

## ALI SERDAR BALABAN

Phone: 310-994-2711 ▪ [abalaban@sdgcalifornia.com](mailto:abalaban@sdgcalifornia.com)

*C-suite executive with over 25 years of experience specializing in launching and scaling businesses, steering operations, cultivating business relationships, leading dynamic teams, driving sales, and maximizing profits and market share in both B2B and B2C realms, specifically within software development and innovative real estate development space.*

Extensive business background in international and multi-cultural environments. Proven experience with highly engineered systems. Solution-based technology leader dedicated to crafting advanced solutions for both established multi-million-dollar brands and emerging startups. Proficient development manager adept at resolving engineering challenges, empowering global team members, and increasing customer engagement. Skilled software architect committed to managing and developing new products with high-quality performance. Areas of Excellence include:

- Engineering Management
- Product/Strategy/Integration
- Data Security Standards
- Cyber Security Assessment
- Team Development/Management
- Global Project Management
- Performance & Quality Standards
- Client Relationship Management
- P&L management/budget planning
- Growing Revenue & Profit
- Vendor Relations & Partnership
- Fund Raising

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## CAREER HISTORY & ACCOMPLISHMENTS

**PERIGER**, Los Angeles, USA

2023 – Today

**Chairman of the Board**

Motivated by accelerating the launch, development, and research of technology solutions, Smart Development Group acquired a 50% stake in Periger in 2023, a company specializing in agile software development and mobile applications for US-based enterprises. Prior to the acquisition, Smart Development Group had partnered with Periger since 2021 to develop various technology platforms they began designing in 2019.

**SMART DEVELOPMENT GROUP**, Los Angeles, USA

2016 – Today

**Founder, CEO**

Founded and started Smart Development Group, LLC in 2016, specializing in engineering innovative technologies and solutions tailored to effectuate significant contributions to the U.S. real estate landscape and designing agile software platforms to meet unique challenges across various industries.

**Conceived and implemented multiple solutions for the U.S. market while initiating the development process for several others:**

- **NEF Coachella Smart Residences:** A visionary project underway to create a vibrant gated community featuring technologically advanced multi-family residences spanning over 150 houses. Equipped with the innovative 'fold home' concept and the Traqlle data protection shield, these homes offer tenants a 'pay-per-use' system, further complemented by a unique data management and security system to enhance the living experience. Initiated in 2022, the project has already secured over \$5M from international investors and is targeted for completion in 2025.

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- **Traqle:** Specifically designed for IoT device security, Traqle stands as a pioneering plug-and-play cybersecurity solution for smart homes in the U.S. Traqle acts as a frontline shield, detecting potential threats in real time and enabling users to take immediate corrective action.
- **QORS:** An AI-driven Real estate platform offering integrated analysis for residential property buyers in the United States to deliver precise investment analysis, personalized information, and property valuation insights.
- **BidLaw:** The first transparent mobile auction application that aims to connect clients with attorneys and legal professionals, providing a more efficient, cost-effective, and accessible way to receive legal services. To be launched in December 2023.
- **Haai®:** Data delivery platform, specializing in capturing, storing, analyzing, searching, sharing, transferring, visualizing, updating data, and maintaining information privacy.

**LA FUND, Hospitality Tech VC Fund & Accelerator**, Los Angeles, USA  
**Founder, COO**

2019 – 2022

Co-founded and started LA Fund, the first VC Fund for hospitality tech startups. Partnered with **500 Startups**, the largest VC Fund in the US, to build a hospitality ecosystem collaboration and a VC Fund to accelerate innovative tech startups. Developed product market fit laboratories, called #Hi\_Labs, to implement and test hospitality tech startups' products and solutions by leveraging the company's distribution channels where superior end-to-end capabilities and intelligent execution come together to accelerate cost-efficient, market-driven growth.

**RE/MAX UKRAINE**, Master Franchise, Kiev, Ukraine  
**Co-founder, CMO**

2014 - 2016

Co-founded and started up the RE/MAX Ukraine master franchise in 2014 as CMO of the company. Developed and implemented the expansion strategy for RE/MAX Ukraine by implementing a digital content management platform. Prepared short-term and long-term real estate growth and action plans for RE/MAX Franchise sales. Developed and integrated training methodologies, programs, marketing plans, and technological infrastructure.

