



## FOUNDER BIOS

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**Contact:**

Delphine Braas

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## Adrian Gradinaru

### Founder, CEO

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Stefan Adrian Gradinaru  
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#### **Adrian is an accomplished software engineer and entrepreneur.**

Adrian's first entrepreneurial experience occurred right after graduate school working as an engineer in a startup called Barcelona Design, founded by several Stanford PhD students. He later co-founded Blade Technologies where he developed a new technology for analyzing very large scale integrated circuit designs (VLSI) using statistical methods, a technology which was later widely adopted by many top semiconductor companies. Along with two former Googlers, Adrian also co-founded Cityo.ro, a not-for-profit online urban guide of restaurants and other establishments serving the Bucharest metro area. Before founding Sailo, he held several senior engineering positions with Magma Design, and Synopsis, as well as a summer finance position in the J.P. Morgan Investment Bank.

Adrian received a BS degree in Electrical Engineering from Duke University, a MS degree in Electrical Engineering from Stanford University, and an MBA from Columbia University.

When he is not working Adrian enjoys sailing with his friends from the Columbia Business School Sailing Club and traveling, especially to Southern Europe and South America.

## Magda Marcu

### Cofounder, Operations & Finance

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Magda Marcu  
magda@sailo.co

#### **Magda's passion is designing processes and implementing change.**

She has executive level experience in the technology space with a focus on operations, processes, project management and budgets. Magda has worked with both startups (she started two companies) and Fortune 100 corporations, managing technical projects with budgets up to \$10M, in industries such as semiconductors, internet, retail, software, hospitality, and digital brand management. Some of the companies she worked for are The Home Depot, Starwood Hotels and Resorts, and Interbrand.

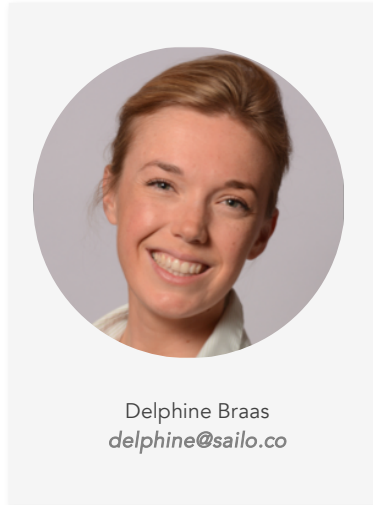
She earned an MBA from Santa Clara University, California and a law degree in Romania. She believes in the advancement of humanity and is forward looking into progressive ideas, which she disseminates by being an active translator for TED Talks. She speaks 5 languages, including Latin.

Magda loves traveling and being on the beach, and when she can't do that she relaxes by shopping at the farmers market and cooking.

## Delphine Braas

### Cofounder, Marketing & Business Development

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**Delphine is a passionate entrepreneur and marketing professional.** Before joining Sailo, she worked for over 5 years at Nestle, in their Global Headquarters in Switzerland and in Benelux, where she held various roles in business development, sales strategy, and marketing. Throughout her time there she developed strong market analysis skills, an ability to scope out opportunities for growth, assess business needs, motivate people, launch successful marketing campaigns and bring products to market. Throughout business school she focused on technology and entrepreneurship and worked in marketing for Gogobot (Silicon Valley travel planning startup) as well as in venture capital at Starvest Partners. She was also the president of the Columbia Entrepreneurs Organization.

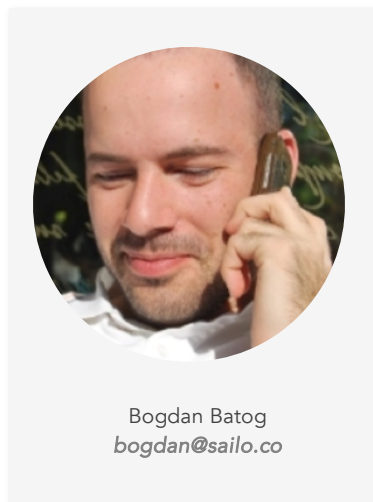
Delphine holds an MBA from Columbia Business School and a BS in International Hospitality Management from the École Hôtelière de Lausanne (Switzerland).

She is a total foodie, and spends her free time sailing, skiing, travelling and trying out new restaurants and culinary markets.

## Bogdan Batog

### Cofounder, Engineering

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**Bogdan is a versatile and experienced software engineer.** He has 10 years of industry activity and has recently worked as a software consultant for the TV industry, in Belgium, where he built Web/DVB tools. Previously, he spent 3 years at CrestaTech, a California technology startup, where he worked on the signal processing chain of the multi-standard, software defined radio platform - CrestaTV. Between 2006 and 2009 he developed and launched ProxyCast - the first proximity marketing company in Romania, using Bluetooth technology. Before that, he was a compiler engineer at Freescale, doing research work on instruction level parallelism optimizations.

Bogdan holds an MSc in Computer Science from Politehnica University Bucharest and he is the primary author of one patent.

He spends his free time running and enjoying the outdoors.