

Zivity Executive Biographies

Cyan Banister, Founder & Editor-In-Chief

Zivity is Cyan's brainchild. Her dream to connect the social web with sexy photos is the kernel that became the business. Cyan brings more than ten years of management experience to Zivity; from scaling operational infrastructure to building teams and championing company culture. Cyan held a senior management role at IronPort where she supervised throngs of employees and oversaw a slew of departments. Her mission for Zivity is putting models first and creating an environment that nurtures artistic freedom. "Freedom of expression without judgment" is her motto.

Jeffrey Wescott, Chief Executive Officer & Co-Founder

Hacker, thinker, and experience junkie, Jeffrey has been creating software and leading people since the age of seven. He thinks in code and brings the gospel of beautiful design, systems thinking, and ruthless efficiency to the world of business innovation. Prior to co-founding Zivity, Jeffrey led security software architecture and scalability at IronPort, defending your company's email inboxes from spam. He is a 15 year veteran of the software industry.

Scott Banister, Chairman & Co-Founder

Scott built his career by identifying new markets and shaping innovative products for them. In 1995, he identified search engines as a significant advertising medium and invented the first products to automate marketing across multiple search engines, ultimately creating the bid-for-placement business model used by GoTo/Overture (and now Google AdWords) and serving as VP Ideas at GoTo-incubator Idealab. As an initial investor and Director at PayPal, he was a co-inventor of the 'email payments,' product now widely used on eBay. In 2000, Scott saw opportunity in the unbounded growth of email traffic, co-founding IronPort Systems and serving as CTO. Now the market leader in anti-spam technology, IronPort was acquired by Cisco Systems for \$830 million in 2007. Scott is on the board of directors of Slide, the personal media network best known for its embedded social networking applications and Powerset, the natural language search company.

Jordan Ritter, Chief Technology Officer

Jordan has an extensive background in architecting secure and scalable Internet services and has helped create some of the Internet's most popular software. In 1999, he co-founded music-sharing service Napster, developing the original Napster technology alongside Shawn Fanning. In 2001, Jordan founded Cloudmark, where he led the development of email security system SpamNet with Zivity investor Vipul Ved Prakash. Most recently, Ritter served as CTO of Columbia Music Entertainment where he spearheaded radical change to cope with the rising prevalence of digital music.

Jordan has long believed in bringing artists closer to their fans and feels that Zivity accomplishes this by simplifying the artist-fan economic relationship and connecting them directly to one another.