**Developed progressive digital marketing strategies and launched unique social media campaigns.**

- Increased the number of brokers and agents considerably.
- Delegated CMO tasks in 2016 and stayed in the decision-making process as a board member.

**Bianco Digital**, Istanbul, TURKEY  
**Founder, CEO**

2010 - 2016

Founded and started up Bianco Digital, specializing in the development of integrated software/hardware solutions and mobile applications, enabling prominent companies to expand their reach, enhance their Zero Moment of Truth (ZMOT) analysis, and solidify customer engagement. Hired and trained a team of software engineers, cyber-security, and digital marketing experts. Developed marketing plans, collateral and sales plans, controlled budget and established joint ventures.

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### **Developed and integrated many solutions for multi-million-dollar brands in Turkey and Europe:**

- Aksam Pazarı
  - Aksam Pazarı TV, a dedicated closed-circuit television channel, offering a complimentary platform for textile-related companies seeking to enhance their domestic and international trade networks.
  - AP Network, an innovative B2B platform and liquidation marketplace enabling resellers to access an extensive range of overstocked inventory directly from esteemed enterprise retailers.
- Mercedes-Benz (MobilBayi)
  - MobilBayi, a software capable of conveying campaigns and information to its clientele, minimizing paper waste, resolving logistic challenges, and ensuring the timely delivery of appropriate messages.
- Intel
  - Digital Library, a sophisticated electronic circuitry for multiple interactive hardware devices showcased at the Intel Museum, commemorating Intel Corporation's technological milestones.
- P&G Romania
  - Salespad, a software that empowered the retail sales force with a comprehensive product presentation catalog, ordering and customer management, reporting, and data administration capabilities, all accessible via Android and iOS tablets for P&G distributors.
- Volkswagen
  - Volkswagen tailored the SalesPad solution for expos and fairs, presenting comprehensive details on showcased vehicles, including technical data, configuration choices, pricing, accessories, and an enriched multimedia library.
- NEF Development (Timur Gayrimenkul)
  - Integration of the FoldHome concept, a technology allowing residential developers to offer intelligent and adaptable environments to their condominium or apartment residents by integrating "pay-per-use" and distinctive data management and security systems.
- ING Bank
  - A Credit Fraud Detection algorithm scrutinized credit applications from both online and physical branches, utilizing facial recognition to identify and thwart suspicious activities.
- Ulker, (Part of the Yildiz Holding conglomerate)
  - Electronic sensors, bridging bicycles with computers, tablets, and TVs for Ulker's Metronome project.

**EPC (European Union Consulting) Co.,** Istanbul, TURKEY

2003 – 2007

#### **Co-founder, Chief Consultant**

Offered short- and long-term consultancy services related to EU proposal development and wrote numerous proposals under the Framework Programs (FP6) and eContent to strengthen Europe's science and technology institutions by conducting high-quality research studies and creating maximum added value in international cooperation. Involved in finding the right partners and setting up the collaboration or consortium from different countries required by FP6 projects to fulfill the criterion of having a European dimension.

**Developed, optimized, and monitored several Program Calls for proposals according to the EU strategic orientation in four years.**

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- Organized training courses focusing on project development - from finding a call and developing the project concept until submission of a proposal.
- Provided ICT strategy advisory and analyst services, supervised interfaces, knowledge packs & content technologies applications for **eOrganicus**, a collaborative learning portal to promote awareness, common perception, quality considerations, and official information among cultivators, producers, distributors, retailers, and consumers of organic food.

**FenixIdea**, Istanbul, TURKEY

1998 - 2010

**Founder, CEO**

Established FenixIdea, focusing on software development, advanced technologies, security assessment, data privacy, and digital transformation. Selected and installed optimum products, designs, software, network infrastructures, and data equipment.

Recruited and mentored a skilled team of software engineers, database experts, and architects for complex development tasks. Orchestrated marketing and sales strategies and managed the budget. Emphasized agile processes, sophisticated B2B mobile apps, and integrated hardware/software solutions to enhance customer engagement.

