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**Karl Sniady**

**President & Chief Financial Officer, CTI**

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Sniady was introduced to Co-Active coaching when he lived in Boston and hired a CTI-trained coach. Having had firsthand experience with how powerful the Co-Active model is, he was very excited to have the opportunity to use his professional skills in CTI’s Co-Active business environment. Sniady brings more than 25 years of executive experience to CTI. Since his early career as an auditor with Coopers & Lybrand, Karl’s experience ranges from multinational and publicly traded companies to internet start-ups. Prior to joining CTI, Sniady was the CFO for MediaZone, a market leader in online video broadcasting and Performant Financial Corporation, a private equity-backed financial services company, and the EVP and CFO of S&H Greenpoints, a venture-funded B2B marketing loyalty company, and Trendlines Incorporated, a public company with annual revenues of more than three hundred million. He helped lead S & H from two million to 50 million in revenue. While at Trendlines, he successfully completed a secondary common stock offering, restructured its bank credit facility and was responsible for human resources, IT, distribution and call center operations. Prior to Trendlines, Karl was the CFO for Auto Source, Inc. and spent 10 years with two subsidiaries of Netherlands-based SHV where he held multiple positions.

Sniady received his MBA from Northeastern University in Boston, and completed his undergraduate work at the University of Cincinnati where he received his BS in Industrial Management. He has been married to his wife Gwendolyn for more than 30 years. His son Matt and daughter Maria live in Los Angeles.