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Todd Folk

Co-Founder at App App

Weehawken, New Jersey

Message · · ·

App App

Kutztown University of
Pennsylvania

See contact info

442 connections

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

Articles & activity

442 followers

Want to Boost Productivity? Try Eating with your...

Todd Folk
Published on LinkedIn

Eating with Colleagues Boosts Productivity according to Cornell Study Great study by Cornell, especially if you are looking to increase productivity and create a fantastic cult ...see more

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From my friend and CoFounder of App-App. His personal feelings afte...

Todd shared this
6 Likes

Anita Cybal that's not completely true, balanced fat content meats...

Todd replied to a comment
2 Likes

This issue with this is simple: no employee will ever work as hard as...
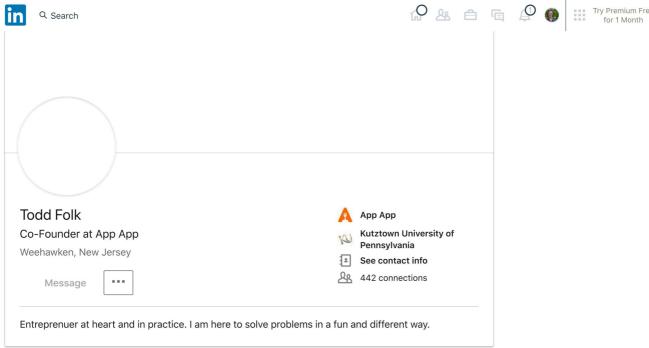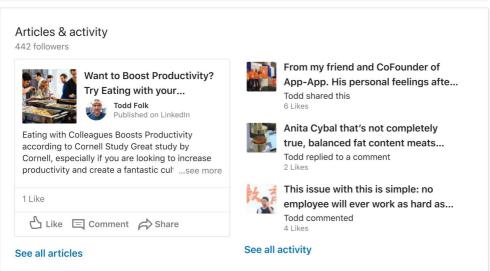
Todd commented
4 Likes

See all activity

Experience

Co-Founder

App App

Sep 2017 – Present · 1 yr 9 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

Head of Business Development

FoodtoEat

Dec 2016 – Jun 2017 · 7 mos

300 Park Ave

Jun 2016 – Aug 2016 · 3 mos
Greater New York City Area

- 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**

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