

## QUICK FACTS

FOUNDED IN

**2011**

BY DOUGLAS BALDASARE

HEADQUARTERED IN

**PHILADELPHIA**

PENNSYLVANIA

NUMBER OF  
TEAM MEMBERS**150+**

OVER

**16 MILLION**

PHONES CHARGED

DEPLOYED IN

**42 STATES,**

CANADA AND MEXICO

### CHARGEITSPOT OVERVIEW

ChargeltSpot® partners with the biggest brands in the world to elevate the in-store mobile experience for customers. In an ever-evolving retail environment, we deliver technologies to keep consumers powered up and germ free. Phone batteries die and phone surfaces are filthy. We solve both problems with an elegantly designed, phone charging and UV-C sanitizing solution. The magic happens behind steel lockers to ensure that phones are secure, enabling consumers to continue shopping with peace of mind. What's best, it's completely free to the consumer.

### KEY ASPECTS OF CHARGEITSPOT TECHNOLOGY

- Improves dwell time and conversion
- Enhances guest experience in stores
- Amenity is free for shoppers
- UV-C sanitizing provides health benefit for guests

### ARC OVERVIEW

Asset Recharge Center, or ARC™ is the premier mobile device management solution from the creators of ChargeltSpot. ARC was born out of our clients' need for a self-service solution to secure, charge and manage all of their mobile handheld devices that employees use. These include mobile devices, RF scanners, mobile POS devices, mobile printers, and a myriad of other devices.

### KEY ASPECTS OF ARC TECHNOLOGY

- Reduces theft/loss of company-owned devices
- Reduces manager payroll hours spent troubleshooting devices
- Reduces the number of backup devices needed
- Reduces lost productivity due to faulty or uncharged devices

## ABOUT ARC™

ARC is a Philadelphia-based company working to build groundbreaking solutions that solve real-world problems in mobile device security, charging, and management. Our products are thoughtfully designed to maximize savings and efficiency for our partners, and our team is admired for our creativity & relentless pursuit of customer satisfaction.

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## OUR STORY

In 2011, ChargeltSpot® founder Douglas Baldasare realized that the digital world— where people rely on their mobile phones for nearly all aspects of life— had very few out-of-home charging solutions to remedy the dreaded dead battery. He envisioned a solution that would allow consumers to securely charge their phones for free in retail stores, saving them from their dying phones while driving engagement, increasing dwell time / purchase amount, and capturing valuable opt-in marketing data for the retailer. Baldasare founded ChargeltSpot to solve these problems. The ChargeltSpot kiosk is a fully-customizable, free & secure smartscreen kiosk that elevates the in-store mobile experience for customers and drives increased revenue and marketing data for retailers.

Since its founding in 2011, ChargeltSpot has grown into a team of 150+ with technology launched in 42 states and 3 countries. They have partnered with retailers like Sam's Club, Bloomingdale's, Nordstrom, Under Armour, and ~60 others.

In recent years, ChargeltSpot clients shared that tracking enterprise handheld devices was a waking nightmare. Retailers and warehouses persistently grappled with issues like shrink, wasted employee time, and inconsistent device health. Aligned with their value of problem-solving, ChargeltSpot launched ARC™: a centralized device management kiosk for securing, charging, and monitoring employee devices in warehouses and retail stores. ARC not only minimizes device theft/loss and saves employee and manager time, but also boosts operational efficiency by ensuring only optimally-functioning handheld devices are in circulation.

ChargeltSpot has revolutionized the world of mobile device management, charging, and security. They are always innovating and dedicated to empowering people to focus on what matters. The company is headquartered in Philadelphia, Pennsylvania. To learn more, visit [chargeitspot.com](http://chargeitspot.com) and [arc-kiosk.com](http://arc-kiosk.com).

## LEADERSHIP



**Douglas Baldasare**  
CEO & Founder

Doug is the CEO & Founder of ChargeltSpot | ARC, the Philadelphia-based company building intelligent solutions in mobile device management, charging, and security.

Prior to founding ChargeltSpot in 2012, Doug was an executive at The NewsMarket, where he served as Director of Business Development in London, partnering with Global 500 companies across Europe. While based in Beijing, he served as Director of the company's Asia-Pacific division surrounding the 2008 Olympics. Doug also served as Chief of Staff to the CEO & Founder of The NewsMarket and has experience working at Amazon and Interbrand.

In 2022, Doug was selected as the inaugural Entrepreneur in Residence at the Wharton School's Venture Lab as a lecturer and, also, an advisor to student entrepreneurs. Doug holds an MBA from The Wharton School at the University of Pennsylvania and a BBA in Marketing & Finance from Emory University's Goizueta School of Business. Doug enjoys foreign languages/culture and speaks French and Mandarin. In his free time, he enjoys traveling, live music, and skiing with his family in Colorado.



**Jeff Bergeland**  
SVP, Client success

Jeff Bergeland is ARC's SVP of Client Success and his team is responsible for CX, Marketing, Design, and Client Relations. Jeff studied at the University of Colorado Boulder, and serves on the CX advisory board at the George Washington University School of Business. Prior to joining ARC, Bergeland held a senior leadership role with Urban Outfitters. As a member of ARC's executive team, Jeff seeks to build lasting customer relationships while delivering the most elegantly-designed turnkey solutions in the world.



**Sheri Tate**  
SVP, Product

Sheri Tate is our SVP of Product Strategy and responsible for developing ChargeltSpot's suite of products including hardware, software and backend systems. Her team consists of product managers, electrical, mechanical and software engineers, data analysts and QA personnel.

Sheri brings over 20 years of Product Management experience to the team and has held positions at several automated retail companies including DVDPlay (Redbox predecessor), MinuteKey, and Shop24 before joining ChargeltSpot in 2013. Sheri earned her BA from the University of Michigan and MPA from Syracuse University. Outside of ChargeltSpot, she pursues her love of travel whenever possible, volunteers for a dog rescue organization, and continues to expand her knowledge of wine.

## LEADERSHIP



**Rob Kay**  
SVP, Operations

Rob is our resident operations expert. He oversees IT, field services, customer support, kiosk rollouts, and legal. In addition, he is a member of our R&D Team. Rob has an extensive background in logistics, hardware, and developing startups. After working overseas for several years, he was the Los Angeles Regional Manager for CPR, the largest retail-based repair service for mobile technology in North America. Rob earned his BA in International Relations at Bucknell University and completed postgraduate studies in Japan and Guatemala. He is married with two sons in college and has past experience as a member of Rotary International, a football coach, and a Cub Scout Leader. Rob's most terrifying and exhilarating experience was being chased up a tree by a rhino while trekking in Nepal.



**Dave Andreasen**  
Chief Information Officer

Dave is responsible for building and running the software infrastructure that keeps ChargeltSpot's customers ecstatic about the ChargeltSpot platform. Dave has over 20 years of experience in building complex information systems for a variety of industries. He also has worked with many organizations to ensure that their information infrastructure is secure. Dave earned a BS degree in Electrical Engineering from the University of Minnesota. Dave is an avid outdoorsman and likes to tinker with cars and gadgets.