

2019 LEADERSHIP ENTREPRENEURSHIP

Carnegie Mellon University DECEMBER 7, 2019



Jon Halpern **President, Pineapple Payments**

Jon Halpern, a proven entrepreneur and leader through various for-profit and not-for-profit ventures, joined the Pineapple Payments team in 2016 as president to execute on Pineapple's vision for the future of payments. As a sophomore in college at The George Washington University, Jon co-founded his first company AthleteTrax in 2012 to revolutionize the way recreational sports leagues and facilities leverage technology to accept payments and manage their businesses. After raising significant capital and driving the vision behind a state of the art platform for sports team and league management, Jon grew AthleteTrax's customer base nationally and led the efforts to expand its product set to the lucrative sports facility market by way of a strategic acquisition. Ultimately, Jon positioned AthleteTrax for long-term sustainability, which led to profitability for the company in late 2016.

Prior to AthleteTrax, Jon led GW's on campus in-room safe program for SafePlace-USA where he managed 700 customer accounts and managed a service team of 20. Jon also spent two summers at Innovation Works, Pittsburgh's premier seed-stage investment firm, where he worked on IW's energy team and then directly for the Chief Investment Officer on a number of due diligence, financial modeling, and analytics projects.

Jon's passion for entrepreneurship has driven him to spend his free time helping nonprofits accelerate and reach sustainability. Jon serves as partner and board member of Social Venture Partners (SVP), a growing network of individuals that link passion and purpose to share skills, time, and resources in support of innovative nonprofits in the Pittsburgh region. Since 2014, Jon has been instrumental in SVP's continued success of fostering non-profit growth through the launch of the SVP Full Circle program and his direct involvement with Allegheny Youth Development, an SVP non-profit organization that focuses on extracurricular programs for at-risk youth.

Jon resides in Pittsburgh's east end and enjoys playing golf, staying fit, and spending time with his family and friends when he has a moment to spare.