

Contact

www.linkedin.com/in/lee-pritchard-9189894 (LinkedIn)
www.rentmoney.com (Company)
www.promove.com (Company)
www.allconnect.com (Company)

Top Skills

Strategic Planning
Business Development
New Business Development

Lee Pritchard

Chairman & CEO at PROMOVE; Co-Founder, Chairman, & CFO at Posh Outdoors
Atlanta, Georgia, United States

Experience

Posh Outdoors

Co-Founder, Chairman & CFO

February 2022 - Present (2 years 3 months)

Atlanta, Georgia, United States

Renter Magnet Acquisition, LLC

Chairman & CEO

October 2004 - Present (19 years 7 months)

Renter Magnet Acquisition, LLC (RMA) assists consumers in the search and application for rental housing via a tech enabled multi-channel, multi-brand service delivery platform. RMA currently operates two brands: PROMOVE and Oneleaseapp.

Promove/Oneleaseapp

CEO

2004 - Present (20 years)

Allconnect, Inc.

Founder & Vice Chairman

June 1998 - September 2017 (19 years 4 months)

Atlanta, Georgia

Lee served as CEO and/or executive Chairman from the company's inception (1998) through July of 2004. By 2004, the company had achieved a dominant market position, emerging from a crowded, well funded field of competition and earned a rank of #73 on the Inc.500 (2005 for 2001-2004 performance). Key responsibilities included consumer experience design and execution, business model/strategy design and execution, building the management team, major distribution and content partnership negotiation, and raising institutional capital. Allconnect investors included Nth Power Technologies (San Francisco), Maveron (Seattle), Covestco (London), and SE Interactive (RTP - NC). Allconnect sold for over \$100 million to Red Ventures in 2017. Lee was an active board member serving continuously from company founding through the exit.

Appliance Warehouse

Founder & President

February 1989 - March 1997 (8 years 2 months)

Arthur Andersen & Co, LLP

Tax & Small Business Manager

September 1984 - August 1991 (7 years)

Education

University of Mississippi

Bachelor of Accountancy · (1980 - 1984)