



# Press Kit

# Contents

Click below to jump to a section.

## Who We Are

### Fact Sheet

**PR Team**

**Leadership**

**Concept**

**Growth**

### Software Features

Invoice Processing

POS & Accounting Integration

Inventory & Purchasing

Recipe Management

Real-time Reporting

Bill Pay

Labor Expense Management

### Prominent Investors

### Contact Info

## Team Bios

**Bo Davis** - Co-Founder & CEO

**Brian Mills** - CTO

**Jessica Finnefrock** - COO

**Kristyn Reed** - CFO

**Kevin O'Neil** - Senior VP of Payments

**Bob McKay** - VP, Business Development

**Suzette Hoffman** - VP, Client Services

**Tara Clever** - VP, Marketing

*Our company is growing rapidly. This document will continue to be updated to reflect recent changes.*

# 01 Who We Are

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As a team built by former (and current!) restaurant operators, part of our mission is to bring operators the same energy, attention to detail, and passion that they bring to their guests. Our culture is deeply rooted in service, partially because that's where so many of our team came from, but also because we believe it is just the right way to run a business.

We design our software with profound empathy for the complexity of running a restaurant, and the goal of making the magic just a little easier for operators by taking the complex - read: very annoying - back-office tasks off their plate, while empowering them with real-time data.

Our dream is for restaurants to one day be able to look back and say, "Remember when we used to use our gut instinct to figure out how much product to buy each week?!" We also believe in crazy things like knowing how much you've eaten into your budget during the period, instead of two weeks after, and how much waste your kitchen is producing. Solving these kinds of problems is really freaking hard to do, which is why we develop cutting-edge technology that answers these questions with data science.

Our founders share a long history in both owning and operating restaurants, and in building successful tech companies. We are venture-backed, serve 3,500+ restaurants and boast a 92% client retention rate.

# Fact Sheet

## PR Team

**TRACY SCOTT, Marketing Director, MarginEdge:** tscott@marginedge.com | 804-688-5008

**KENT BORDEN-HA, Firecracker PR :** kent@firecrackerpr.com | (888) 317-4687 ext. 708

## Leadership

**BO DAVIS:** Co-founder and CEO

**ROY PHILLIPS:** Co-founder

**BRIAN MILLS:** Co-founder and CTO

## Concept

MarginEdge is a software management platform founded by veteran restaurant operators, providing restaurateurs with smart technology to assist with financial and operational management. Through POS and Accounting Software integrations, MarginEdge allows its clients to access real-time cost management reporting and helps eliminate unnecessary paperwork, increase efficiencies, and streamline back-office operations.

## Growth

MarginEdge currently has more than 3,500 clients in all 50 states, employs over 500 people, has processed 6.3 million invoices and \$3.4 billion dollars in sales and is projected to grow by nearly 100% at the conclusion of 2022.

## Software Features

**INVOICE PROCESSING:** MarginEdge allows clients to submit invoices by taking photos with our app, scanning and emailing files, or integrating with Electronic Data Interchange. We Process invoices in 24 - 48 hours, sending cost data into the Accounting System and updating cost reports in MarginEdge.

**POS & ACCOUNTING INTEGRATION:** MarginEdge seamlessly integrates with over 60 major POS systems, pulling sales and labor data on a nightly basis. This data powers reports in MarginEdge, incorporating cost data from invoices for live insights into profitability. POS data flows directly into clients' Accounting Systems, eliminating the need for manual data entry.

## Software Features cont.

**INVENTORY & PURCHASING:** MarginEdge simplifies the process of taking inventory by providing customizable count sheets, automatically adding new product items to count sheets, and updating inventory values as invoices are processed. MarginEdge also provides a customizable order guide that allows operators to standardize ordering across multiple locations and complete online purchases directly through the software.

**RECIPE MANAGEMENT:** With MarginEdge's daily invoice processing, recipe costs are always up to date. Operators can quickly identify menu items with shrinking margins and make real-time adjustments to maintain profitability.

**REAL-TIME REPORTING:** With access to data like food costs, labor, sales, recipe, and inventory, MarginEdge is able to provide a multitude of powerful reports like Theoretical Usage (highlighting waste occurring on menu items), Menu Analysis (profitability and sales volume on menu items) and a Daily Controllable P&L.

