

Insight on Coaching – Guest Bio

*Alexander A. Tabibi, M.D.
CEO, Perks.com*

Introduction

Alex Tabibi, a former Oncologist, founded Perks.com having recognized the need for online incentive management from his position as president of ZCapital, a privately held investment firm based in Los Angeles that specializes in technology companies that use new mediums to deliver a range of new services.

Alex also serves as the CEO of unRealEstate – a holding company for dozens of extremely valuable url's. The company runs e-commerce operations for its sites including dog.com, horse.com and fish.com and is soon launching garden.com and many other sites. 2007 revenues approximate \$100 million dollars. Their company was recently features in the *Inc. 5000* as the 316th fastest growing company in the US with a three-year growth of 841%.

Experience

Alex Tabibi has brought to Perks many years of experience closely dealing with issues arising in technology companies - from HR to marketing and beyond. His knowledge of call centers through his earlier ventures has also been an invaluable asset – allowing the company an inside view.

Alex's interest stemmed from his position as president of ZCapital – a privately held investment firm based in Los Angeles that specializes in technology companies that use new mediums to deliver a range of new services. Having seen the success and failure of many companies based on the motivation and knowledge base of the employees and VAR's of these products and services – the web seemed to make a unified motivation portal the most efficacious and the most cost-efficient methodology for delivering real-time incentives.

Education

Dr. Alex Tabibi, MD, is a Board Certified physician, trained in Oncology. He graduated with his bachelor's degree from UCLA, and earned his medical degree from the USC School of Medicine, where he graduated with Highest Distinction and subsequently attended Cedars Sinai Medical Center for residency and fellowship. His scientific background and interest in the fundamental principles of the psychological aspects of rewards on behaviors has been influential on our platform: *the "Science of Motivation"*.

Professional Affiliations, Publications and Recognition

Alex Tabibi is a frequent speaker on business marketing and management issues and has been profiled in *Forbes* magazine "Meet Noah of the Internet", *Inc.* magazine "How I Did It", *Business Week*, *Los Angeles Times*, *Los Angeles Business Journal*, and other major news outlets.