

ROB LYNCH BIOGRAPHY**ROB LYNCH**

Rob is passionate about working to ensure executive teams are operating in a healthy culture of accountability and have the right strategy to grow, scale and thrive.

As a former CEO and Board Member of multiple companies, four of which were acquired, Rob is a disciplined mentor who goes beyond business theory to deliver immediate and lasting results. In 2012, Rob decided that instead of building companies one at a time, he wanted to teach many companies at once.

Due to his extensive experience as CEO, he brings immediate credibility, accountability and impact. He provides active mentoring to companies and individuals through a structured model that pushes the C Suite (CEO's, CFO's, etc.) to discover, address and cohesively focus on the Four Decisions every successful growth company must get right.

Married with five kids, Rob has coached youth basketball and is a member of WATCH D.O.G.S. (Dads of Great Students), an innovative father involvement, educational initiative to provide positive male role models for the students, emphasizing the value of education and enhancing security to reduce bullying. Rob stays in shape by rowing and is a former member of the US National Rowing Team having competed in four World Championships.

Executive Summary

Rob Lynch is a seasoned CEO, Entrepreneur and Four Decisions® Certified Coach. Prior to founding Burst Consulting, he led four start-up companies, all of which were acquired. As an experienced CEO, he has moved his companies to adopting new business operating models for increased monetization, raised outside financing while operating companies in a capital efficient manner, opened foreign markets and created highly profitable reseller and channel partner programs, and led the integration of several acquisitions.

Industry Specialties

- Technology
- Food & Food Service
- Services
- Financial
- Hospitality

Coaching Specialties

- Culture of Accountability – planning, execution, and communication
- Strategic Thinking including the 7 Strata of Strategy
- Leadership and management development

Specific Expertise

- Extensive CEO experience including raising capital, liquidity events
- Accelerating companies into and through high growth
- Financial management strategies
- Creating a brand promise that meaningfully impacts a company
- Opened foreign markets

Current

- Managing Director, Burst Consulting
- Four Decisions® Certified Coach & Mentor, Gravitas Impact Premium Coaches

Past

- CEO, Innography
- CEO, BetweenMarkets
- CEO, ClearCommerce

Education

- Bachelor of Science in Economics, St. John's University, NY
- Masters of Special Education, Fordham University, NY
- Professional Diploma in Administration, Fordham University, NY