



About Nili Malach Poynter

ChefReady's President Nili Malach Poynter has spent nearly 20 years at the intersection of entrepreneurship, data and technology, growing a highly successful business, Vinyl Interactive, in a competitive market. She and her husband are doing the same with Denver's ChefReady.

As a Colorado native, Nili graduated with honors from Boston University, receiving her bachelor's degrees in political science and psychology. She received her Juris Doctorate and Master of Business Administration with concentration in law from Golden Gate University.

Nili spent the next two decades as an international lawyer. She co-founded Vinyl Interactive in San Francisco in 2004, a performance-based data science and marketing firm, which has generated hundreds of millions of dollars in sales, due in large part to Nili's ability to create and foster long-term partnerships.

In 2018, Nili and her husband Robert witnessed friends' traditional brick-and-mortar restaurants shutter one after another, due to rising costs, low foot traffic, and low profit margins. They began looking for a solution and were excited to hear about virtual kitchens, but quickly learned that many operate with a "churn and burn" mentality, resulting in an unprofitably high turnover of tenants. Nili and Robert wanted to instead create a company that offers the convenience of a virtual kitchen, but with greater efficiency and a "greener" footprint, along with more of a "mom and pop" personalized level of customer service.

Nili and Robert selected Denver as their first market, as Nili and her brother Steven Malach grew up there; her brother, who is the Director of Sales for the company, lives there; and they both love the Denver dining scene. They also selected Denver as the "fifth fastest-growing big city in the U.S.," and its lower real estate costs, compared to other major metropolitan cities.

In her free time, Nili enjoys traveling with her family, spending time in the kitchen with one of her 11-year-old daughters who loves to bake and cook, and visiting her family in Colorado. Nili has sat on the board of San Francisco's Saint Francis Foundation Hospital for the past five years, and chairs her children's school annual auction committee, which raises \$400,000 annually.



About Steven Malach

Colorado native and Denver resident Steven Malach is the Director of Sales for Denver-based ChefReady. Steven brings a history of entrepreneurship and more than 20 years of real estate experience to ChefReady.

After growing up in Denver and receiving his bachelor's degree from Metropolitan State University of Denver, Steven lived in Los Angeles and then New York City to pursue a career in film. While in between film opportunities, Steven began his lifelong passion of working in real estate, beginning with selling homes in Manhattan for Coldwell Banker.

After the 9/11 attacks in NYC, Steven moved back home to Denver and became Vice President of Denver-based Republic Shoes, his family's retail shoe business that has been operating since 1946, becoming the third generation Malach to operate the store. After finding success in both the real estate industry and building empires alongside his family, he knew he wanted to embark on a new project that combined the two.

As Director of Sales for ChefReady, Steven enjoys drawing on his background in sales and real estate. He is passionate about providing restaurateurs with a low cost and low risk option to achieve success.

Steven lives in Denver's Cherry Creek neighborhood. In his free time, Steven enjoys spending time with his wife and their two children, exploring Denver's vibrant restaurant scene, playing basketball, and traveling with his family.