

# Pablo A. Santa Cruz

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## Summary Executive Biography

Pablo has successfully built and managed companies in the Information Systems, Application Software, Applied Technology, Healthcare, Specialty Distribution, Telecommunications, International Logistics, E-Commerce, Sports Management, and Financial Service industries over the past twenty years.

Pablo was born in Ecuador in 1964 and moved to the United States in 1980 to study Information Systems and Business Management.

He has established a reputation for his technical innovation, marketing vision, and systematic approach to execution. Pablo founded his first successful company in the mid eighties, and has since applied his experience and resources to building and growing industry-leading ventures.

Pablo currently serves as:

- CEO at Topview International, Inc, Investments and Business Management
- CEO at Topview Systems, LLC, Aerospace and Government Functional Services
- Founder/Director at NorthStar Banking Corporation, Tampa Bay Community Banking
- Chairman at Grupo Santa Cruz, Family Investments and Charitable Foundation
- Advisory Board Director at the University of Tampa Entrepreneurship Center
- Executive in Residence at the Moffitt Cancer Center Office of Technology Management and Commercialization

Pablo's experiences and assets include a leading Information Systems Integrator and Healthcare Software company; the largest Specialty Healthcare Distributors and Pharmacies in the country selected to Inc500 five consecutive years; the fastest growing Consumer Logistics and Marketing companies in Latin America; a Communications Provider company; a Medical Manufacturing company; a Real Estate Development company; a Sports Management Company; a Financial Services company; and a Aerospace Technology Services company.

Pablo's community contributions include the support of education and health of underprivileged youth through a family foundation, a non-profit soccer organization, a non-profit cycling organization; and the service in various community boards.

He has excelled in soccer, car racing, bicycle racing, and maintains a very active lifestyle sharing his passion for sports with his family.

Pablo has lived in the Tampa Bay area since 1985 where he and his wife Barbara raised their children Justin and April.

He stands for faith, family, and excellence.