

[Connect](#)[View in Recruiter](#)[More...](#)**Todd Folk** · 2nd

Co-Founder at App App

Weehawken, New Jersey · 471 connections · [Contact info](#)

App App

Kutztown University of  
Pennsylvania

## About

Entrepreneur at heart and in practice. I am here to solve problems in a fun and different way.

## Experience

**Co-Founder**

App App

Sep 2017 – Present · 2 yrs 2 mos  
Greater New York City Area

App App is a subscription based mobile platform where users receive a complimentary appetizer every day from our partner restaurants.

Beta Launch March 2018

Sign up at [app-app.co](http://app-app.co)

**Head of Business Development**

FoodtoEat

Dec 2016 – Jun 2017 · 7 mos  
300 Park Ave**Head of Sales**

District Co

Jun 2016 – Aug 2016 · 3 mos

- Custom build and maintain CRM system
- Create sales and marketing strategies
- Oversee and train staff/interns in sales and marketing.
- Create sales drip campaigns

**Outside Sales Representative**

Cater2.me

Aug 2015 – Jun 2016 · 11 mos  
Greater New York City Area

- Prospecting of leads
- Working with clients to help on-boarding them
- Cultivating relationships with clients
- Building partnerships with other companies to expand potential reach... See more

**Co Owner**

**Spark Syndicate, Inc.**

Oct 2010 – Mar 2015 · 4 yrs 6 mos

Kutztown, PA

- Training of sales staff, including best practices, closing, upselling, and prospecting
- Analyzing data of KPIs using various programs, including Quickbooks & Excel
- Creating e-mail drip campaigns
- Spearheading a full sales system overhaul, including building out the system, and... See more

[Show 1 more experience](#) ✓**Education****Kutztown University of Pennsylvania**

Business Administration, Management and Operations

2006 – 2011

Activities and Societies: Student Government, SIFE

- Student Government for 3 years,
- Developed and oversaw massive structural changes
- Spearheaded student/faculty relations during early stages of AACSB accreditation.
- Oversaw and dispersed budgets for over 100 student organization

**Skills & Endorsements****Customer Service** · 16

Endorsed by 3 of Todd's colleagues at Cater2.me

**Social Media** · 12

Endorsed by 2 of Todd's colleagues at Cater2.me

**Management** · 12

Endorsed by 3 of Todd's colleagues at Cater2.me

[Show more](#) ✓**Recommendations**

Received (0)

[Given \(1\)](#)**Merica A.**

Degree Candidate in M.S.  
Real Estate Development at  
Columbia University Class  
of 2019

August 2, 2016, Todd managed  
Merica directly

Merica was a fantastic addition to District CoWork. Her enthusiasm, willingness to learn, and drive to tackle new projects were only matched by her creativity and desire to excel at each step. What I respected most though, was the fact that she wasn't afraid to do the tedious and boring work nece... [See more](#)

**Interests****The Motley Fool**

165,499 followers

**Siegel+Gale**

24,759 followers

**Mark Cuban** [in](#)

President  
5,406,645 followers

**Harvard Business Review**

8,288,198 followers

**Co-Founder****Gary Vaynerchuk** [in](#)

10/31/2019

5,658 members



(3) Todd Folk | LinkedIn

Chairman of VaynerX, CEO of VaynerM...  
3,569,652 followers

[See all](#)