



MAX HAYNES, Chief Executive Officer, PaySwag™

Max Haynes currently serves as founder and Chief Executive Officer of PaySwag, the first mobile platform to enhance collections efficiency through the empowerment and education of underbanked customers. As CEO and strategy leader for the company, Max is responsible for envisioning and driving solutions to serve the underbanked market.

An aggressive innovator, Max has spent more than two decades disrupting traditional financial models to accelerate opportunities in the lending, real estate, banking and private finance sectors. Prior to founding PaySwag and its parent company, Customer Engagement Technologies, Max invested years in the private mortgage arena while also consulting for numerous players in the U.S. banking industry, including Citibank.

His work with both national and regional banks opened his eyes to the limits of traditional banking and its profound effect on the underserved. With this realization in hand, Max focused on strategies geared toward the burgeoning young adult consumer market. He also led American business delegations to Russia, China and Japan to assist in the development of creative strategies for both finance and technology companies.

A successful serial entrepreneur, Max was an early member of the Entrepreneurs' Organization and has been a major speaker at conferences hosted by EO, as well as the Young Presidents' Organization. Max has spoken on the topics of entrepreneurship and innovation at more than 50 universities in the United States, Canada and Mexico and has been featured as a thought leader in numerous television, radio and print interviews. Max's natural aptitude for innovation led to his active involvement on a number of national advisory boards—including the U.S. Small Business Administration and the U.S. Department of Commerce—and as Executive Director of the Association of Collegiate Entrepreneurs.

Before entrepreneurship was mainstream, Max championed the concept of new enterprise at universities across the globe. He has led educational conventions with globally-recognized entrepreneurs, such as Steve Jobs, Michael Dell, Ted Turner and Mark Cuban, to inspire young entrepreneurs and to elicit that same passion for disruption in the younger generation.