



## **Bob Kurilko** **CEO/President**

As President and CEO of PacifiCord, Bob Kurilko serves as the strategic visionary of PacifiCord and works closely with its parent company, HealthBanks Biotech, to oversee the company's business and laboratory operations. With nearly a quarter century of sales, marketing, and operations experience, Kurilko is accomplished in working with niche, mid-size companies to help them become market leaders in their industry. Kurilko's ambition is to establish PacifiCord as Southern California's market leader in family cord blood banking by offering a world-class facility that combines global best practices in processing, freezing, and storage, and its exclusive Cord Blood Concierge™ Service.

Prior to joining PacifiCord, Kurilko served as executive vice president and general manager of Aspen Marketing Services following its acquisition of Newgen Results, a leader in automotive customer relationship management services. In this post, Kurilko managed the company's San Diego, Dallas and Toronto offices. Prior to the acquisition, Kurilko was recruited to serve as vice president of marketing and operations for Newgen Results where he directed the marketing, operations, customer service, and call center teams.

Kurilko also served as vice president of Edmunds.com, the leading automotive information web site, where he oversaw strategic planning, sales, product development, and marketing. Kurilko initiated Edmunds.com sales structure and team, built its product development capability, and created the company's marketing department credited with establishing Edmunds.com as the industry leader. Key accomplishments included negotiating Edmunds.com's staple business partnerships, creating the company's patented applications and content, and implementing marketing and advertising programs that elevated the company's brand profile.

Prior to Edmunds.com, Kurilko also worked at Nissan North America where he held sales, marketing, and operations positions across the United States and was selected by executive appointment to be the first American to work directly for parent company, Nissan Motor Limited, in Tokyo, Japan.

Moreover, Bob has been a speaker at major conferences in the United States and abroad and interviewed by the media to provide insights into events relating to his industries.

Kurilko was born in Willoughby, Ohio and received his bachelor's of science in mechanical engineering (BSME) from the University of Pittsburgh. He also has earned a master's of business administration (MBA) from Edinburgh Business School in the United Kingdom. He currently resides in Lake Forest, Calif., with his wife and three sons. In his spare time, Kurilko enjoys sports, non-fiction books, and health and nutrition.

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