**Developed and integrated many solutions for multi-million-dollar brands in Turkey and Europe:**

- Turkcell Superonline, Turkey
  - Safe Internet Connection Desktop Application (SICDA): Offered millions of Superonline users the ability to securely connect to the internet via dial-up desktop software and receive real-time notifications.
- Galatasaray Soccer Club, Turkey
  - Safe Internet Connection Desktop Application for 8 million fans
- Fenerbahce Soccer Club, Turkey
  - Safe Internet Connection Desktop Application for 7 million fans
- Power Media Group, Turkey
  - Fuarevi.com: Emerged as the first interactive virtual expo center for exhibitors, providing them a platform to connect with a broader audience, showcase their products, and engage in real-time communication.
- YKK Fastening Products Group
  - Online Order Processing Platform
  - Customer Relations Management Platform
- Telestar, Greece
  - Distant Sales Digital Processing (DSDP): Offered comprehensive solutions to distant sales companies, encompassing online sales, call management, data mining & reporting, and data security, serving as a one-stop solution.
  - Fullfilment Management Platform
- Hak Securities, Turkey
  - Banking & Stock Market Security Platform (BSMSP): Prevented security breaches and time loss during online stock and banking transactions.

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**FIRST FINANCIAL CANADIAN**, Los Angeles, USA  
**Financial Analyst**

1994 – 1996

Wrote the business plan and developed investor pitch to raise capital. Involved in the merge process of US companies with oversea ones, lead the IPO and attracted foreign investors and venture capitalists.

- Created the model and methodology based on Stock Market law 406 under Rule D for taking companies public.

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### ACADEMIC BACKGROUND

<b>VC Unlocked – Venture Capital Program</b> , Stanford University, San Francisco, CA	2019 – 2019
<b>Lecturer – Marketing Management</b> , Wisconsin University WIUU, Kiev, UKRAINE	2008 – 2010
<b>Lecturer – Banking &amp; Monetary Policies</b> , Wisconsin University WIUU, Kiev, UKRAINE	2007 – 2009
<b>Lecturer - International Organizations</b> , Bogazici University, Istanbul, TURKEY	2005 – 2007
<b>Certificate - International Business</b> , UCLA, Los Angeles, CA	1993 – 1994
<b>Maitrise – Management</b> , Université Paul Valery, Montpellier, FRANCE	1991 – 1992
<b>BA – Business Administration</b> , Université Paul Valery, Montpellier, FRANCE	1988 – 1991
<b>High School Diploma</b> – Galatasaray Lisesi, Istanbul, TURKEY	1979 – 1987

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### PRESENTATIONS AT CONFERENCES OR EVENTS

<b>"Would you be my franchise?"</b> - Istanbul, Turkey Trade Show – Speaker	October 2015
<b>TUID Investment Conference</b> , Odessa, Ukraine Conference – Speaker	July 2015
<b>Première Vision 2015</b> – Barcelona, Spain Trade Show – Aksam Pazari TV Host & Producer	May 2015
<b>Textile and Digital Transformation</b> - Bursa, TURKEY Conference – Speaker	February 2013
<b>"Business World &amp; Technology"</b> - Istanbul, Turkey ExpoChannel TV – Host & Co-Producer	January - June 2012
<b>Time 2005</b> - "Say Yes to new business style", Istanbul, TURKEY Conference – Speaker	October 2005

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### **AFFILIATIONS**

**Harvard Square** – Leaders Excellence, USA

**Stanford Alumni Association**, USA

**ASAE** – The Center for Association Leadership – USA

**Beverly Hills Chamber of Commerce**, USA

**Designer Society of America**, USA

**TUID** - International Turkish Ukrainian Businessmen Association, Ukraine

**GS Sports Club** – Galatasaray Community Cooperation Committee, Turkey

**Galatasaraylilar Association** – Galatasaray Alumni Association, Turkey

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### **RESEARCH STUDIES & ACHIEVEMENTS**

**New Generation Consumer Electronics Store**, Cellebro, Istanbul, TURKEY

**E-Organicus Project**, 6th Framework Programme, European Union Consultancy, Istanbul, TURKEY

**Acquisition and IPO of A&G Textile and All Textiles US**, Los Angeles, TURKEY

**Partnership between George Marciano Guess and Beymen Group**, Istanbul, TURKEY

**Thesis On Alternative Strategies For TurkEximbank**, Ankara, TURKEY

**Research on hidden costs in middle size companies**, Montpellier, FRANCE