



Sergiu Ardelean

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Gender: Male **Date of birth**: 12/12/1983 **Nationality**: Austrian

WORK EXPERIENCE

[01/01/2017 – Current]

CEO & Co-Founder

Artive GmbH artive.com

Address: Reindorfgasse 38, Lokal 1, 1150, Vienna, Austria | **Email address**: sergiu@artive.com | **Business or sector**: Arts, entertainment and recreation

Links: <https://www.youtube.com/artiveapp> | <https://instagram.com/artiveapp> | <https://www.linkedin.com/company/artive/>

Artive created and established an entirely new medium for artists worldwide: augmented reality. Our AR platform/app is currently utilized by museums on three continents and 450,000+ artists and creatives. With built-in network effects from the large install base, Artive has become as fundamental to artists in the 21st century (both professional and casual) as the canvas and the brush.

As co-founder and CEO, I have developed this innovative platform from the ground up, with a role in active product development, building the app around artistic consumer-identified needs, providing tailored specifications, and bringing Artive to market. From building and leading an effective team to setting budgets, I provide vision and creative strategy and ensure AR achieves optimum market success.

[01/01/2019 – Current]

CEO & Co-Founder / Director

Artive Inc

City: San Francisco | **Country**: United States

Artive Inc (US) was established in 2019 when the company expanded and opened a branch in San Francisco for the Berkeley Skydeck Accelerator program. With a global artistic market, we expanded our business from Europe & Asia to the US enabling closer partnership with the booming tech community in SF.

My role is to build a business plan that encompasses objectives, forecasts and routes, and clarity on how we intend to continually develop our startup from paper to profit. At the completion of the Skydeck program, we plan to raise investment and are currently preparing next-stage developments.

[01/01/2014 – Current]

Keynote Speaker

International Conferences

City: International

2024, 2023 Unconfernece, Austria

2024 Reise Up Conference, Riad

2024 4GamesChangers, Vienna

2023, 2021, 2020 Augmented World Expo, Santa Clara, California, US

2023 Vector Festival, Canada

2023 Art Innovation Lab, Germany

2023 Future Tech Bootcamp, Austria

2023 Creative Industries Festival, Moldova

2023 Creative Days Vienna 2023, Austria

2023 Digital Art Practices for Museums and Galleries, Canada

2023,2022 Split X, Croatia

2023 MoBU – International Art Fair of Bucharest, Romania
2023 May Athen Global XR Summit, Greece
2023 Harvard fashion show, US
2023 March Rise Up Conference, Cairo
2023 Feb Boulevard, Dubai
2023 Feb Step Conference, Dubai
2022 Universitatea de Vest Timisoara, Romania
2022 Bold Festival Chisinau, Moldova
2022 Flight Festival Tech Talks, Timisoara, Romania
2022 Soalana Conference Miami, US
2022 Splix XR Summit, Split, Croatia
2021 World Expo Dubai Austrian Pavilion, Dubai, UAE
2021 United Nations Augmented Peace Poster Presentation, New York, US
2021 International Finance Forum St. Petersburg, Russia
2020 NDPC Cultural Forum & Russian Ministry of Culture, St. Petersburg, Russia
2020 Gray Area Festival, San Francisco, California, US
2020 SHEleader@digital, Sofia, Bulgaria
2020 Barcú Festival Bogota, Colombia
2021, 2020 Places Festival, Gelsenkirchen, Germany 2020 Reflect Festival, Cyprus
2019, 2020 VRDays, Amsterdam, Netherlands
2019 ILUCIDARE heritage conference Brussels, Belgium
2019 Future Conference Seoul, South Korea 2019 b.creative Conference, Zagreb
2019 ARS Electronica Festival, Linz, Austria
2018 Startup CON Seoul, South Korea
2018 Chengdu Design Week, China
2018 Int. Symposium on Cultural Heritage Conservation and Digitization - Beijing
2017 DevTalksJunior - Bucharest, Romania
2017 Unfinished Festival Bucharest, Romania
2017, 2016 iCEEfest - Bucharest (4,000 visitors), Romania
2014-2013 Insider AR - Munich (organized by Metaio, 2,000 visitors), Germany

[01/03/2020 – Current]

Mentor at MIT Arts Startup Program

Massachusetts Institute of Technology

City: Cambridge | **Country:** United States

Helping students in the start-up competition \$15K Creative Arts Competition build a sustainable business.

