MARK CARON

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EXECUTIVE SUMMARY

An accomplished leader with extensive experience in identifying emerging product/service opportunities in dynamic markets. Demonstrated expertise in building top-tier teams, leading sales, marketing, and product strategies, securing strategic partnerships and lead customers, and executing M&A transactions.

As a co-founder and later CEO of technology startups, played a key role in launching several groundbreaking innovations, including:

- The first full-featured digital wireless service in the US (now T-Mobile)
- The first (and still #1) global intercarrier text messaging service (now TransUnion/Syniverse)
- The first live phone home-screen (replaced by iPhone)
- The leading drowning detection system in the US (WAVE)

Brings over 30 years of experience across various technology sectors in both B2B and B2C markets, with a strong focus on fostering a company culture of empowerment and accountability.

PROFESSIONAL EXPERIENCE

WAVE Drowning Detection Systems

Co-Founder, CEO, Board Member Norwalk, CT • 2017–Present (CEO full-time 2018–2025)

Co-founded and led development of a wireless/IoT based drowning detection system for commercial pools. Built WAVE into the **dominant aquatic safety technology provider in the U.S.**, now protecting **tens of thousands of swimmers** across **30 states**. A home pool version is under development.

Key Achievements

- Raised **$4.3M** in institutional and Angel financing; built-out full team.
- Launched MVP in 2020; navigated COVID shutdowns while retaining customers, investors, team.
- Secured strategic partnership with **Boys & Girls Clubs of America.**
- Developed and successfully test-marketed a consumer home-pool prototype.
- Transitioned CEO role in 2H25 to a strategic investor; currently serving as Advisor.

Caron Strategic Innovation

Founder & Principal New York, NY • 2005–2006, 2011–2012, 2014-2017, 2026–Present

Advisor, consultant, investor, and board member to **30+ startups and established technology companies** across SaaS, AI, IoT, retail tech, data analytics, and enterprise software. Projects span strategy, product development, PMF, marketing, sales/business development, team building/reorganizing, fundraising, and M&A.

Representative Engagements

- Designed channel strategy enabling **$11M VC raise** for retail POS (**acquired** by Lightspeed).
- Led strategic/organizational review for enterprise SaaS (**acquired** by Constellation Software).
- Secured lead media customers for real-time analytics platform (**acquired** by Altrata).
- CEO coach for AI marketing platform for investment advisers (became **market-leader**).
- Organizational design and recruitment for automation/IoT business unit (achieved **125% YoY growth**).
- Recruited four C-level executives for a **$400M tech company**, supporting continued growth.

Startup Community Leadership

- Deal Co-Lead; AI/Big Data Sector Lead; accelerator liaison — HBS Alumni Angels NY
- Mentor — DreamIt Ventures, NYU Future Labs
- Organizer/moderator — HBS startup/tech events
- Co-Chair — Dartmouth Entrepreneurial Network (DEN) NYC

bMobilized, Inc. - CEO New York, NY • 2013–2014

Recruited by Board to reposition and scale a six-year-old mobile web technology company.

Key Achievements

- Refocused company on high-volume automated mobile website production for global SMB channel partners.
- Rebuilt leadership team (CTO, two VPs, three Directors/Managers).
- Led product and service redesign; drove **300% revenue growth** while holding expenses flat.
- Secured company's **first U.S. financing**.

SNAC, Inc. - Founder & CEO New York, NY • 2006–2012

Founded mobile software company delivering a customizable mobile home screen (pre-iPhone) for media and consumer brands (B2B2X). Built award-winning product suite across widget, app, server, and web layers.

Key Achievements

- Built full solution for **< $2M**, outperforming VC-backed competitors spending **$5–10M**.
- Supported **300+ phone platforms** (BlackBerry, Symbian, J2ME, BREW).
- Developed first-ever live phone widgets for Facebook, Twitter, and other major platforms.
- Earned multiple industry awards, including *Top Ten Mobile App* (Fierce Mobile) and *Best Mobile Innovator*.
- Acquired nearly **500,000 users** via D2C distribution and customers' beta programs.

MobileSpring / Ztango

Founder & CEO New York, NY • 2000–2004 Acquired by WiderThan (later RealNetworks)

Created the first inter-carrier SMS service in the U.S., catalyzing nationwide text messaging adoption and a **$10B/year revenue stream** for the carriers.

Key Achievements

- Raised **$11M** across three VC rounds; Secured AT&T and Sprint as lead customers.
- Built business to **profitable $12M revenue run-rate**
- Service later generated **$100M+/year in free cash flow** for subsequent owners.
- Acquirer went public (NASDAQ) in 2005; acquired by RealNetworks for **$350M** in 2006.

Omnipoint

Marketing & Business Development Leadership Washington, DC & NJ • 1993–2000 IPO 1996 • Acquired by VoiceStream (now T-Mobile) for $6B

Part of four-person founding team of spin-out Omnipoint Communications Services (OCS), scaling from **startup to $500M+ revenue**, **1M+ customers**, and **2,000+ employees**.

Key Achievements

- Secured **$15M** in technology licensing contracts.
- Built 30-person Marketing & Product team for both Consumer and Business markets.
- Launched multiple **U.S. market "firsts"**, including full-featured prepay, pre-activated service, and advanced email and info services.
- Created consumer ad campaign achieving **50% awareness with only 3% share-of-voice**.
- Developed award-winning retail and channel programs.
- Led deals of **$100M** in joint ventures and **$150M** in acquisitions

EARLY CAREER

Roles at PictureTel, Ericsson (P&L for two $20M product lines), and GE Aerospace/GE Corporate Information Systems, including software engineering, product management, and project leadership.

EDUCATION

Harvard Business School — MBA, Technology & Entrepreneurship
Dartmouth College — AB, Computer Science & Economics, *cum laude*

BOARD & COMMUNITY LEADERSHIP

- Founding Board Member & Treasurer, **Justice in Motion** (2005–Present)
- Various advisory and board roles across startups and technology companies

PERSONAL

Married, two adult children. Interests include cycling, skiing, hiking, and community service.