

**David Gasparyan, *Founder and President***

David has a formal education in marketing and first started working in the digital marketing space over 15 years ago, at a time when Google was only a search engine, Facebook didn't exist, and the internet's full potential had yet to be realized. Seizing on the opportunity of new digital frontiers, David was a leader in the founding of two companies that experienced outstanding growth during his tenure. During this time, he pioneered new methods of lead generation and distribution. He also envisioned and oversaw the creation of revolutionary technology that optimized digital marketing practices.

In 2016, David tapped into his significant experience to found Phonexa—the company that would stake a claim as the only digital marketing platform to offer call tracking, lead distribution, email marketing, and integrated accounting in one intuitive package. He has continued to drive the passion, vision, and growth of the company since that time.

**Lilit Davtyan, *Executive Vice President, Chief Financial Officer***

Lilit Davtyan is the Executive Vice President and Chief Financial Officer of Phonexa. In that role, Lilit oversees the company's business development, supervises on questions of compliance and internal finances, and maintains relationships with key clients. She works closely with company leadership on long-term strategy execution, while also overseeing the Accounting Department and acting as a liaison between the firm and outside legal counsel. Having previously worked at PricewaterhouseCoopers, LLP and multiple other professional tax and legal firms, Lilit has over seven years of experience in business and tax planning. She has worked with numerous Fortune 500 companies in her career and has extensive familiarity with the financial industry.

Lilit is a Certified Public Accountant. She received her B.B.A. from Woodbury University and received her Masters of Business Taxation from the Marshall School of Business at the University of Southern California.

**Nasser Aftab, *Director of Business Development***

Nasser Aftab is the Director of Business Development at Phonexa. In this role, Nasser manages Phonexa's business development strategy, oversees sales and client relations, and targets custom solutions for Phonexa partners and clients. His key responsibilities include keeping Phonexa a leader in the competitive SaaS marketplace, formulating long-term strategies for success, and maintaining robust customer relationships.

Nasser began his business development career in banking, then grew his expertise working in lending and financial services. In that time he worked for three of the top five globally-ranked FinTech companies: WorldPay, First Data, and Bank of America. His background has been marked by a strong focus in Fortune 500 client acquisition on a global scale, facilitating FinTech and SaaS software technology solutions.

**Tiara Gazarian, *Director of Sales and Client Relations***

Tiara Gazarian is Director of Sales and Client Relations at Phonexa. As Director of Sales, her focus is on working with the sales team to identify and connect with clients that could benefit from using Phonexa. As Director of Client Relations, Tiara works directly with clients to help them learn and manage their platform, paying special attention to best practices for their business and how Phonexa's platform can make their business operations more effective and efficient. She is also the liaison between clients and the tech team to create features and capabilities that increase efficiency and aid growth.

Tiara has a long history of assisting high-end clientele, beginning her career with experience ranging from luxury retail to corporate sales. Tiara continued to cultivate strong client relationships working in commercial insurance and affiliate marketing before assuming her current management role at Phonexa.



**Armen Karaoghlanian, *Vice President of Marketing***

Armen Karaoghlanian is the Vice President of Marketing for Phonexa.

In this role, he provides direction, guidance, and leadership to the Phonexa marketing department. Armen is responsible for developing Phonexa's marketing strategy and overseeing its execution to achieve the broader goals of the company.

Armen has over eight years of experience in marketing and has previously worked for Warner Bros. and The Walt Disney Studios. In his career, he has been featured on Business Insider, Fast Company, Smithsonian Magazine, and The Verge.

Armen is a graduate of the University of Southern California.