



Management Bios

Management Team

Don Paris, Chairman & CEO

Don began his career as a highly-successful entrepreneur over thirty years ago, after serving in the United States Marine Corps as a Marine Aviator. The successful sale of his first company, a medical device manufacturer, allowed him to move into the high tech world, where he helped pioneer the development of a mobile credit card processing platform. This project led him to start a group of credit card processing and payments companies, which were eventually combined into Emprise Group, LLC. Emprise Group and its affiliates have processed more than \$8B in credit card transactions over the last ten years. As a father of four, Don is keenly aware of the importance of schools in the lives of our children. It was at Emprise Group that the concept of a giving back program for schools through merchant processing was developed, and later spun out as School Spirit Pays.

Denise Senter, President

Denise started her career in marketing and sales support with the Banking Systems division of EDS more than 25 years ago. She has served as an officer in three public companies as VP of Marketing: Indus International, Accrue Software, and Alterian. Denise was a Partner in the strategic management-consulting firm, CSC Index, where she consulted with Fortune 500 companies such as DuPont, Samsung and Enbridge Energy Partners in product development and marketing. She has spent the past five years in payment processing where she served as COO for two merchant services providers, including Emprise Group. At Emprise Group Denise first conceived and launched the School Spirit Pays concept. She has focused on balancing her career with giving back, and has volunteered and led volunteer development for several organizations, including the March of Dimes, Girls on the Run, and Literacy Volunteers of America.

David McKay, Chief Marketing Officer

David has spent 25 years in the technology world, serving in leadership roles in sales, marketing, product marketing and product management organizations for several hardware and software companies. After developing a passion for brand building and product strategy development, David moved into executive leadership for major technology leaders including The Baan Company and WebEx. Prior to co-founding School Spirit Pays, David served as an executive communications consultant for firms ranging from startups to Silicon Valley titans such as Cisco Systems. David has volunteered his marketing expertise for a number local and national charitable organizations' fundraising events, including the Human Rights Campaign.





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Carolyn Spurgin, *Director, Schools Development*

Carolyn has spent the last 15 years working with schools in both volunteer and elected positions. Since 2006 she has been a School Board Trustee for the Melissa, Texas ISD, where she serves as board secretary. Carolyn is an active leader in her school district, and has managed a number of large-scale, district-wide programs including a multi-million dollar construction development bond campaign where she was marketing chair. In addition, Carolyn has spent over 12 years in a variety of roles in local PTO and Booster Club organizations.

Erik Teno, *Director, Operations*

Erik is a senior operations leader with 10-year background in customer service for credit card processing and financial services organizations. Prior to joining School Spirit Pays he was Implementation Director for DHD Media, where he was in charge of developing operational processes and procedures for their credit card processing and gateway implementations teams. Previously, Erik led operations and process reengineering projects for a number of financial services and banking industry companies, including Comerica Bank.





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Board Members

Don Paris, *Chairman & CEO*

Denise Senter, *President*

David McKay, *Chief Marketing Officer*

Mark Toney, *Senior Vice President, SmithGeiger, LLC*

Mark has spent the last six years at SmithGeiger directing all services related to television, local station strategy, online, broadband, emerging technologies and research services, and is responsible for all new business development in these emerging areas. Prior to SmithGeiger, Mark was president at Digital Information Network, where he oversaw all aspects of corporate strategy, and directed the sales, marketing, business development, and financial groups. Mark has previously held senior management roles at The MediaVergence Group and Audience Research & Development. As an experienced major market TV news director and new media entrepreneur, Mark specializes in creating unique research methods to uncover consumer attitudes and preferences across all digital media platforms.





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Advisors

Brett S. Kilpatrick, *Vice President of Sales and Field Operations, Determine Software*

Brett has over 20 years of executive management, sales leadership, operations management, and sales experience. As vice president of sales and field operations for Determine Software, Brett is responsible for leading his team to generate new business, develop business relationships and drive revenue for the company. Most recently, Brett was chief executive officer of Alterian, Inc (a division of Alterian plc) where he halved the costs and doubled the revenue for the publicly held marketing solutions software provider. Prior to Alterian, Brett held executive sales and operations management roles at Narus Software and Accrue Software. At Accrue, he built sales and services through 100% quarter on quarter growth over 3 years. Before Accrue, Brett held senior and field management positions and participated in the early growth / IPO at a number of public software companies including AvantGo, Versant and Oracle. Brett rounded out his experience with several years at Andersen Consulting.

