



**Kyle Plasha**

**Business Development Officer at WebMax  
WebMaxco.com**

With a Bachelor of Business Administration degree from Saint Joseph’s University, Kyle Plasha serves as WebMax’s Business Development Officer. In addition to being a key player in sales, he has spearheaded the development of the company’s product, “LeadMax”, a lead generation platform revolving around social media advertising and the best practices.

He has made it his priority to create a well functioning system that provides mortgage lenders with qualified potential homebuyers knocking at their door. In fact, he has made it so that lenders have no contact with the buyer until they are already considered a qualified lead. In doing so, he has become an industry innovator, reaching homebuyers where they spend the most time- on social media.

Previously, Plasha served as the Executive Vice President and Partner at Sheer Venture Solutions, by helping small businesses in raising capital, marketing excellence, and achieving sales success. With his experience, he has been able to achieve greatness in marketing and sales through social media practices.