

# Barry Honig

Barry Honig - Investment Professional Living in Boca Raton, Florida

The chairman and chief executive officer of the Majesco Entertainment Company, Barry Honig currently sits on multiple boards of directors and performs management roles with several other companies. He previously served tenures as chairman of ChromaDex Corp and founding director of InterCLICK. An audience intelligence and targeting company that was based in New York City, InterCLICK compiled and analyzed data to develop marketing strategies. Under Barry Honig's guidance, the company initially had annual revenues of \$3 million and ultimately grew to generate annual revenues in excess of \$125 million. In 2011, Yahoo! purchased InterCLICK for approximately \$270 million.

Outside of the professional arena, Barry Honig operates a charitable foundation with his wife Renee. He also supports a number of academic organizations and local sports initiatives that include the Police Athletic League and youth boxing, baseball, and basketball teams.

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## EXPERIENCE

Majesco Entertainment Company  
CEO

2015 - PRESENT

Interclick  
Private Investor

JUN 1, 2007 - Nov 1, 2011

## EDUCATION

George Washington University  
BS, Business Administration

1993