

## Contact

[www.linkedin.com/in/aaron-kuntz-097887](http://www.linkedin.com/in/aaron-kuntz-097887) (LinkedIn)  
[www.ccmarketinginc.com](http://www.ccmarketinginc.com)  
(Company)

## Top Skills

Customer Acquisition  
Email Marketing  
Lead Generation

## Honors-Awards

2016 Inc. 500 Company, #81 Fastest Growing Company for Lead Genesis, LLC

2013 Inc. 5000 Company, #1251 Fastest Growing Company for Consumer Credit Marketing, Inc.

2006 Inc. 500 Company, #251 Fastest Growing Company for MarketerNet, LLC

2005 Inc. 500 Company, #54 Fastest Growing Company for MarketerNet, LLC

# Aaron Kuntz

Partner at Rad Intelligence  
Greater Chicago Area

## Summary

Aaron is a lifelong entrepreneur and investor who excels at start-up through growth and expansion of data-driven credit, marketing, advertising and social media companies using predictive analytics as a competitive differentiator.

In 1999, Aaron co-founded MarketerNet which was data and analytics company in the financial services sector and built a credit marketing and analytics platform that was ultimately sold in 2018 to Deluxe Payment Processing for \$180 million. In 2008, Aaron founded Consumer Credit Marketing, Inc. which has serviced the debt settlement industry by providing analytics-based marketing data for direct and digital marketing.

Aaron excels at bootstrapping to become profitable typically within first year with minimal outside investment. Aaron is also an early stage investor in high growth potential companies in lead generation, data, financial services as well as several other industries. He also has been on the Inc 500/5000 list four times with three separate companies he's owned with two top 100 companies in 2005 (#54) and 2015 (#81). Aaron has expertise in developing sophisticated technology platforms and marketing data and campaigns for SMBs at a reasonable price with functionality typically available only at the enterprise-level.

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## Experience

Rad Intelligence  
Investor/Partner and CFO  
February 2018 - Present (5 years 9 months)  
Greater Chicago Area

Original seed investor and CFO at social media influencer platform provider. Rad is a marketplace for brands and publishers to distribute already made content.

## ShopGizmo

Investor

February 2020 - Present (3 years 9 months)

Los Angeles County, California, United States

Angel investor of an e-commerce platform to help save consumers the most money when buying online.

## Hoplark HopTea

Investor

September 2019 - Present (4 years 2 months)

Boulder, Colorado, United States

Early stage private investor at Hoplark HopTea company, tea made with hops to taste like craft beer without alcohol, additives or calories. Participated in first two rounds of outside (non-owner) funding.

## LandTrust

Investor

October 2019 - Present (4 years 1 month)

Bozeman, Montana, United States

Early stage investor at LandTrust, a marketplace making it easy for landowners to rent their properties to hunters. Participated in first two rounds of funding.

## Consumer Credit Marketing, Inc.

President and Owner

October 2008 - Present (15 years 1 month)

Chicago, IL

Marketing services company catering to consumer financial industries. CCM provides proprietary postal and mobile/SMS data feeds via APIs and lists through an online count and order system.

## Credintell.com

CEO and Founder

September 2016 - Present (7 years 2 months)

Chicago, IL

Credintell.com will empower consumer-initiated, anonymous shopping for financial services on your own terms.

Credintell.com is a U.S. consumer website and set of tools and applications that will allow you to manage and analyze all of their credit and finances in one place through direct connections to credit bureaus, bank, asset

accounts, mortgage, auto, credit cards and other creditor or asset accounts. Credintell.com is a VRM (Vendor Relationship Management) solution that will help consumers take control of their own personal data and reduce marketing pollution and personal data proliferation in the era of Big Data.

### Lead Genesis (Solar Leads)

Investor and Partner

February 2012 - May 2016 (4 years 4 months)

Las Vegas, Nevada

Lead Genesis provided customer acquisition services for the largest residential Solar providers in the US. Sole investor and partner in a solar generation start up company taking the business from \$0 to \$15 million in revenue within three years. Successfully exited in May 2016.

### DataMyx, formerly MarketerNet

Chief Operating Officer and Co-Founder

August 1999 - April 2007 (7 years 9 months)

Chicago, IL

Created a self-service marketing data count and order platform with two credit bureaus, Experian and TransUnion. Served up financial service niche data marts for mortgage, automotive and student lending.

### Experian

Major Account Representative

October 1995 - October 1999 (4 years 1 month)

Schaumburg, IL

Pioneer of mortgage pre-approved credit for direct marketing through direct mail and telemarketing. Managed accounts of Dell Financial Services, H&R Block Mortgage, and AutoNation Financial along with bringing in close to 50 mortgage banker and broker prescreen clients.

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## Education

Northwestern University

Master of Science (M.S.), Predictive Analytics · (2015 - 2017)

Northern Illinois University

Bachelor of Science (BS), Finance · (1991 - 1993)

University of Illinois at Urbana-Champaign

