



Chris Morocco

Chief Executive Officer

CEO Chris Morocco brings nearly two decades of early stage and start-up experience and leadership to KidsLink. Chris has broad experience in developing and successfully launching companies in various industries during his career: retail & consumer product, Internet, and healthcare software & services.

Prior to KidsLink, he was CEO and board member of Petrus Brands, the owner and operator of two national franchise concepts: Planet Smoothie and Shane's Rib Shack. Chris led the management buyout of the \$80 MM franchise-based brand portfolio in the fast-casual dining and healthy lifestyle categories from Raving Brands. Three years later he orchestrated the sale of two of the brands to a strategic buyer.

Before his role as CEO of Petrus, Morocco was President of Innovative Brands, which was integrated into Raving Brands and where he served as Chief Development Officer and oversaw the Emerging Brands Division of the company. Chris previously cut his teeth with various technology and early stage companies in the mid-90s, including Nextron, a SafeGuard Scientifics partnership company that provided internet software and services for small to mid-size organizations.

Chris received a degree in Business Administration from Clemson University where he was the starting QB for the 1989 Gator Bowl Champions. He serves on the Board of Trustees for Atlanta Youth Academy, a prep school for underprivileged children in the city of Atlanta. He is married with three children and resides in Buckhead, Atlanta.