

## EXECUTIVE ADVISORY BOARD



### **Lary Sinewitz**

Executive Vice President

[Brandsmart USA](#)

Lary Sinewitz is the Executive Vice President of BrandsmartUSA. He is responsible for the electronic checking and private label credit card business that Brandsmart offers. Additionally Mr. Sinewitz helped with the assistance of Telecheck to plan and implement one of the first complete Paperless check acceptance programs available in the country. A graduate of the University of Massachusetts in 1976.

Mr. Sinewitz resides with his wife Lauren and his eleven year old son David.