

## The Quiddity Team

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### Corporate Team



#### **Paul Brooks**

*Founder and CEO*

A visionary social entrepreneur and thought leader advancing how people discover and live out their purpose. He co-creates systems that help individuals clarify their lifework and "LifeWorth," partnering on projects that empower communities to unlock greater impact and value creation.



#### **Mark Patterson**

*Cofounder and Brand Manager*

An artist, designer, and brand strategist with a passion for helping people define, develop, and optimize their unique creativity. He challenges individuals and organizations to embrace personal branding as the essence of collaborative creativity and empowered innovation.

## Technology Development Advisory Team



**Roman Fernandez**

*Business*

25 years in product development at Ford Motor Co. and Robert Bosch GmbH, consulting at Roland Berger and as independent advisor for 15+ global companies in every major continent. Since 2020, Roman advised startups in raising \$12M in seed funding and closing \$390M+ in acquisition deals.



**Reinaldo Pamponet**

*Product*

Social technology entrepreneur pioneering solutions at the intersection of tech, education, and finance. Founder of Itsnoon and Noonapp, he enabled financial inclusion for 2M+ people. A former Microsoft and Citibank executive, he was Brazil's 2020 Social Entrepreneur of the Year nominee.



**Jose Pizani**

*Technology*

Visionary technologist and exit founder with 30+ years in AI, data science, and product innovation. He has led ventures, built strategic partnerships, and driven impactful change through entrepreneurship, consulting, and technology leadership.

## Advisory Board



### **Todd Hall**

*Advisor*

Todd Hall is a psychologist, author, and founder with 30+ years of experience helping leaders grow spiritually and relationally. He leads Relational Spirituality Academy, Spiritual Metrics, and Alidade Research, equipping faith-based organizations with evidence-based tools for transformation, well-being, and spiritual formation.



### **Mark Herringshaw**

*Advisor*

Consultant, coach, writer and teacher partnering with individuals and organizations to help them sustain growth and impact through generational authority and responsibility transfer. Transitioning leaders and employees to create a culture of growth.



### **Robert A. Needham, JD, PhD**

*Advisor*

A strategic business advisor, planner, visionary, and business analyst. A concept advocate and Product Owner for numerous projects. Dr. Needham is a recognized franchise industry expert with over 35 years of experience helping small businesses scale regionally and nationally through franchising.



### **Brian Williamson**

*Advisor*

A leadership, team, and organizational development expert helping people own their identity, navigate complexity, and unleash their own heroic potential. He designs and deploys proven and practical systems to prepare people for their next opportunity.



### **John Woll**

*Advisor*

Senior IT consultant with over 13 years of experience in IT strategy, network security, and device management, specializing in leveraging advanced technologies for system optimization and workflow automation.



**Paul M. Brooks**

Quiddity Systems, Inc

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