



Rob Frohwein

Co-Founder & CEO

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Rob Frohwein

Co-Founder & CEO

Map Financial

Orange, CA

Entrepreneur



What

Entrepreneur

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What

Rob Frohwein recently co-founded Map Financial Technologies, which is focused on unleashing
growth to eliminate the recruiting and retention challenge facing nearly every company in the world.
Prior to this, Rob co-founded, and ran the long serving CEO of Holdings, a premier small business
franchise, which raised \$100M in equity, secured 100,000+ sq. small businesses and delivered \$10M in
capital prior to its sale to American Express in December 2018. Rob is an investor in 17+ tech startups, has
written three books on intellectual property, co-founded a real estate tech startup and is a serial entrepreneur.