

2016 Synergistix Users Conference INNOVATION THROUGH COLLABORATION



Greg Besner

Greg is an entrepreneur and currently the founder & CEO of his third business. He is also an adjunct professor at New York University.

Greg was one of the owners of Zappos.com until the company's sale to Amazon, and he continues to actively participate in culture programs within the Zappos community. He is also the founder & CEO of CultureIQ, a software solution that helps companies measure, understand and strengthen their organizational culture. CultureIQ has financial backing from Zappos CEO Tony Hsieh's VegasTechFund as well as other business leaders that recognize the impact of prioritizing company culture. Greg is also an adjunct professor at New York University Stern School of Business teaching entrepreneurship, and has had several articles published regarding company culture and other topics related to the workplace.

Greg's additional background includes being the founder & CEO of three companies and a Group President within a public company. He was also the CFO and COO of two fast growing venture-backed companies and raised more than \$60 million of venture capital across his five businesses.

During his tenure as CEO of his first software company, which he successfully sold to a public company, Greg was named the Ernst & Young *Entrepreneur of the Year* in New Jersey. Greg serves on the Board of Directors of several non-profit organizations including the Diabetes Research Institute Foundation, the Willa's Wish Foundation, Inc., and the Young Presidents' Organization. He earned his M.B.A. from The Wharton School and his B.A. from Rutgers University.