



Missy Taylor

Chief Executive Officer (CEO)

Missy Taylor is the CEO of Phobio, the technology platform powering the future of device value recovery. Under her leadership, Phobio is expanding beyond traditional trade-in to help retailers, carriers, enterprises, channel partners, and nonprofits unlock the full value of every device through software, services, and strategic partnerships that create new revenue opportunities, strengthen customer relationships, and extend technology lifecycles.

Missy believes the most successful companies are built at the intersection of clarity, accountability, and innovation. She's known for simplifying complex challenges, building high-performing leadership teams, and turning ambitious ideas into scalable systems that drive long-term growth.

Her vision is to redefine how the world thinks about technology value recovery, creating a future where every device has another opportunity to create value.

Eric Attanasio

Chief Product Officer (CPO)

Eric Attanasio is a senior product executive focused on device lifecycle technology, trade-in platforms, and secondary market economics, currently serving as Chief Product Officer at Phobio. He leads product strategy and platform development for large-scale consumer and enterprise trade-in programs, with deep experience across software, operations, pricing intelligence, logistics, and data-driven decision-making. Eric is known for building scalable, end-to-end products that translate complex problems into customer and business value. He lives in New Jersey with his wife and three children and brings a disciplined, long-term mindset to leadership, centered on accountability, systems thinking, and sustained impact.

Winston Astrachan

Chief Technology Officer (CTO)

Winston Astrachan is the Chief Technology Officer at Phobio, where he leads engineering and partners with the executive team on corporate strategy and growth. He has grown with the business for more than a decade, giving him rare firsthand context on both the technology and the operations it supports. He uses that vantage point to turn hard operational problems into products that move the business forward.

Winston lives in Atlanta with his wife and a house full of pets. He volunteers as a network engineer with Gamers Outreach Foundation and holds a commercial pilot's license, reflecting the same precision and systems thinking he brings to his work at Phobio.