



The Sparkfly team has 100+ years of combined experience in retail and marketing technology, which makes them insightful thought leaders and subject matter experts for journalists. If you're a member of the media and would like to get in touch, email us at press@sparkfly.com to learn more.

Catherine Tabor

CEO, SPARKFLY

A technology pioneer and digital visionary, Catherine is a seasoned entrepreneur who has founded and scaled several businesses over the last 20 years.

Her entrepreneurial career kicked off while in school at Georgia State University, where she started a house sitting and dog walking business. To her surprise, Coca-Cola found her business and invited her to bid on an RFP to manage their employee discount program. She won the business, left school, built her first website and started calling on other companies. Under Catherine's leadership, the business successfully grew to serve more than 1 million employees at 150+ companies.

Sparkfly evolved after Catherine began investigating options for tracking digital benefits against employee usage. Unable to find suitable technology to do so, she saw the gap in the market and acquired a company for the technology that would become the foundation of the current Sparkfly (spinning off the original company as Sparkfly Perks).

Catherine and her team were one of the first to develop connectivity between media and the point of sale and invented two issued patents related to tracking mobile media and store loyalty. She believes that mobile offers can be the unifying force between mobile media and the point of sale, and was named one of Mobile Marketer's Mobile Women to Watch.

Leveraging this new groundbreaking technology, Sparkfly continues to grow and develop innovative technology to solve real business problems and create real results for its clients.

Catherine also served as the chair of the marketing committee on the Woodruff Arts Center board of directors, and is currently a member of the Board of Visitors at The University of Georgia.

She enjoys spending time with her husband Matt and their daughter at their home in Atlanta, GA.



Jon Greenlee

VICE PRESIDENT, SALES & MARKETING, SPARKFLY

From the drive-thru to the boardroom, Jon's passion for the retail industry has been unwavering for over two decades. As a former restaurant operator and a current retail technology strategist, Jon specializes in collaborating with executives at enterprise restaurant and retail brands to create high powered customer engagement ecosystems that enhance the customer experience, increase brand loyalty, and ultimately grow revenue. He prides himself on helping Sparkfly's clients turn real-time data into connections with customers that happen when, where, and how they prefer.

Jon has over a decade of experience in the customer experience (CX) and martech industries and more than 10 years of experience working in multi-unit restaurant and retail operations. He has an MBA specializing in Business Management, Marketing, and Leadership, and has received numerous accolades throughout his career, including being named to T-Mobile's B2B Hall of Fame.



David Terkosky

CHIEF REVENUE OFFICER, SPARKFLY

David is an experienced senior executive whose career is characterized by dealing with diverse business challenges – from early stage start-ups where market strategy and early adopter market penetration is critical, to distressed organizations requiring triage, stabilization, and growth, to healthy companies seeking significant new revenue growth in products, channels, or geographies. He has worked across a broad range of industries, marketplaces, and technologies. His primary focus has been with early-stage companies to grow revenue to drive an equity event.

David's previous leadership roles include VP of Business Development for PowerbyProxi acquired by Apple, VP of Marketing for Entek IRD acquired by Rockwell Automation, and VP of Sales and Marketing for Impact Systems that completed a successful IPO.