



Kevin Tomczak, M.B.A. manages APTMetrics' sales and business development efforts. His cross-functional background allows him to place client requirements in a business context and craft solutions that have a demonstrable impact on our clients' businesses. Kevin joined APTMetrics in 1998 as a project assistant and held positions of increasing responsibility in a variety of functions over an eight year period.

In 2006, Kevin left APTMetrics to become a cast member at one of the largest entertainment companies in the world--The Walt Disney Company. As part of the corporate group at Disney, Kevin helped roll out the first company-wide global talent planning and performance management process, PerformanceConnection. This initiative aligned more than 44,000 employees under a single technology platform, established cascading goals to enable alignment across the enterprise, and improved visibility and access to top talents' skills, experiences and potential.

Kevin left Disney for an opportunity that included operational and business development responsibilities at an early-stage marketing services firm, PowerMark. Two years later, as vice president, Kevin led a 300 percent increase in company revenues and expanded PowerMark's staff to meet increased client demands. Kevin also built the operational infrastructure to minimize on-boarding time, improve client service and support additional revenue streams.

In 2009, Kevin re-joined APTMetrics as an account executive focused on new client acquisitions. His knowledge of APTMetrics' products and services is well balanced with his strengths in sales and pipeline management.

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.