

CARLOS SIEWCZYNSKI

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Digital Assets | Financial Software | PAAS | ATMs | Channel | Blockchain | Gaming | Payment Processing

Entrepreneurial and performance-driven Sales & Strategy Executive with 20 years' experience and a track record of delivering strong revenue growth for mid-size companies while optimizing total P&L.

- **Revenue Generation** delivered net-new revenues of 100 + million per year.
- **Team Leadership** built sales and marketing teams of 5-10 direct reports and 20 indirect with cross functionality.
- **Coach** sales and forecast processes, customer messaging, compensation planning and talent management.
- **Impactful leader** consistently delivering revenues, new technology and results for Fintech enterprises.

PROFESSIONAL EXPERIENCE

NAUTILUS HYOSUNG

6/2023-9/2023

Global manufacturer of ATM's

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 of API services around Cash, Debit and Credit transactions. **Strategic G2M partnership with 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 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 driving top line to 200+ million**. Added channel sales program and built sales organization by recruiting 4 sales executives for direct and national accounts. Established strategic partnerships with Hardware manufacturers in self Service, ATM and recycling kiosks for API integration.

PARAMOUNT MANAGEMENT GROUP

8/2018-7/2020

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

Director, Business Development, Retail and FI

Oversight of Sharenet Financial ATM. Built organization through organic growth by serving 50 financial institutions. Drove 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.

VERTEX GLOBAL CONSULTING

7/2015-7/2018

Consulting firm offering global expertise in Fiintech, ATM, software, self-service, payments, OEM sourcing, and gaming. Delivered growth for mid-size companies targeting growth from 20-200 million per year.

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.
- **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 – Channel Sales

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

- **Delivered \$10M software enterprise agreement with major supplier to 7eleven convenience store chain.**

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.

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 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, 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