

1530 2nd Avenue North
Birmingham, Alabama 35203
Phone: 334-252-3000
Fax: 334-252-3005
www.planetfundraiser.com



SENIOR STAFF BIOGRAPHIES

Kasey Birdsong, Founder & CEO

Kasey Birdsong is the Chief Executive Officer of *Planet Fundraiser*, where he is responsible for overseeing business communications and finances, and works heavily in development for the company. He also manages employees and recruits new talent for the startup as they experience growth.

Birdsong has a history of management, construction and engineering experience in the Birmingham area. He has successfully overseen the business plans for over \$200 million in large projects and is a licensed professional engineer with experience in a variety of disciplines. He has worked on several website startups and was drawn to start *Planet Fundraiser* in light of the difficulty of raising money for not-for-profits.

Drew Honeycutt, Co-Founder & COO

Drew Honeycutt is responsible for leading *Planet Fundraiser* in daily administration and operations. He is the head of outreach to local nonprofits and businesses, and also manages data collection for the company. Honeycutt serves as the final negotiator of business connections and is in charge of media outreach for the company. He works to spread *Planet Fundraiser's* mission and business plan across the country.

Honeycutt has a background in contracting with Noble Eagle Specialty Insulation of Birmingham, Alabama. He spent the first four years of his career working to provide excellent service in the industrial and mechanical industry, but found inspiration for *Planet Fundraiser* from his children's fundraising programs at school. He has worked for over a year with Kasey Birdsong and their employees to create a functional, helpful fundraising model through *Planet Fundraiser*.

Paul Swytch, Vice President of Innovation and Technology

Paul Swytch serves as the Vice President of Innovation and Technology at *Planet Fundraiser*. He plans the technology future of the app and web-based company, as well as maintains and maximizes the current technology used. Swytch closely monitors all technological systems to ensure stability and functionality, and looks for new areas for *Planet Fundraiser* to expand in the tech world.

Swytch worked as a music producer and electronic music mentor before joining *Planet Fundraiser*. He has mentored and launched the musical careers of hip hop rising stars in the Birmingham area and in Southern California. He has over 20 years of experience working with music and electric sound design.