



Ted Sanford, co-founder and CEO, FlashSoft

BIOGRAPHY

Ted is co-founder and CEO of FlashSoft. He has over twenty years of experience in high tech start-up sales, business development and strategic alliances. As CEO of Baccel, Ted had responsibility for planning and executing against all corporate goals. In his position as VP Business Development at Infravio (acquired by webMethods) he created and managed reseller relationships with IBM and BEA. Ted has also held executive positions at Confluent, Appstream and 3Cube. Ted earned his bachelor's degree in Business Administration from the University of Washington and his Juris Doctorate degree from San Francisco Law School.