

Mystery on Main Street Adds Three New Members to Advisory Board

Mystery on Main Street, an interactive, data rich marketing and advertising app using gamification to promote local merchants, adds leadership positions.

ORLANDO, FLORIDA, USA, January 30, 2023 /EINPresswire.com/ -- [Mystery on Main Street](#) (MoMS), a unique interactive, data rich marketing and advertising mobile app using gamification to promote patronization of local community merchants and eateries, adds three to advisory and leadership positions, demonstrating the company's commitment to creating a whole new way to bring business back to the locals.

Asked about the expansion, Mario L Castellanos, MoMS's Founder and CEO commented, "It's been my intention

from the beginning to create a company of fellow creatives where people, stories, data and more, produce a fun filled experience for every age while helping local small business and communities prosper. But to do that, we need experts in their fields who can lay the groundwork to build a solid foundation. We're doing that now as we prepare for the future." He added, "I could not be more pleased. We have the beginning of a dream team and continue to search for a few more".

Mystery on Main Street's staff additions are:

- Zachary Elewitz, PhD, MBA, Advisor, Data & Analytics - A seasoned data scientist with a decade of experience, with a formal education that includes a BA in Physics and a BS in Mathematics from Texas A&M, an MBA from Texas A&M University Commerce, an MS in Mathematics and a PhD in Mathematics from the University of Texas at Dallas. Zach will lead the company's effort in



The Mystery Begins!

creating the first and only non-intrusive, yet pin-point accurate data analytics methodology of its kind.

- Wendy C Best, MSW, Advisor, Human Capital - An expert in Human Capital Management including Strategic Talent Acquisition and People Operations in high-growth organizations and start-up environments, Wendy will be tasked with developing the framework for the engineering, creative artists, business development and other personnel MoMS will require. Her educational background includes an Undergraduate Degree in Communications from the University of South Florida and a Master's Degree in Social Work from Barry University in Miami, Florida.

- Scott Meyers, CPA, Advisor, Financial - With 20 years of experience in finance, Scott is known for his ability to create sound financial management practices and improve business processes. His wealth of experience in course-correction, financial turnarounds, and business partnering, has made him a highly requested expert speaker in seminars wherein he educates his audience about sound financial practices. Scott holds a Masters of Accountancy from the University of Illinois.

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Mario L Castellanos

and quickly solving technical issues. Jeremy received his formal education from DeVry University in Game and Simulation Programming.

Dana Anderson graduated Order of the Coif from University of Southern California Law School in 1991 where he was on the Southern California Law Review. He worked at several large national law firms before opening his own practice focused on Business Transactions, Business Litigation, Real Estate Transactions, and Real Estate Litigation. In his more than 30 years of practice.



Mystery on Main Street

More Business, More Fun. Less Work. We're On A Mission To Reward The Locals.

We're On A Mission To Bring Business Back To The Locals

The image features a stylized illustration of a street scene with various shops. From left to right, there is a shop with a green awning and a 'Sale' sign, a shop with a red and white striped awning and a 'SHOP' sign, a shop with a blue awning and an 'OPEN' sign, and a taller building with a brown facade. A woman in a red dress and hat is walking on the sidewalk in front of the first shop.

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Mario L Castellanos

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