Industry Veteran Steve O’Toole Joins AI Unicorn Mashgin to Lead Business Development for Convenience and Fuel Retail

Former retail technology executive from BP and Puma Energy joins self-checkout unicorn Mashgin to bolster c-store sales division

PALO ALTO, Calif. – August 30, 2023 – Steve O’Toole has joined Mashgin, the world’s fastest touchless self-checkout system, as new Head of Business Development for Convenience and Fuel Retail. O’Toole brings more than two decades of experience to his role at Mashgin. He will continue to drive Mashgin’s successful c-store business, forging strong partnerships with leading fuel retailers and further solidifying Mashgin’s position as the leader in AI-powered self-checkout in the c-store industry.

Steve O’Toole is an experienced c-store leader focused on leveraging technology to transform the consumer and associate experience, improve operational efficiency, and increase profitability. Before joining Mashgin, O’Toole spent four years at NCR Corporation, where he led global Convenience and Fuel Retail Sales. Across his career, Steve was VP of Business Development for Stuzo, a Partner at W. Capra Consulting Group, and led retail technology at BP and Puma Energy.

“Steve O’Toole has deep knowledge of retailers’ goals, their IT environments and the POS ecosystem at play and thus understands exactly what our c-store customers need,” said Mashgin Senior Vice President of Strategic Partnerships, Jack Hogan. “Steve knows the fuel retail industry like few others and will be an invaluable addition to Mashgin’s team.”

Using AI and computer vision, Mashgin kiosks instantly identify and ring up the price of packaged goods, drinks, and on-the-go food items from any angle — with no need for apps, barcodes or RFIDs. C-store shoppers simply place items on the kiosk tray, add fuel purchases or loyalty information and pay. Transactions on Mashgin are as much as 400% faster than traditional checkout. Mashgin is in the process of deploying 10,000 of its self-checkout kiosks at 7,000 Circle K locations. Other c-store clients include Refuel Market, BP’s ampm stores and Delek. Mashgin is the most deployed computer vision-powered self-checkout system at US c-stores.

“Mashgin is the most exciting technology I’ve seen enter the industry in years,” said O’Toole. “It solves a key pain point for c-stores and significantly improves the experience for both customers and staff. I’m thrilled to join this team and look forward to bringing this solution to the many retailers who need it.”

About Mashgin
Mashgin is the world’s fastest self-checkout system powered by AI and computer vision. Consumers demand instant gratification. Mashgin’s Touchless Checkout System eliminates consumer frustration while increasing revenue for retailers with checkout that is four times faster than cashiers and traditional points-of-sale. There’s no need to look for and scan bar codes: customers simply place their items on Mashgin’s tray, pay electronically and can be on their way in as little as 10 seconds.

Founded in 2013 and headquartered in Palo Alto, California, Mashgin is a privately held company backed by NEA, Matrix Partners, Susa Ventures and Y Combinator. Follow Mashgin on Twitter and LinkedIn or learn more about Mashgin at www.mashgin.com.

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