



Snap! Mobile Leadership Team

Cole Morgan

Founder & Chief Executive Officer, Snap! Mobile

A former high school and college quarterback, Cole Morgan founded Snap! Mobile, Inc. to support high school group leaders everywhere and help them build thriving programs for themselves and their participants. High school athletics and activities are a personal passion for Cole. He was the star quarterback on his high school football team in Seattle and was rated in the top 100 of high school quarterbacks nationally. He went on to play for Washington State University and then finished out his college career at Central Washington University where the team was undefeated in regular season, eventually losing in the playoffs to Northwest Missouri State, the team that went on to win the National Championship. At Central, Cole was voted Most Inspirational Player.

Cole is responsible for leading the strategic vision of the company, including engineering acquisition of Groundwork, a pioneering financial management platform for youth sports, and 8to18, a comprehensive school sports and activity management solution.

A graduate of Washington State University, Cole holds a Bachelor's Degree in Ethnic Studies. He attended both Western and Central Washington University and played quarterback at all three of his alma maters. Cole is a proud recipient of the 2018 Ernst & Young Entrepreneur of the Year Award for Workflow Optimization in the Pacific Northwest.

[Learn more about Cole's career](#)

Trevor Downs

President, Snap! Mobile Inc.

Trevor leads the sales operations, corporate strategy, and partnerships teams. He is a financial professional with extensive experience in financial management, strategic planning, strategic

partnerships, business development, venture capital, M&A, negotiation, accounting, finance, operations, and more.

Prior to joining Snap! Mobile Inc., Trevor was the head of global strategic business development at Nike. Trevor developed strategies to accelerate growth and strengthen Nike's market position through creating strategic partnerships, and sourcing and executing investments, mergers, and acquisitions.

Trevor is a graduate of the University of Utah, David Eccles School of Business and completed Stanford University's Business Development Bootcamp. Trevor has served on the Board of Directors at Llamasoft, Inc. and DyeCoo Textile Systems B.V.

[Learn more about Trevor's career](#)

Peter Wiederspan
Chief Financial Officer, Snap! Mobile Inc.

Peter is responsible for all financial operations, planning, and accounting. Peter specializes in financial team recruiting, mentoring & leadership, international accounting, and FP&A.

Prior to joining Snap! Mobile Inc., Peter was the CFO at PeopleConnect, Intelius, Classmates.com and M:Metrics. His responsibilities in his previous roles covered the full spectrum, overseeing operations in finance, treasury, IT, HR, and legal functions.

Peter is a graduate of Pacific Lutheran University. He currently serves as a Key Executive Group Member at Vistage Worldwide, a peer mentoring membership organization for CEOs, business owners, and entrepreneurs.

[Learn more about Peter's Career](#)

Stuart Silberg
Chief Product Officer, Snap! Mobile Inc.

Stuart is responsible for engineering and product development for Snap! Mobile Inc..

Prior to joining the company, Stuart was CTO at A Place for Mom, Comencia, and Expedia. Stuart has extensive experience throughout the full system development life cycle. His efforts have resulted in the delivery of extremely complex systems for real estate, healthcare, banking, transportation, advertising, and retail industries.

Stuart is a graduate of the University of Lancashire. He is customer focused, entrepreneurial, and creative, with proven success managing large teams and delivering appropriate solutions on time and within budget.

[Learn more about Stuart's career](#)