



## Robert A. Wood

### Founder & CEO



#### Bob's Story

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## Introduction

Mr. Wood is a seasoned professional executive with over 30 years of experience in business and technology. He formerly worked for Microsoft Consulting Services as a Senior Technologist assisting Fortune 500 corporations with designing, building, and implementing mission critical systems. He has been a technology entrepreneur for over 20 years investing his expertise in technology venture startups and in his own technology companies.

## Expertise

Mr. Wood has developed expertise over the decades in many areas including business, technology, direct sales, and cryptocurrency. He provides his unique blend of expertise to launch new technology companies.

## Business

Mr. Wood has worked as a chief executive in the roles of CEO, CTO, President, and Chairman of the Board for many companies. He has founded many companies including Shabang.com that was the first Internet product search engine that raised \$15M and grew to \$200M during the 2000 Internet gold-rush.

Mr. Wood founded Pinnacle Performance Institute in 2004 to service the direct sales industry with training systems, marketing systems, operations systems, and sales productivity tools. He has provided consulting services and systems for over 50 direct sales companies including Avon, YTB, EcoQuest International, World Ventures, Heartland, FlexKom, PeopleEdge, TellAllMobile, USHealth, Global Currency Reserve (GCR), Bistrovi, Traverus, PB49, SilverHeart, Parents with Purpose, CloudZow, Zazzed, Columbia University, Pinnacle University, and Nexxus.

He has worked with over 30 Fortune 500 corporations in a broad range of industries including finance, banking, insurance, energy, retail, sales & marketing, transportation, travel, tourism, gaming, weddings, consulting, and the stock market with companies like Walmart, Federal Express, American Airlines, Mobile Oil, JC Penny's, Frito Lays, USAA, Electronic Data Systems (EDS), Perot Systems, Boston Consulting Group, Las Vegas Mirage Hotel, Chapel of the Flowers, and the State of Texas.

## **Technology**

Mr. Wood is a Senior Technologist formerly with Microsoft. He has many years of experience as a Chief Technology Officer, Information Technology Consultant, Systems Analyst, Development Manager, Systems Programmer, Application Developer, System Tools Developer and Systems Architect in the corporate and commercial software development environments. He is also chief architect of the Hyper-Object Technology (HOT) application architecture.

Mr. Wood is an original member of the International Methodology Team that developed the Microsoft Solution Framework (MSF) and the Microsoft Solution Development Discipline (SDD). As a methodology evangelist and Certified Master Trainer, He traveled throughout the United States building development teams and architecting client server systems for Microsoft clients.

Mr. Wood designed and developed a Computer Aided Software Engineering (CASE) tool called iLingual that generates the source code for enterprise systems that can be distributed across multiple servers and scaled up for unlimited growth as needed. He uses iLingual to generate fast quality systems for his clients in a fraction of the normal development time.

Mr. Wood was published in the Microsoft Systems Journal, published the blue book on “Re-engineering Software Development” and presented numerous executive lectures for Fortune 500 corporations on “Re-engineering Software Development.”

## **Direct Sales**

Mr. Wood is the CEO and founder of Pinnacle Performance Institute, a business, marketing, and technology consulting company for the direct sales industry since 2004.

Mr. Wood has extensive network marketing experience as a consultant for over 50 network marketing companies in all areas including back-office operations, order processing, payment processing, crypto payments, accounting, finance, customer service, downline management, compensation plans, self-replicated websites, marketing tools, lead generation, sales management, sales training, personal productivity tools and sales force support.

Mr. Wood designed and developed a multi-company software platform for the rapid development and deployment of custom solutions for direct sales companies.

Mr. Wood is an expert in writing and implementing business plans for direct sales companies. He works closely with business owners and management to develop sustainable business models that deliver real value to consumers, that properly incentivize the sales force, that are fiscally sound and profitable, and that are legally compliant.

## Cryptocurrency

Mr. Wood is a strong advocate and evangelist for the mainstream adoption of cryptocurrency to empower people to take back control of their money and their financial systems. He does not speculate or participate in cryptocurrency trading (gambling) but builds the infrastructure to support legitimate cryptocurrency companies to provide real value to the marketplace.

- He started working full-time with cryptocurrency companies in early 2014 when bitcoin was \$300.
- He worked on both the technology and business development of cryptocurrency for many years.
- He developed several cryptocurrency coins and tokens.
- He has been a keynote speaker at several bitcoin conferences.
- He published a video blog with many episodes on "Cryptocurrency Myth Busters".
- He does work for the SEC on investigating cryptocurrency marketing companies.
- He developed a cryptocurrency university called Nexxus University.
- He developed a cryptocurrency bartering system called Nexxus Barter like Craigslist for crypto.
- He developed a cryptocurrency marketing system called Nexxus Rewards to help merchants get and keep new customers.
- He developed a cryptocurrency real-estate exchange for investors to purchase fractions of American commercial properties with crypto.
- He is working on writing and publishing a book titled "Crossing the Cryptocurrency Chasm".