

CARLOS SIEWCZYNSKI

Argyle, TX ♦ 972-567-2596 ♦ csiewczynski@gmail.com ♦ www.linkedin.com/in/carlossiewczynski

PAYMENTS ♦ FINTECH ♦ STRATEGY

Digital Assets | Financial Software | PAAS | ATMs | BTM's | Blockchain | Retail & Financial Services | Payment Processing

Entrepreneurial and performance-driven Sales & Strategy Executive with 20 years' experience and a track record of delivering strong revenue growth while optimizing total P&L (top and bottom line).

- ✓ ***Accomplished Sales & Marketing Executive*** with a consistent track record of growing revenues in global businesses. Significant achievements in developing international markets, channels and customers. Launch overseas corporate offices, expanding markets and customizing products to achieve market leadership. Grow markets on average of 20% per year.
- ✓ ***Strategy & Consulting:*** Build sales operations and client infrastructure; diversify product offering into new markets. Establish overall growth strategy by conducting market analysis and identifying growth opportunities and potential clients. Identify acquisition targets and evaluate via due diligence.
- ✓ ***Leadership & Communications:*** Possess an empowering and collaborative leadership style with strong personal integrity. Hire, build and retain top-tier talent; mentor and coach teams to perform at high levels. Provide sales planning, forecasting, and reporting.

EXECUTIVE COMPETENCIES

Sales Leadership

- ♦ Sales Team Leadership & Training
- ♦ New Business Development
- ♦ Channel Development & Management
- ♦ International Expansion
- ♦ Retail, Distributor & OEM Channels

Strategy & Marketing

- ♦ Strategic Planning & Revenue Growth
- ♦ New Market Analysis
- ♦ Business & Product Development
- ♦ Product Mix Optimization
- ♦ Market Research & Analysis

Management Consulting

- ♦ Investment | M&A Due Diligence
- ♦ Blockchain and Digital Assets
- ♦ Business Process Expert
- ♦ Vision & Execution
- ♦ Profit & Loss Management

PROFESSIONAL EXPERIENCE

NAUTILUS HYOSUNG

6/2023-9/2023

Global manufacturer of ATMs

Vice President of Payment Services - Led the development of an API cloud-based payment platform to offer Remittances, Bill Payment, Provisional Credit and Crypto on Recycling ATM terminals. Next generation development for payment solutions with buildout to include multiple API services around Cash, Debit and Credit transactions including API interface development for MoneyGram and Fiserv.

COINSOURCE**4/2021-5/2023**

Leading BTM Deployer of Cash TO Crypto platforms for sale of digital assets of Bitcoin in non-custodial transactions. MTL licensing in the US which included New York licensing with robust guidelines around KYC and AML risk mitigation.

EVP Business Development.

Oversight of Sales, strategy, and international expansion. Grew company fleet by 70 % in first 18 months through organic direct sales to National accounts. Secured Kwik Trip, Bolla, Family Express for Net new revenues of more than 100 million. Built a robust pipeline of an additional 1000+ locations. Added channel sales program and built sales organization by recruiting 3 sales executives for direct and national accounts. Established strategic partnerships with Hardware manufacturers in self Service, ATM and recycling kiosks for API integration of our software.

PARAMOUNT MANAGEMENT GROUP**8/2018-7/2020**

Turnkey ATM deployer with 6000 ATMS in fleet, offering managed services solutions for Banks and Retail clients.

Director, Business Development, Retail and FI

Oversight of Sharenet Financial ATM management division. Building organization through organic growth by serving 50 financial institutions. Also, driving acquisition for companies in the managed services- acquired CKE ATM solutions.

- Built sales organization by recruiting 4 sales executives for Midwest, South, Northeast and West regions.
- Managed 12 million in top line revenue with P & L accountability for business unit.
- Secured new clients and built surcharge free network for Bank and Credit Union clients.
- Diversified product portfolio and vendor relationships to complete product offering with turnkey managed services offering.

VERTEX GLOBAL CONSULTING**7/2015-7/2018**

Consulting firm offering global expertise in ATM, software, self-service, payments, OEM sourcing, retail smart safes, and gaming.

President | Founder

Advise clients on sales strategy, channel development, product development, certification, and distribution. Consult for domestic and overseas acquisitions and new market entries. Build sales growth in new market segments and new product offerings resulting in increased sales growth and enhanced shareholder value. Clients include senior leaders at Bank of America, Fifth Third, Wells Fargo, US Bank, NCR, Diebold Nixdorf, Triton, Genmega, and Nautilus Hyosung. Client engagements included:

- **KicTeam**, Global provider for technological cleaning solutions to the retail and financial markets. Acted as Sales Director Self-Service: Optimized revenue by implementing strategic plan, managing sales team, and building net new revenues of \$2M.
- **Confidential Asian Manufacturer**: Assisted client in locating acquisition targets in the U.S.
- **Financial Software Provider**: Provider of predictive analytics software for the ATM market. Assisted client with introduction to clients and North American market.
- **Bankers Exchange**: Assisted client in building up sales pipeline to become a desirable acquisition target. Helped client to develop stronger relationships with customers, participate in trade shows, and optimize revenues.

WINCOR NIXDORF (dba Diebold Nixdorf)**10/2012-6/2015**

Global IT hardware and software solutions provider for bank and retail businesses, acquired by Diebold.

Vice President – Indirect Sales

Challenged with igniting sales with indirect sales team and distribution channels. Directed gaming business which included sales of multivendor software, hardware, and services. Obtained certifications for new product opportunities. Clients included EVERI, PAI, Cardtronics, and FCTI.

- **Acquired \$10M software account with major supplier to 7K convenience store chain** with purchase of ATM driving and management software, by serving as subject matter expert for entry-level cash dispenser.

USA PAYMENT SYSTEMS**3/2012-9/2012**

Leading payment processor for Gaming, FI, ISO and Core Banking products.

Senior Vice President –Sales and Marketing / Member of Executive Team

Identified M & A targets resulting in the sale of the company. Developed sales and marketing strategies to independent sales organizations (ISOs), value-added resellers (VARs), retailers, and financial institutions.

- Secured three new clients and built pipeline
- Identified buyer for the company, resulting in sale.

NAUTILUS HYOSUNG**3/2007-12/2011**

Global manufacturer of ATMs, headquartered in South Korea, with revenues of \$500M.

Vice President –Retail Sales / Member of Executive Team

Recruited by Executive Leadership to establish start-up subsidiary, Nautilus Hyosung America, along with two other executives. Managed four sales associates and two marketing professionals in North America. Oversaw pipeline development, sales forecasting and reporting to corporate headquarters. Liaised with engineering to ensure compliance with certifications and relationships with processors (First Data, CDS, FiSERV, and FIS).

- **Established and grew start-up subsidiary** from 12 employees in first year to over 100 in year five. Built teams in operations, tech support, sales, marketing, accounting, and engineering.
- **Achieved 71% annualized ship share** within five years by positioning company as leading provider of retail ATMs.
- **Attained \$80M in annual revenue** within five years, selling over 120K ATMs, representing 25% of overall U.S. placement for retail and banking ATMs.

EDUCATION

Bachelor of Arts (BA) – Business Administration, University of Western Ontario, London, Ontario, Canada

Bi-lingual in English & Spanish

BOARD MEMBERSHIPS

ATM Industry Association – Executive Committee Board member, Deputy President

May 2022 -2025

Filtronica S.A.C., Lima Peru - Member of the Board

2019-present