[01/06/2024 – Current]

Board Member

Lemann Program on Creativity and Entrepreneurship (LPCE)

City: Cambridge | **Country:** United States

LPCE prepares Harvard students to take the lead in solving global challenges by fostering entrepreneurial thinking within liberal arts education. Students who participate in LPCE programs and studio labs address current problems, such as global health, climate change and social injustice, and receive mentorship and industry connections, as well as entrepreneurial skills development.

[01/05/2021 – Current]

Board Member

b.creative

City: Brussels | **Country:** Belgium

b.creative is an international non-profit association (AISBL) established in Brussels in March 2019. It functions under the management of a Board composed of 13 members, including a General Secretariat represented by KEA European Affairs – an international policy design research centre specialised in culture and creative industries.

[01/11/2021 – Current]

BOLD Ambassador

BOLD COMMUNITY

City: Vienna | **Country:** Austria

BOLD is bringing bold minds together. Join, matchmake, collaborate.
www.boldcommunity.org

[01/05/2016 – 31/12/2016]

Product Manager - Innovation Lab / Authorised Officer

innovation.rocks (acquired by svarmony gmbh in 2017)

City: Vienna | **Country:** Austria

In this position, I owned the vision and roadmap for specific products of the innovation lab. I identified immediate user needs and led the team to develop a targeted product/project plan. I formulated processes to work with internal teams to drive innovation lab and new product development aligned with regional market needs. Staying current with industry trends, as well as familiarity with the competitive landscape and evolving technologies, was paramount to my practice. I also helped mentor/lead other members of the Product Team.

As part of the founding team, I help the exit process to svarmony GmbH.

[01/03/2007 – 30/04/2016]

Creative Director / Authorised Officer

innovation.rocks (acquired by svarmony gmbh in 2017)

City: Vienna | **Country:** Austria

As a Creative Director, I had a deep understanding of both the creative world and immersive digital experiences. Working in lockstep with art directors, and sharing responsibility with the managing team, I recognized the spark of an idea inside an individual or a team, and grew that idea into a compelling concept that produces results and disrupts the playing field.

I had a mind for storytelling and demonstrated a range of compelling work across all types of media. Video and print were just a minor part of the work, but augmented reality experiences and holograms were key business. Critical thinking, decision making and effecting and inspiring multidisciplinary teams to ensure projects stay on schedule and on strategy, I focused on balancing between brand needs and internal processes, while juggling myriad projects.

[01/02/2004 – 31/03/2007]

Art Director

Braintrust GmbH

City: Vienna | **Country:** Austria

This role focused on developing advertising and web design projects from concept to completion. Working within a strong team of professionals, building mock-ups, and sales materials, and developing marketing fairs. Industry exposure creating sound working knowledge of the market, provided the foundation for my career.

EDUCATION AND TRAINING

[01/10/2002 – 30/06/2005]

Bachelor of Science in Multimedia Arts and Technology

University of Applied Sciences Upper Austria, Campus Hagenberg <https://www.fh-ooe.at/campus-hagenberg>

Address: Softwarepark, nr. 11, 4232, Hagenberg im Mühlkreis, Austria |

Baccalauréat (A Level) and Sprachdiplom Deutsch

National College "Alexandru Papiu Ilarian" <http://www.papiu.ro/>

Address: Piața Bernády György 12, 540072, Târgu Mureș, Romania |

LANGUAGE SKILLS

Mother tongue(s): Romanian, German

Other language(s):

English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

My Digital Skills

Graphic Design & Video Editing

Adobe Creative Cloud (Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe InDesign) | Adobe (Adobe Photoshop, Adobe Premiere, Adobe AfterEffects, Adobe MediaEncoder, Adobe Illustrator) | Microsoft Office

CRM and Management

Active campaign | GOOGLE: (Google Business, Google ADS & Google Analytics) | Google suite -Gmail, Google Drive, Google Slide, Google Docs, Google Sheets, Google Forms, Google- | Zoom | Microsoft Powerpoint

Marketing

Microsoft Excel | Social Media | AI tools | Augmented Reality | Virtual Reality