angelo was the Chief Financial Officer of Bess Eaton Donut Flour Company, a privately held, 55-location retail chain of coffee and donut shops located in southern New England. Angelo started his career with Ernst & Young, servicing a mix of public and private companies. Angelo graduated Magna Cum Laude from LeMoyné College, Syracuse, New York with a BS in Accounting and a minor in Philosophy.

Jim Kano

Senior Vice President, Worldwide Sales and Marketing



Jim Kano is a 20-year veteran of global sales and marketing organizations. Prior to Equitrac, he spent 10 years at EFI as Vice President of OEM Sales. In this role, he was responsible for managing a global sales organization of over 130 sales, field sales engineers and OEM account managers/directors driving \$300 million/year of revenue and maintaining #1 market share worldwide for 3rd party print controllers. He holds an MBA from San Jose State University and is a graduate of University of California, Santa Barbara.

Andrea Maizes

Vice President, Human Resources



Andrea Maizes brings to Equitrac more than 20 years experience in human resource management in the high tech and professional services sectors. Prior to joining the company, she served as Executive Vice President of Resource Management for the Convergent Group, a consultant to utility and local government clients in implementing Internet-based business solutions. At Cambridge Technology Partners, she held several executive positions, including Dir. of HR for Customer Relationship Management and National Director of North American Recruitment. She also served as Director of Human Resources for the management consulting practices of Ernst & Young, Arthur Anderson, LLP and Deloitte & Touche. Andrea earned her BS Degree in Psychology from Clark University.

Craig Walford

Vice President, Service and Support



Craig Walford has over 15 years experience in developing and managing customer support and professional service organizations, including 10 years at the senior management level. Prior to joining Equitrac, he was Vice President, Channel Sales and Customer Support, for Avotus Corporation, a technology company providing expense management solutions to global fortune 2000 companies. Earlier, Craig served as Vice President of Customer Support and Professional Services at Switchview, a global provider of call center and telecom management solutions. A graduate of the University of Western Ontario, Craig also holds a postgraduate diploma in Telecommunications Management from Sheridan College, and has completed numerous management programs at Wilfrid Laurier University.

Mathew Rynard

Vice President, Product Development



Mathew is an experienced technology executive with a successful track record in producing leading technology solutions for an international market. Prior to joining Equitrac, Mathew was the VP & Chief Technology Officer at Activplant Corporation, a privately held company prior to sale to CDC software (CDCS:NASDAQ). He also held key roles at Avotus Corporation, a leader in communication management software, and MDR Technologies, a call accounting software company - in both R&D and Engineering. He is a graduate of McMaster University in Hamilton, Ontario with a Bachelor of Engineering in Computer Science.