



## Senior Management Team – 01/22

Re-Play Athletics has assembled an outstanding team that has worked together to design, develop the intellectual property and implement its business plan.

### ***Co-Founder + Operating Partner - Alan Discount***

Alan is a serial entrepreneur who has successfully built and led high growth companies ranging from a tech startup sold to IBM during the dotcom boom, to a \$200 million division of a Fortune 500 company. He has been interviewed, quoted and featured in Fortune magazine, CNN, Entrepreneur magazine and Business 2.0. He is the principal strategist and architect of the Company's technology, apps and platform. Alan has a track record of success as well as numerous certifications coaching youth baseball at the little league, Pony and travel ball levels.

### ***Co-Founder and SVP Alliances - Carlos Iriarte***

Attorney at Law, Licensed Sports Agent and avid climber, Carlos has an outstanding reputation amongst his clients for his ability to manage challenging situations while maintaining the highest level of ethics and professionalism. Carlos had a scholarship and played D1 soccer at UCLA. Carlos' sports agency firm is actively assisting with Company's partner development in both the U.S. and in Mexico.

### ***SVP Operations - Doug Hudson***

With decades of experience building value and successfully completing M+A transactions, Doug's high tech and IT background make him well suited to manage the unique needs of Company's alliance development group. He has also coached youth sports for years and is aware first hand of the challenges today's young athletes face and how the Company's solutions can help drive their success.

### ***SVP Business Development - Sam Ashkar***

Sam has raised early-stage funds, provided strategic consulting, and operated as a general partner, managing partner, or president in a number of successful start-up and structured transactions. Also, with extensive background coaching youth sports, Sam can speak first hand of the power and impact the Company's solutions bring to bear in the marketplace.

### ***Interim SVP Tech - Cameron Williams***

Cameron has 24 years' experience in harmonizing business vision to IT strategy to ensure growth opportunities are met. He brings a customer focused creative mindset and the ability to rapidly scale both infrastructure and strongly aligned and motivated teams to support aggressive growth.

### ***Tech Lead Mobile Applications - Tunam Thai (Nam)***

Nam's ability to project manage development projects cross-platforms makes him a perfect fit to lead the Company's mobile app team. He has been involved in the development and deployment of numerous successful application development projects.

The Company also has working relationships with numerous players, coaches, scouts, agents, and administrators from every level of play in baseball - their current contact database of baseball industry experts in excess of 1,000+ market experts and influencers. Re-Play will soon introduce a world-class Advisory Council containing a cross-functional team of known experts that have been selected to help drive the Company's success.