

Management Team

The Hiconversion executive team combines a seasoned mix of bold entrepreneurship coupled with rich, results-based, corporate experience:

Zee Aganovic, Founder, President & CEO

Zee is a proven high-tech executive and serial entrepreneur. He has held several key, executive positions, including the role of President and CEO of Apptimum, a leader in PC Migration software solutions. This was a re-start of a promising venture-funded company that resulted in a successful acquisition by Microsoft. Before joining Apptimum, he built several successful start-up companies including Cylex Systems, a Florida-based application service provider (ASP) and A-Tech Group, a New Jersey-based engineering and consulting organization. During his tenure at Cylex, Zee nurtured the company from a 2-person start-up, growing it into a robust 100-employee firm, while at the same time pioneering the ASP business model and positioning the organization as the world's ASP document management market segment leader. He directed Cylex in establishing a tier one customer-base, developing blue-chip strategic partners, and raising more than \$20 million in venture capital financing. CyLex was acquired by Ricoh, the world's largest copier company. Zee co-invented one of the world's first ASP-specific patents, and holds both a masters and doctoral degree in optimization theory from Rutgers University in New Brunswick, New Jersey.

Ron Arenson, VP of Marketing

Ron has over 20 years of the marketing, consulting, and management experience in the software industry. His prior roles include Director of marketing at Wang Laboratories, VP and General Manager of Eastman Software, and VP of Marketing at CyLex Systems. Ron has BS from the University of Maryland.

Bruce Goldstein, CTO

Bruce is a talented technologist with over 10 years of experience in developing leading software solutions. Prior to joining Hiconversion he was a CTO at TrueChoice Solutions where he led the design and development of the company's flagship marketing science solution. Previous to that he spent four years at Accenture where his focus was in financial services. Bruce holds BS degrees in Computer Science and Electrical Engineering from Washington University.

Traver Gruen-Kennedy, Chairman

A global technology leader, Mr. Gruen-Kennedy is ranked by NetworkWorld (along with Bill Gates and Michael Dell) as one of the "25 Most Powerful People in Networking," and the World Economic Forum named him a Technology Pioneer for his contributions to technology and to society. For the past eight years, he served as chief strategist at Citrix Systems, where he played a significant role in the company's post-IPO growth to become the world's 15th largest software company, an S&P 500 and Nasdaq 100 company. Mr. Gruen-Kennedy was a distinguished member of the board of several startup companies including CyLex Systems.

Gerry Machy, Director

Mr. Machy has over 20 years of experience in computer software and networking businesses. He has a successful track record in executive management positions including President and CEO of e-motion, Inc., a start-up pioneer in the development of technology for transporting, cataloguing, and collaborating with digital video and images (creative content). Mr. Machy spent six years at Novell, Inc. as vice president and general manager of Novell's Enterprise Division, managing explosive software business growth to \$250M/yr. In addition, Mr. Machy has held senior marketing management positions at Ungermann-Bass and Amdahl Corporation. His technical background includes ten years experience in senior level programming and network design positions in financial and technology companies. Mr. Machy was a Director of CyLex and Chairman of Apptimum where he assisted the company in the acquisition process with Microsoft.