**BILL PAY:** Operators can view, sort and filter invoices from multiple restaurant locations all on one screen. MarginEdge's unlimited bill pay feature cuts checks for next-day distribution and instantaneously syncs all payment information with the restaurant's accounting system.

**LABOR EXPENSE MANAGEMENT:** Labor costs can be organized by category, employee and job function, and are tracked in real-time on the daily P&L statements provided by MarginEdge. Staffing decisions can be adjusted dynamically, rather than at the end of an accounting period, to better meet the needs of the restaurant.

## Prominent Investors

**OSAGE VENTURE PARTNERS**

**SCHOONER CAPITAL**

**GORDON FOOD SERVICE**

**VITALIZE VC**

**NIGEL MORRIS** - QED Managing Partner & Capital One Co-Founder

## Contact Info

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**FACEBOOK** - [facebook.com/marginedgeco/](https://facebook.com/marginedgeco/)



# Team Bios

## CONTENTS

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*Click below to jump to a team member*

- 01 Bo Davis - Co-Founder & CEO
- 02 Brian Mills - CTO
- 03 Jessica Finnefrock - COO
- 04 Kristyn Reed - CFO
- 05 Kevin O’Neill - Senior VP of Payments
- 06 Bob McKay - VP, Sales
- 07 Suzette Hoffman - VP, Client Services
- 08 Tara Clever - VP, Marketing

# Bo Davis

*Co-founder & CEO*



Davis's unique academic and career path, coupled with deep operational experience across tech and hospitality, act as the foundation of his current passion in the restaurant industry and the founding of MarginEdge in 2015.

In his first venture, Prometheus, Davis brought the first and most flexible course management system to the market and quickly signed some of the top universities in the country – Stanford, Wharton, Columbia – leading to over 250,000 users and a merger with Blackboard.

Following the merger, Davis served in the Peace Corps and then attended the London Business School before cofounding his restaurant venture, Wasabi. Davis opened 12 Wasabi locations in seven states over the next eight years. It was this operational experience that highlighted the disjointed data and systems that plague the back office management of restaurants - and also inspired his development of a solution for his own restaurants that became the early catalyst for MarginEdge.

MarginEdge now serves more than 3,500 restaurants nationwide and has over 500 employees under Davis's leadership.

Davis holds a BA in Philosophy from George Washington University, a master's degree in Finance from London Business School, and a second master's in Data Science with a specialization in Artificial Intelligence from Northwestern University. In addition to entrepreneurship, Bo is committed to giving back. Prior to his service in the US Peace Corps, Bo was awarded "The George Washington Award" at the 2001 commencement by the president of GWU for his "outstanding contributions" to his Alma Mater, and since 2019 Davis has served on the Board of the Literary Council of Northern Virginia.

# Brian Mills

*Co-founder & CTO*



Brian Mills is a hands-on technology executive with close to 20 years of experience in software engineering and product development. Mills found his calling at Starfish Retention Solutions, a start-up in the higher education space supporting student academic success and retention. In six years, he rose the ranks to VP of Product Development, where he oversaw software development, Quality assurance, release management, information technology, technical product support and production operations.

Eager to apply his skills to a new start-up, Mills joined Roy Phillips and Bo Davis to found MarginEdge in 2015. He enjoys building teams to solve challenging problems, satisfy users, and improve life in meaningful ways. Mills holds a B.S. in Management Information Systems from Rochester Institute of Technology.



# Jessica Finnefrock

*Chief Operating Officer*



Jessica Finnefrock is an experienced global operations and product development executive with extensive experience in strategic decision-making and mergers and acquisitions. Before joining MarginEdge, Jessica was the EVP of Global Operations at The Knot Worldwide responsible for multiple internal teams and the company’s party marketplace, The Bash, as well as its baby business, The Bump. She previously spent 14 years in the educational technology industry as the Senior Vice President of Product Development at Liaison International, a high growth graduate admissions software and services company. Prior to that role, she was the senior executive in charge of product development and product strategy for Blackboard’s flagship teaching and learning product.

