

Bob Gordon Executive Biography

For over two decades, Bob Gordon has been in the leadership vanguard of three different industries as they revolutionized American life. Cable Television and Wireless as they went from nascent to mainstream. Healthcare as it underwent a paradigm shifting overhaul. As an entrepreneur and Chief Executive, he started, led and supported ground breaking companies in each industry that pioneered innovative business models, technologies and services to secure superior results.

In 2014, Bob founded Sandlot Startups, a first-of-its-kind entrepreneur development organization for high school and college age youth who want to start a business, reflecting his desire to pay forward the gift of entrepreneurial thinking. He serves as CEO of Cresco Optimus Group, a conglomeration of early stage internet and mobile enabled businesses.

Previously, Bob started and helmed Healthcare Horizons, a SaaS solutions provider to the independent group practice physician market for six years, successfully winding it up in 2013. He spent the prior eight years in the wireless industry where he completed his tenure as the President and CEO of a pre-revenue application service provider successfully raising Venture funding and taking the service from concept to market. Beforehand, he was at ground zero for the last major national wireless brand launch where for several years Bob served as President of the Eastern US for Cingular Wireless, now AT&T. Installing a new organization, network and services propelled customers and revenues above four million and three billion respectively and achieved peer beating profit margins. He began in Wireless by jumping at the chance to lead a major market carrier turnaround as its President. Two years later the carrier had gone from worst to first in market share growth, won several JD Power service awards and notched five hundred million in revenue.

Earlier, Bob capped his more than decade long tenure in the cable industry with four years at the center of a news topping deal as CEO and President of SBC Media Ventures a leading Cable TV multiple system operator (MSO) and the product of the first entry by a Bell company into cable. The company grew at twice the industry pace, posted the best EBITDA per customer among the largest 25 MSOs and earned a string of national service awards before selling for a value double.

Bob began his career selling M1, a \$4.95 four channel broadcast TV package, door-to-door in one of the first new build urban cable television systems. He worked his way up through system and corporate P&L roles with cable startup ARTEC and successor entity Hauser Communications as it became a MSO that bought, improved and sold cable properties at record setting valuations.

Bob has been elected to national and regional industry association boards, chaired several State PACs and the first major market cable TV ad interconnect. He has consulted to venture capital firms, is active in the private equity community and enjoys mentoring young business builders. Bob is a graduate of George Washington University. He resides in Washington, DC and has three sons.