

BENSON RISEMAN



Benson Riseman is President & CEO of BENSEA Enterprises, LLC; an Entrepreneurial Think Tank and Consultancy established in 2009 to transform ideas into independent, freestanding businesses. BENSEA Enterprises specializes in strategy, branding, marketing, revenue generation and the distribution of supportive business resources to client companies. Benson is currently in the process of starting up a “game-changing” social business concept.

Prior to Founding BENSEA Enterprises, Mr. Riseman Co-Founded Green Dot Corporation and served as Executive Vice President of Retail Strategy up until the company went public in 2010. Green Dot invented the reloadable prepaid debit card industry and is the largest provider of reloadable prepaid debit cards and cash reload processing services in the United States.

Prior to Co-Founding The Green Dot Corporation, Mr. Riseman enjoyed a 20 year career in radio broadcasting working in Local, National and Network Managerial/Sales positions for companies including Metro Networks, CBS, Westinghouse, Greater Media, Paxson Broadcasting, Capitol Broadcasting and RKO General. During his broadcasting tenure he worked in the Boston, Philadelphia, New York, Orlando, Chicago, Detroit, Washington, DC and surrounding Mid-Atlantic area markets.

Mr. Riseman currently serves non-profit Advisory Board responsibilities with the University of Tampa Lowth Entrepreneurial Center, Apollinaire Theatre Company of Chelsea, Massachusetts, Boys Town Nevada, The Smith Center of Performing Arts in Las Vegas and Interface Children & Family Services in Ventura Valley, California. In addition, he oversees The Riseman Foundation; a donor advised fund created to give back to important causes in the community. Benson is also a member of the Greater Good Council of Las Vegas and has served as a judge in the Clinton Global Challenge’s prestigious Hultz Prize student competition. He was bestowed a Lifetime Achievement Award from the Entrepreneurship Center at the University of Tampa.

Mr. Riseman is a graduate of the University of Tampa with a B.S. in Business Administration. In addition, Mr. Riseman has completed Executive Management Programs at Harvard University and Kellogg School of Management along with completing the Landmark Education curriculum. Mr. Riseman grew up in the Boston area graduating from Chelsea High School. He has two adult children and one grandson.