Jessica joined MarginEdge in 2021 to lead the company’s operational changes in support of its rapid growth. She holds a B.A. in history from The Johns Hopkins University, an M.A. in history from George Mason University, and is on the board of Clutch.co, the leading ratings and reviews platform for IT, Marketing and Business service providers.

# Kristyn Reed

*Chief Financial Officer*



Kristyn is an experienced financial executive with more than 25 years of experience managing financial teams, strategy and growth for technology growth companies, including venture and private equity-backed software (SaaS) and analytics businesses, including Fishbowl, Law.com, Mantas and Oracle. She oversees the Finance, Accounting, Legal and People and Talent teams for MarginEdge.

Kristyn holds a bachelor's degree in Accounting from Michigan State University, a master's degree in Economic Development from the University of Chicago and is a CPA and CMA.

# Kevin O’Nell

Senior VP of Payments



An innovative leader in digital banking, Kevin O’Nell bring nearly 20 years of experience in payments and fintech to his role as Senior Vice President of Payments at MarginEdge. He previously served as the Senior VP of Commercial Banking Business Development and Payments at KeyBank as well as CEO of PeopleLinx, which was successfully acquired by FRONTLINE under his leadership in 2017. An experienced entrepreneur and no stranger to high Growth environments, he also co-founded the B2B tech-focused venture capital firm MissionOG in 2011 after spending eight years serving as COO at Ecount, pre-and post-acquisition by Citibank.

O’Nell joined MarginEdge in 2020 to oversee data integration and grow automated payment operations for the restaurant management platform. A graduate of Davidson College, he earned his MBA from The College of William and Mary and currently lives with his family outside of Philadelphia.

# Bob McKay

*VP, Business Development*



Bob McKay credits his extensive operations background in both independent and chain restaurants for granting him a keen understanding of the challenges facing operators today, and the ability to speak their language. After 15 years of working for multi-unit restaurant groups in New York and Washington, D.C., McKay turned his attention to sales and marketing, helping independent restaurants drive sales and achieve brand visibility at Fishbowl Marketing in Alexandria and at several other local hospitality startups. His expertise selling and managing accounts for online (SaaS) Hospitality Tech services, including email marketing, loyalty programs, daily deals, online reservations, and other restaurant services and products, proved invaluable to the team at MarginEdge, which tapped him to serve as VP of Business Development in 2018.

At MarginEdge, McKay is proud to have built a sales team of restaurant industry veterans. A graduate of the University of Denver, McKay first earned an associate's degree in Hotel and Restaurant Management from Paul Smith's College in New York.

# Suzette Hoffman

*VP, Client Services*



Suzette Hoffman is a learning and development leader with extensive expertise in people development, training and customer satisfaction. Hoffman joined MarginEdge in 2018 after almost 15 years in the restaurant industry, serving as a training leader for both Fortune 500 companies and chef-driven concepts, including Outback Steakhouse, Thompson Hospitality and Matchbox Food Group. While spearheading company-wide initiatives and measuring sales performance for Matchbox, Hoffman also launched a catering company that specializes in hospitality and event execution.

At MarginEdge, Hoffman spearheads client-facing training and oversees invoice processing. A graduate of Radford University with a B.A. in Social Sciences, she lives in Reston, Virginia with her husband and three children, and serves as Chief Fundraising Officer for the PTA of her kids' school.



# Tara Clever

*VP, Marketing*



Tara Clever is a driven professional who brings a unique blend of sales, marketing and operational experience to her role as VP of Marketing at MarginEdge. Clever began her career in sales for the health and wellness industry, where she developed a specialized, consultative strategy that not only earned her successive promotions, but also allowed for national speaking opportunities and consulting positions. Her marketing insight is heavily influenced by her time in operations and sales, bringing a unique, creative, and empathetic lens to the work—leading to dramatic outcomes in multiple, high-growth startup environments.

At MarginEdge, Clever draws from her sales expertise as well as her varied marketing background to drive growth in lockstep with product development, geographic expansion and scale. A graduate of the University of Florida, Clever also earned her master's in Health & Human Performance from the same institution.