



## PRESS RELEASE

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### **CurbStand Appoints Serge Gojkovich as CEO**

*Former Grindr, Blendr & ParkMe Executive to Bring  
Cashless Valet and Tip App to the Mass Market*

**LOS ANGELES, July 15, 2014** – [CurbStand](#), the iOS app that allows users to seamlessly locate, pay and tip for valet parking from their mobile devices, has named Serge Gojkovich as Chief Executive Officer (CEO). Gojkovich specializes in niche marketing for mobile apps with a track record of success in elevating brands to leadership positions. As CEO, Gojkovich is responsible for driving the roll-out of CurbStand and bringing the ultimate cashless valet experience to drivers.

“To capitalize on the explosive growth in the \$30 billion U.S. parking industry, as well as the industry’s move towards innovative technologies, the time was right to bring in a new CEO and Serge was a natural fit,” said Owen de Vries and Moncef Abbou, Co-Founders of CurbStand. “He is a proven leader in the mobile marketplace, with the requisite operational and brand marketing experience to help scale CurbStand and take it to the next level.”

For more than 18 years, Gojkovich has helped establish and accelerate niche brands, destinations and mobile apps to become leaders in the marketplace, including Grindr, Blendr, Britain, Jack’d, London and ParkMe. Gojkovich has worked with clients on all aspects of their marketing strategies, including defining their brand and market position, and enhancing their competitive market presence to achieve stellar growth results.

“I am excited and honored to work with such an innovative app as CurbStand,” said Gojkovich. “I look forward to establishing CurbStand’s brand awareness and bringing the app’s Uber-like consumer experience to valet parking. Our vision is to modernize the parking industry as we deliver cutting-edge technologies to streamline parking and valet operations and bring new, groundbreaking concierge-style features to consumers.”

CurbStand is pioneering a new era for valet parking, which combines innovative smartphone technology, real-time communication of valet parking availability and payment automation. Under Gojkovich’s management, CurbStand is launching a new version of its iOS consumer app and a brand new Valet attendant app, which will be available this fall. CurbStand is currently available in the [iTunes store](#) and has already helped Los Angeles drivers enhance their valet experience. In addition to Los Angeles, he plans to expand the app’s reach to other major U.S. cities.

Prior to joining CurbStand, Gojkovich was the Chief Marketing Officer for ParkMe, where he was in charge of developing, managing and executing marketing activities for the mobile app. Gojkovich also previously served as the Vice President of Marketing for Grindr, a highly popular social app, and Blendr another geosocial networking application. During his time at Grindr, the company grew from less than 500,000 users to more than 7 million users. At Grindr, Blendr and ParkMe he was responsible for overseeing all facets of marketing in addition to leading both national and international sales teams. Prior to Grindr, Gojkovich founded Boston-based GCI Marketing and ran the firm for eight years. At GCI, he

helped London and numerous other clients reach niche markets in the United States and become leading brands in their respective categories.

Gojkovich has lived, worked and studied in Boston, Minneapolis and Los Angeles, where he is currently based. He regularly appears on industry panel discussions regarding application marketing, niche marketing, social networking apps, parking and travel.

**About CurbStand:**

Launched in October 2013, CurbStand is an investor-backed startup based in Los Angeles, California that is introducing a mobile payment and specialty services platform for the valet and parking industries. Leveraging cutting edge technologies, CurbStand is delivering a cashless, concierge-style valet experience for customers to find, pay and tip for parking and for businesses and their valet companies to better manage their parking. Restaurants and other businesses interested in offering the seamless CurbStand valet experience should email [valet@curbstand.com](mailto:valet@curbstand.com). Visit [www.CurbStand.com](http://www.CurbStand.com) for more information. Follow CurbStand on [Twitter](#), [Instagram](#) and [Facebook](#), and download the iOS app for free via the [iTunes store](#).

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