

# A TEAM BUILT TO SUCCEED



**Hanif Joshaghani**  
Co-Founder & CEO

Hanif is a serial entrepreneur who has raised \$150M across the 4 companies he has founded and invested in over a dozen startups. His background includes 15 years of senior roles in capital markets, energy finance, business development and entrepreneurship in a broad range of industries including investment banking, energy and technology.



**Tiffany Kaminsky**  
Co-Founder & Chief  
Marketing Officer

Tiffany is a data-driven consumer engagement expert with 10+ years in marketing and strategy. She previously held a leadership role at TinyEYE Therapy Services and grew the business over 1,000%, spanning 12 countries and five languages.



**Aly Khan Musani**  
Chief Financial Officer

Aly is a finance and accounting executive with 20+ years of international operational and leadership experience. He has managed financial forecasting and reporting, insurance, risk, treasury and capital projects for companies with over \$1B in assets and over \$500M in revenue in the oil and gas and technology sectors.



**Corey Scobie**  
Chief Technology Officer

Corey is a software expert with 25+ years of global experience with top enterprise technologies and Fortune 500 companies. He has developed leading-edge technologies from early-stage startup through to acquisition at Chef Software, acquired by Progress Software for \$220M in 2020, and DataPower, acquired by IBM in 2005.



**Johnny Park**  
Chief Services Officer

Johnny is a delivery implementations specialist with 10+ years of experience in credit originations and collections software. Most recently, he led various client facing teams within Decision Analytics at Experian where he worked closely with leading telecommunications providers including T-Mobile, U.S. Cellular and Rogers.



**PehKeong Teh**  
Chief Product Officer

PehKeong is a product leader with 15+ years of global experience building large scale enterprise cloud platforms and services at Salesforce, Oracle and Microsoft. He is a product executive who has led products from incubation to delivering \$100M+ in revenue through the hyper-growth stage as well as leading established enterprise products and services with \$1B+ of annual run rate revenue.



**Scott Brammer**  
Chief Information  
Security Officer

Scott is a security expert with 25+ years of experience building global networks, data centers and operations centers. He has worked in payment technology at VISA, as well as technology operations with the U.S. Marine Corps and the U.S. Missile Defense Agency. His specialties include vulnerability management, application security and governance, risk and compliance (GRC).



**Vivian Farris**  
Chief People Officer

Vivian is a people and culture expert with 20+ years of experience building high growth teams with offices dispersed across Canada, the US and Europe. Before joining Symend, Vivian held senior leadership roles at some of Calgary's first and fastest growing tech companies including Image Club Graphics, Eyewire, Veer and, most recently, Benevity.



#### ABOUT SYMEND

Symend's digital engagement platform uses behavioral science and data-driven insights to empower customers to resolve past due bills.

Want to find out how leading enterprises are tapping into the science of engagement? Contact us:

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