

TechStars Chicago Company Hires Motorola Veteran as Vice President of Business Development

Parental control service WebCurfew brings key executive to expand its business and announces addition of new routers to its roster

CHICAGO – January 7 – [WebCurfew](#), a graduate of the inaugural TechStars Chicago 2013 class, announced today the hire of Alberto Moriondo as its vice president of business development. Moriondo, a Motorola veteran, will drive strategy and develop business partnerships with Internet Service Providers (ISP) and telecom companies for WebCurfew.

Prior to WebCurfew, Moriondo lead Motorola's global mobile content and applications business. Moriondo then joined digital marketing agency Tribal Brands, where he partnered with mobile operators to build their data business by leveraging entertainment content to influence consumers. Additionally, he is the co-founder of Tribal Technologies, a mobile marketing and analytics platform enabling brands to establish one-to-one relationships with consumers via mobile.

"After TechStars Demo Day, I was impressed with WebCurfew's cloud-based solution for parental controls and knew my experience in driving partnerships with ISPs would help us reach a large number of potential consumers at scale," said Moriondo. "In addition, WebCurfew's focus on controlling the router that most families already have in their homes is an innovative approach that opens the opportunity for the broader vision of managing the Internet of Things that is rapidly becoming a reality."

WebCurfew, a parental controls service that manages the router to give parents an Internet on / off switch for individual devices in their home, also announced that it now supports more than 110 router makes and models, including those offered by leading Internet Service Providers. Its service offering has the ability to reach into over ten million homes nationwide.

"The WebCurfew service offers a simple and free way for parents to take back control over how much online time their children spend on any web-enabled device connected to the home router. We are continuously adding new product features and support for more routers to give parents control over their home Internet," said Rod da Silva, founder of WebCurfew.

WebCurfew helps parents manage the time their children spend online, which allows for more family time, outdoor play, and extra-curricular activities that promote a healthier life balance for the bright minds of the future.

To learn more about WebCurfew, visit www.webcurfew.com

About WebCurfew

[WebCurfew](#) is a free web-based service for implementing parental controls for any Internet connected device in the home. Using WebCurfew, parents see all of the devices on their home Internet and easily control when children can be online. For parents who are interested in automating their "technology curfew", WebCurfew has a premium service to allow scheduling of specific times when devices can access the Internet.

WebCurfew supports more than 110 consumer-based router makes and models from today's most popular brand name manufacturers, and is adding new routers every day. For more information about WebCurfew, visit www.webcurfew.com.