

## Representative Vell Placement

**ROB GETSY**  
**VICE PRESIDENT, MARKETING**



Rob Getsy brings many years of extensive experience managing lead generation and acquisition tactics to Kajeet. He was most recently head of Digital Acquisition at K12 Inc. where he led the digital team to grow the company from less than \$60M to more than \$650M in revenue per year. He also assisted in the rebranding and launching of the new K12 brand. Prior to his 7+ years at K12, Mr. Getsy held several roles at America Online, Inc. In his latter position at the company, he was able to reduce production costs by 30% through design and implementation of a Programming Content process. Rob Getsy started his career at NETSCAN iPublishing as a Web Manager.

Rob Getsy holds a BCS and MBA from Bentley University.

### **About Kajeet**

Kajeet is a privately held, growth-stage company founded in 2003. Kajeet sells mobile service across a variety of devices including smartphones, tablets, and data-cards. We provide wireless service as a mobile virtual network operator. Our platform provides granular monitoring and control over every call, text, and data packet. These policy management capabilities provide a safe and budget-friendly mobile experience that ensures mobile devices enable and enhance kids' lives. With the increasing capabilities of mobile devices, these parental controls are needed more than ever.

Kajeet serves two customer segments: consumers and educational institutions. Our award winning consumer service has been in-market for 5 years. Our Education platform, Sentinel, was launched last October but has already gained international recognition.

Kajeet is powered by the company-owned Arterra MVNE platform. Arterra MVNE services are utilized to provide custom, branded wireless solutions to numerous companies around the country.