

Boundless Network Management Team

Sherman Atkinson | CEO

Sherman joined Boundless Network as CEO in May of 2009. He is the former COO of Intermix Media, Inc. (AMEX: MIX), a publicly traded new media company that owned MySpace.com. Sherman partnered with global venture capital firm Austin Ventures in late 2007 as a CEO-in-Residence to pursue opportunities in digital media and information services. Sherman has also served as COO of Buy.com, the internet superstore, and as president of its technology spin-out, BuyServices, Inc., a wholly owned subsidiary of Buy.com.



Jason Black | Founder, President

Jason founded Boundless Network in 2005 after nearly 15 years of promotional industry expertise and two decades of experience starting successful entrepreneurial ventures. Most recently Jason was the founder and president of HotLink, a leading promotional marketing company leveraging technology to help Fortune 100 companies reduce promotional expense.



Henrik Johansson | Chief Operating Officer

A serial entrepreneur, Henrik's quest is innovation through technology-enabled services. Henrik most recently served as the president of Everydaywealth, an online financial services company, and before that as the founder and president of Creditland, an online credit and lending marketplace. Prior to becoming an entrepreneur, Henrik was a management consultant with Andersen Consulting in the U.S. and abroad. His philosophy is to build a company where people thrive, to empower the best salespeople to deliver more value to their customers with less effort, and to be the premier distributor in the industry.



Tom Rizzi | Executive Vice President of Sales

Tom has over 20 years of sales management experience, as well as extensive leadership experience in the print and packaging management services industry. Before joining Boundless Network, Tom served as a divisional vice president at WorkflowOne, a leading provider of print and supply chain management solutions. He has also held senior executive positions at Renaissance Mark, Graphic Packaging International and Anchor Glass Container Corporation.



Cindy Goldsberry | Vice President of Sales

Cindy has over 20 years of marketing and sales experience, seven of which are in the promotional products industry. Most recently she was responsible for the design and launch of enterprise-wide promotional spend management programs for large distributed organizations to include creative and online solutions. Cindy's objective is to use the Boundless Network vision, culture and technology-enabled services to transform the way the promotional products industry thinks and works.



Brannndon Stewart | Director of Product Marketing

Brannndon is experienced in working with high-growth technology companies in product marketing and management roles. Most recently, Brannndon served as Director of Product Marketing for Borland Software. Prior to joining Borland Software, Brannndon was responsible for technology innovations and marketing at early-stage software companies, including Troux Technologies, Motive (acquired by Alcatel-Lucent), and Ventix Systems (acquired by Motive).



David Dettmer | Director of Product Development

David has more than 15 years of experience designing and managing technology solutions. David was most recently responsible for product management at Quickarrow. David moved to Austin in 1997 to join pcOrder.com (Trilogy) to implement the industry's first e-commerce systems for companies such as IBM, HP and Compaq. For the past eight years, David has also been the founder and advisor of several Austin technology startups, including CaseFileXpress.com, an electronic filing website for legal professionals, and Expertunity.com, an online home expert directory. David is a graduate of the Massachusetts Institute of Technology.