




**Jack Serfass** · 2nd  
 CEO / Co-Founder at Uptown Network  
 Naples, Florida, United States · [Contact info](#)  
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 Uptown Network  
 University of Rhode Island

**Experience**

 **CEO / Co-Founder**  
 Uptown Network  
 Mar 2012 – Present · 9 yrs 3 mos  
 Naples, Florida Area

Uptown Network has earned the confidence and trust from many large brands in the Hospitality and Food & Beverage Industry. Created by a team with deep experience in technology, restaurants and hospitality, our software surpasses all others. Our products: Kitchen Sync, Bar Sync, Digital Menus, Direct to Consumer from your iPad menu and Virtual Wine Lockers. Menu engineering and expense control made easy through Business Intelligence in both Front of House and Back of House operations. Contact us today to learn more about our full service product support team; enabling quick and accurate menu updates across an enterprise system or independent location. [www.uptownnetwork.com](http://www.uptownnetwork.com) or 855-577-7555



 **Consultant / Domain Expert**  
 The Infinite Growth Group  
 Aug 2009 – Jul 2017 · 8 yrs

Major brands & growth companies use Infinite Growth Group (IGG) to create and test breakthrough new product & service concepts using the Innovation Furnace™. IGG is recognized as a world leader in this space.

 **Co-Owner**  
 Naples Tomato Franchising, LLC  
 Jan 2006 – Jan 2011 · 5 yrs 1 mo

 **President/CEO/Co-Chairman**  
 Bowstreet  
 1998 – 2005 · 7 yrs

Bowstreet created the original Business Web Factory, a web services development and assembly platform that automated the creation and maintenance of complex web applications on demand. This enabled Fortune 500 enterprises to form dynamic, distributed networks of web services that leveraged the strengths of the entire value chain while providing rich, streamlined web ...see more

 **Board Member**  
 Nielsen / Netratings, Inc.  
 1998 – 2001 · 3 yrs

Nielsen/NetRatings (NASDAQ: NTRT) is the global standard for Internet audience measurement and analysis and the industry's premier source for online advertising intelligence.

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**Education**

 **University of Rhode Island**  
 BA, Management Information Systems  
 1984 – 1987

**Skills & endorsements**

**Entrepreneurship** · 81

Endorsed by **Tim Murphy** and **4 others** who are highly skilled at this  Endorsed by **4 of Jack's colleagues** at Uptown Network

**Leadership** · 72

Endorsed by **Michael Serfass**, who is highly skilled at this  Endorsed by **6 of Jack's colleagues** at Uptown Network

Start-ups · 49

Endorsed by Mark Siebert and 4 others who are highly skilled at this



Endorsed by 4 of Jack's colleagues at Uptown Network

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Accomplishments

10 Honors & Awards ▾

Best Italian, Best Lunch, Best Desserts • Best Overall Restaurant, Southwest Florida • Best of Award of Excellence • Founding Member • Franchisor Member • Networking MVP • PR Star Award • President's Medal • Top 100 Company • Waste Reduction Award • Recycling

Interests



Disney Cruise Line  
179,758 followers



Apple Professionals  
124,553 members



Adam Lashinsky   
Columnist, Insider, Contributor, Fox News and Fox  
175,443 followers



LUXURY IN, the very high end & 'art de vi'  
76,933 members