



Grow your home™

David Bluhm

Co-Founder and President

David has spent the past 36 years starting and growing technology companies. In a variety of founder, director and senior operational roles, David has been involved in over 20 start-ups that have achieved a combined “high water” equity value of over \$36 billion, including 2 IPOs and 7 company acquisitions—four of which valued over \$100M.

Bluhm is *Co-Founder and President* of **Plunk**, an advanced analytics company revolutionizing the way homeowners, home experts, and investors value and invest in residential real estate—through the power of AI, Machine Learning, and image analysis. Under his leadership, the Plunk team is building a Dynamic Valuation Model™, which tracks an individual home’s price in real time and represents a new level of both comprehensiveness and transparency. For decades, Bluhm has been a huge proponent of real-time transparency and digital accessibility within the real estate industry, and he finds particular gratification in now being able to bring that to fruition with Plunk.



Bluhm’s first introduction to residential real estate involved working with the **National Association of Realtors** in 1995 to develop the original business plan for **Homestore.com** (the predecessor to both **Realtor.com** and **move.com**).

Prior entrepreneurial roles include *Founder and CEO* at **DropForge Games** (acquired by **Wargaming**), *Co-founder and Chairman* of **Z2Live** (acquired by **King.com**), *Co-Founder* of **Medio Systems** (acquired by **Nokia**), *CEO and Chairman* of **GoTV Networks** (acquired by **Phunware**), *CEO* of **WUF Networks** (acquired by **Yahoo!**), *Co-Founder and President* of **HandsOn Mobile** (acquired by **Millennium Capital**), *CEO* of **NearMe**, *Co-Founder* of **2WAY Corporation**, *Co-Founder* of **BondHub.com**, *Co-Founder* of **WorldVoice** (acquired by **Motorola**) and *Director of Sales and Marketing* at **Mammoth Productions** (acquired by **The Washington Post**).

Corporate roles include *Senior Business Development Manager* for **Motorola**, *VP Sales* at **Mosaix International** (from inception through IPO) and *VP Sales and Marketing* at **Davox Corporation** (NASDAQ: DVX), and a senior sales role at **Hewlett-Packard**.

Bluhm is a *Smithsonian Laureate*, co-author of multiple patents, recipient of multiple product awards, regular speaker at industry events, and an industry expert witness. Bluhm received a B.S. in Mechanical Engineering from the University of Washington and certificates in both *Leadership Change and Organizational Renewal (LCOR)* and *Executive Leadership* from the Stanford Business School Executive MBA Program.