



ROBERT MORCOS, CEO

Robert Morcos is the Founder & CEO of Social Mobile®, a mobility solutions integrator specializing in designing customizable GMS Android-powered smart solutions for enterprise. The global company has presence and/or operations in the US, Europe, and Asia. Since founding the company in 2011, Social Mobile® has successfully deployed over 15 million smart devices globally across the healthcare, retail, hospitality, education, and defense sectors.

Robert has been active in the technology industry since he was fifteen years old. He built Social Mobile with no external capital investment, and to this day it remains a family-owned business. He has been involved in every aspect of the business, including manufacturing, design, development, retail, distribution, and consulting. Through his many industry publications and strategic partnerships with some of the largest tech companies in the world, Robert is consistently recognized as an expert in his field. Currently, he is focused on reshoring technology design and manufacturing to help decrease domestic reliance on an often-turbulent global supply chain.

Robert grew up in Miami and attended Florida State University on an academic scholarship. Robert is active on several Boards of Directors, is a member of the Young Presidents Organization (YPO) Miami Chapter, and in 2020 was named as one of South Florida Business Journal's 40 under 40. As part of his overall passion for reducing the digital divide, he is always looking for opportunities to provide digital access to disadvantaged communities.

ED SHULMAN, President

Ed Shulman is the President of Social Mobile. In his role, Ed will be responsible for facilitating operations and focusing the efforts of an exceptionally talented and highly diverse team across three continents to provide Social Mobile clients with an unmatched portfolio of private-label solutions and services.

Ed served over 20 years in the United States Air Force where he ascended through the enlisted ranks to become a senior non-commission officer before receiving his commission from the Academy of Military Science. During that time, Ed served in operational and leadership positions as a Joint Terminal Attack Controller and Air Liaison Officer focused on multi-domain integration of joint forces into dynamic and high-risk scenarios. Ed completed his service as the Assistant Director of a Commanders Inspection Program under the Office of the Inspector General. In that role, he was responsible for developing a culture of regulatory compliance, critical self-assessment, and continuous process improvement for an organization with 11 unique mission areas, across three geographically separate locations, and over 1700 military and civilian employees.



ALI WEBSTER, Chief Business Officer

Ali Webster is the General Counsel for Social Mobile. In her role, Ali oversees all legal aspects of the business, including contracts, compliance, and strategic partnerships, helping guide Social Mobile towards its broader goal of becoming the leader of the private label enterprise technology space.

Prior to joining Social Mobile, Ali practiced at Gibson Dunn as a corporate attorney. With her experience representing clients across industries, Ali brings to Social Mobile a wealth of knowledge.

Ali graduated from the University of Virginia School of Law, and currently resides in Los Angeles with her husband, two daughters, and German Shepherds.

BENJAMIN YOGEL, Chief Financial Officer

Benjamin Yogel is the Chief Financial Officer at Social Mobile where he oversees all internal finance and accounting of the Company while managing the Company's external financing strategies. Ben joined Social Mobile in 2022 after spending over 20 years in the Private Equity and Venture Capital industry. Prior to Social Mobile, Ben was the Managing Partner and founder of MRC Capital Group, a middle market Private Equity group. Ben played an integral role as part of deal teams executing leveraged buyout transactions, portfolio company sales, strategic acquisitions for portfolio companies, leveraged recapitalizations, and going-private transactions. He has also taken interim management positions as CFO and COO of multiple portfolio and advisory clients. Ben has sat on numerous public and private company boards including being Chairman of the Board of Directors of multiple public companies.

Ben graduated from the University of Pennsylvania with a bachelors with honors in Economics and has an MBA with Dean's list distinction from Columbia Business School.

SARAH MORCOS, Chief People Officer

Sarah is the Chief People Officer at Social Mobile. She manages the culture and talent of the organization and maintains responsibility for company happiness.

As the Chief People Officer, Sarah finds herself involved in nearly every aspect of the Social Mobile business. An integral part of the company since its inception 11 years ago, Sarah has played a critical role in the development and growth of Social Mobile.

Sarah was raised in South Florida and graduated from Florida International University with a B.S. in Psychology.

JAI RAO, Chief Product Officer

Jai Kishan Rao is the Chief Product Officer at Social Mobile, and leads the design, development, and launch of enterprise devices and solutions for the global markets.



Before joining Social Mobile, Jai worked with several multinational OEMs launching world-class products for the global market. He helped expand their product catalogs – both in terms of hardware devices and service platforms – and was instrumental in winning large deals for the organization.

Jai has over 20 years experience managing global teams across U.S., Asia and Europe, and developing high quality products for launch in markets like the U.S. and Asia.