



THE COMPANY NEWSROOM OF
bowmo Inc.

Michael Bekiarian Takes on His Third Role as an Enterprise Chief Executive Officer by Joining HRTech and SaaS Company, Bowmo, Inc., to Broaden Its Technology and Service

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bowmo, Inc. Taps Accomplished Enterprise Executive, Michael Bekiarian as its CEO



New York, NY, October 11, 2017 (Newswire.com) - HR Technology and SaaS company, [bowmo, Inc.](#) has announced its appointment of [Michael J. Bekiarian](#), an accomplished Software Executive and Corporate Strategy Leader to the position of CEO. Michael brings to bowmo more than two decades of enterprise strategy, sales, and leadership experience and will direct the strategic partnerships, business development and infrastructure growth of the organization in coordination with its executive teams.

Asked about taking on the Chief Executive Officer role at bowmo, Inc. Michael shares that he has had “many senior executive roles in his past, but deeply looks forward to working with the bowmo team on bringing the company to the forefront of the marketplace. “I am here to develop the business and leadership culture as a recognized force within the machine learning; Big Data analytics market. I believe bowmo is a necessary tool to facilitate dramatic software and data efficiencies in the HR space, it provides quick candidate matching; doing so seamlessly almost while the recruiting teams are asleep. Imagine every morning having a highly curated selection of potential candidates to engage and offer meaningful career options. This is what gets me excited about bowmo, it can literally change the way HR finds, engages, attracts and retains the very best talent.” When asked what else excites him, Michael added, “Another

intriguing area we are developing for the market is a fully outsourced services model that utilizes our technology stack and candidate pools that companies of all sizes can “plug in” to. The bowmo model allows our customers to do it themselves or we can actually do it all for them.

Flexibility and HR supply chain choice is what bowmo is all about and our technology and services deliver on that promise consistently and at a price point that cannot be matched on many levels. I am very excited to be here, leading a team of professional category experts to further extend this highly differentiated offering to the market”

Michael joins bowmo from [Mainz](#), where he also serves as their CEO. Mainz is an HR and retained Talent Recruitment platform. Prior to Mainz, Michael founded & served for four years as the CEO of Top Line Performance Associates, LLC. delivering scalable revenue and cost efficiencies to mid-market and corporate clients during periods of aggressive growth and organizational change. Before Top Line, Michael held progressive leadership roles over a six-year period; including that of CEO at Sapien, LLC, an international HR software company, serving Fortune 100 companies and providing HR software and service-related solutions in more than 60 countries. As the leader of Sapien, he served clients such as MetLife, Mead Johnson Nutrition, Skype, National Starch, Constellation Energy and dozens more.

Michael Bekiarian's business performance and history of managing and growing great companies has delivered results that assisted in making each of them, best in class and highly desirable companies to work at as well as to procure products and services from. We are thrilled to have him join bowmo and serve as the leader of a great organization where he will help to accelerate our advancement within the SaaS and machine learning marketplace.

**MATTHEW C. KUPFERMAN,
CHAIRMAN, BOWMO. INC.**

Michael forged his passion for client experience while serving as Director of Operations for Gateway Group One, a Newark, NJ based company where he worked for 15 years within the aviation division. He is considered by many the founder of the Port Authority of NY & NJ's Red Coat program, a program that has been replicated nationally by aviation organizations looking to thrill their customers. Michael was responsible for all operational objectives while ensuring the highest level of customer satisfaction within the Port Authority for Newark Liberty Int'l Airport, John F. Kennedy, LaGuardia and Stewart Airports. At its peak, the Red Coat program had more than 150,000 customer contacts per day and served more than 40 Million passengers annually.

Matthew C. Kupferman, who is bowmo's Chairman was instrumental in attracting Michael to

bowmo and securing him as its new CEO said, “Michael Bekiarian’s business performance and history of managing and growing great companies has delivered results that assisted in making each of them, best in class and highly desirable companies to work at as well as to procure products and services from. We are thrilled to have him join bowmo and serve as the leader of a great organization where he will help to accelerate our advancement within the SaaS and machine learning marketplace.”

Reporting to Michael at bowmo is an executive suite made up of Edward Aizman who co-founded bowmo and is now Chief Operating Officer, Adrienne A. Wallace, Chief Marketing Officer and Brian Enochson, Chief Technology Officer

About bowmo, Inc.

bowmo, Inc. provides an intelligent software solution for the staffing and recruiting industry that seamlessly integrates into existing ATS — applicant tracking systems. The company helps to revive the recruiter’s human touch and evolve the candidate sourcing process. bowmo, Inc. embraces the challenges of the recruiter by providing the means to quicker, more efficient and conversant candidate sourcing. Time spent searching and time to hire drops dramatically; freeing the recruiter up to engage more clients and business partners in growing their businesses with the very best matched candidates.

About Mainz Recruiting

Mainz supplies professional recruiters and companies with technology and people where the company can leverage these assets to provide deep and meaningful technology and insights around the candidate beyond the resume. Their service delivers and provides precise talent pooling and candidate placement for companies; hence, optimizing the use of recruiter talent, lowering cost center expenses for HR and delivering preferred candidates and value-add efficiency through category excellence.

For more information about bowmo, Inc. and media inquiries, please reach out to the Corporate Communications team at press@bowmo.com or contact Adrienne A. Wallace 212- 398-0002 Ext. 511.

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