

Herb Mitschele
CEO and Co-Founder

Herb Mitschele, CEO of Shodogg™, brings his vast knowledge and experience in corporate operations, strategy, sales and licensing to Shodogg, where he is responsible for leading the company's market strategy and business development efforts. Prior to Shodogg, Mitschele was Senior Vice President of Sales and Operations at CDI, a division of toymaker JAKKS Pacific with well over \$200 million in annual sales.

Mitschele also held a variety of senior management positions including sales, marketing, licensing, operations and international Business Development with industry leaders such as Mattel and Playmates Toys.

While at Playmates Toys, Mitschele helped re-launch the Teenage Mutant Ninja Turtles toy brand internationally and built the business to become a leading performer in over 25 countries. He also launched Tekno the Robotic Puppy, which earned the prestigious "Toy of the Year" award. He has been involved with most of the toy industry's top brands, including Matchbox, Disney Princess, and Barbie, and has launched hundreds of industry leading products throughout his career.

Mitschele holds his BA in Marketing from Rowan University.

Michael Rinzler
President and Co-Founder

Michael Rinzler is President of Shodogg and brings 20 years of experience launching brands and building businesses to Shodogg, where he is responsible for the company's day-to-day operations and strategic focus. Previous to Shodogg, Rinzler was President of CDI, a JAKKS Pacific division that operated autonomously with over 150 employees and well over \$200 million in annual sales.

During his time as President of CDI, Rinzler oversaw the launch of the highly successful "I am T-Pain" microphone, based on the voice of the multi-Platinum, Grammy Award-winning recording artist, which has made numerous "Top Holiday Toys" lists in 2011. During his vast career in marketing and branding, Rinzler has worked with all the top licensing and entertainment companies, including industry leaders Disney and Nickelodeon.

Prior to CDI, Rinzler held a variety of senior executive positions at companies such as Mattel, MGA, and Playmates Toys. At Playmates Toys, Rinzler was responsible for the successful re-launch and re-branding of the Teenage Mutant Ninja Turtles franchise and built it to more than \$100 million in annual revenues. At JAKKS, he created the Girl Gourmet brand and built first year revenues of more than \$35 million.

Rinzler holds his BA in Political Science from Washington University and his MBA in Marketing and Entrepreneurship from The Wharton School of Business.

Rajiv Lulla
Chief Innovation Officer

Rajiv Lulla is Shodogg's Chief Innovation Officer, where he is primarily responsible for identifying future applications for the service and developing business partnerships to fortify Shodogg's system.

Prior to Shodogg, Lulla was Vice President for Technology and Digital Strategy for publishing giant Conde Nast. Prior to CondeNast, he served as the North America practice head for the Advertising, Broadcast and Cable Networks business unit at Tata Consultancy Services, a global IT services and business solutions company.

Lulla also held the position of CEO at NDTV MetroNation, a cable news network in India where he accelerated advertising sales for NDTV's News channels in India's various cities. He also hosted a weekly TV show that highlighted current business issues.

Other executive roles include Senior Vice President with Nexstar Broadcasting Group and Vice President of Strategy, Business Development and New Media Operations at CBS Radio.

Lulla has a business degree in marketing and finance, as well as degrees in chemical, petroleum and process engineering. He is an alumnus of Northwestern, Stanford, and Columbia University.

David Strober
CTO and Co-Founder

As Shodogg's Chief Technology Officer, David Strober brings nearly 14 years of technology infrastructure, design and social media expertise to the company. Strober developed the technical architecture for Shodogg and is responsible for building Shodogg's proprietary technology and unique video delivery platform.

Strober has been an instructional designer and professor at SUNY Westchester for over 10 years, where he still currently helps online faculty integrate the latest technology, multi-media and virtual communication into their online classes. He also teaches courses on Internet technology, E-commerce, Web-page design and programming.

Strober holds a BA in Business Economics from SUNY Oneonta and his Masters in Instructional Technology from the University of Albany, where he is currently pursuing his Ph.D. in Instructional Design, Technology and Theory.