



## **Mobee poised for Growth**

Seasoned High-Tech Company Executive Takes Helm of Fast-Growing Crowdsourced Data Intelligence Company

Boston, MA

October 21, 2014

Mobee, the leading provider of real-time intelligence using crowdsourcing technology, announced that Hal Charnley has joined the company as its President/CEO and has been appointed to the company's board.

Mr. Charnley brings over two decades of experience leading high-growth technology companies including extensive experience as an executive in the enterprise networking, security, and telecom markets. Mr. Charnley will be responsible for the company's strategic direction and day-to-day operations. Mr. Charnley holds BS, MS, and MBA degrees and has been involved in numerous technology companies as an investor, board member, or advisor.

"We are excited to have an experienced executive, such as Hal, joining Mobee. His experience in high-growth environments will be valuable as we look to bring our industry-leading technology, developed over the last several years, to the marketplace. I will continue to advise the company and am confident in Hal's abilities to lead Mobee's next phase of growth," said Prahar Shah, Mobee's founder.

Under Mr. Shah's leadership, Mobee built an on-demand mobile workforce nationwide across the United States. Mr. Shah, an MIT grad and former Googler, shaped the product and market vision and guided the company's entry into the retail, quick-service, and consumer goods verticals. Mobee has grown to a 20-employee company, with over \$4M raised in two rounds of financing.

"Prahar has built a very positive culture, team and product here at Mobee. He's taken it from an idea to reality, and I'm delighted to be on board to drive the next phase of Mobee's growth," said Mr. Charnley.

### About Mobee

Mobee is the leading provider of crowdsourced, real-time intelligence. Headquartered in Boston's Old City Hall, Mobee is revolutionizing offline data collection and retail intelligence. Check us out at <http://www.getmobee.com>.