

Sada Systems Expands to Texas, New York

CLOUD: Company takes WeWork space to better serve existing clients.

Sada Systems Inc. is expanding into new markets with the opening of an office in New York City this month.

The North Hollywood cloud services provider will follow that up in February with an office in Austin, Texas.

Chief Executive **Tony Safoian** said those two cities were chosen because they represent large clusters of Sada customers.

“The northeast is really big for us, probably as big as the southwest from a customer concentration standpoint,” Safoian said in an interview with the Business Journal as he went to the airport for a flight to New York to see the new office that opened on Nov. 1. “We are looking at five, six people there now and two, three open positions.



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“When you have that many people, there are a lot of advantages to providing them a home where they can all get together,” he added.

Rather than lease or buy office space, Sada is taking space at **WeWork** locations in both cities. Safoian called it a much more flexible model for room that can support up to 10 employees.

“Considering that these offices by WeWork provide a lot of common areas, conference rooms, things of that nature, it’s really flexible



Safoian

from that standpoint,” Safoian said. WeWork has been a customer of Sada Systems for the past few years. Now the company wants to work with them as their default expansion strategy partner, he added.

With 103 percent revenue growth from 2015 to 2017, Sada Systems landed at No. 15 on the Business Journal’s Fastest Growing Private Companies list (see page 18). The company is targeting its revenue at \$125 million for this year.

Safoian attributed the growth to cloud computing becoming a mainstream service and its key partners in Google and **Microsoft Inc.** continuing to gain market share and bring more customers to the cloud.

“We have been fortunate enough for the last decade to distinguish ourselves as a go-to market partner in those systems and that has contributed to a lot of our growth” he added.

Kobe Bryant’s Ring

Sales engagement analytics provider **RingDNA** has received \$30 million in a funding round led by **Goldman Sachs Growth Equity**.

Other investors in the Sherman Oaks company include former Los Angeles Lakers star **Kobe Bryant** through his **Bryant Stibel** investment firm and **Palisades Growth Capital**.

RingDNA makes artificial intelligence-powered sales tools that monitor sales reps’ communications with customers via phone calls, text, email and voicemail. The software analyzes the conversations to help the salespeople sell more with improved customer satisfaction. Clients include **Lyft Inc.**, **Hewlett Packard**

Enterprise and Amazon Web Services.

Chief Executive **Howard Brown** said that RingDNA’s technology has processed more than 60 million conversations to determine patterns to optimize performance for effectiveness and satisfaction between both parties.

“It’s not about automation or removing humans from the processes of sales and customer service,” Brown said in a statement. “Rather, it’s about augmenting, contextualizing and training our reps to be better.”

Anti-Hack Patent

Oasis Technology Inc. has been granted a patent that allows its Titan anti-hacking product to provide protection without being detected by hackers.

The stealth feature from the Camarillo company makes the Titan cybersecurity product virtually impossible to hack. The monitoring technology also provides a basis for full analysis of all intrusion attempts.

“We are excited about this new feature because now we can increase the level of cybersecurity protection that Titan provides our customers,” said Oasis President **George Baldonado** in a statement.

Oasis began selling the Titan system in 2013 to protect a network’s firewall to keep hackers out. The cost for the Titan service ranges from \$400 a month to \$3,333 a month depending on how many computer addresses are protected.

Promotions at Saalex

Saalex Solutions Inc. has made some promotions to its executive staff, including a new chief financial officer.

Randall Wheeler will oversee the finance, information technology, human resources and contracts departments of the Camarillo engineering and information technology company. Wheeler will report to **Travis Mack**, the chief



Wheeler

executive of Saalex.

Wheeler’s financial acumen is second to none and as director of finance has been vital to helping Saalex grow into a successful company, Mack said.

“Randy’s government contracting experience and industry knowledge are great assets that are invaluable to his new duty of mergers and acquisitions,” he added in a statement.

Other promotions include **Susanne Kuracz** from controller to director of finance and program management office; **Tunary Chap** to director of proposals; and **Jaime Dempsey** from contracts manager to director of contracts. Additionally, **Victor Melendez** has been appointed director of human resources responsible for strategic staffing, compensation, benefits, training and development and budgeting.



Kuracz



Melendez

“I’m happy to welcome Victor Melendez, with his seasoned HR experience, to the Saalex team,” Mack said in a statement. “His appointment and our other staff promotions mean a lot to the continued success of the company.”

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Sherwood Cares Shares Golf Proceeds in Conejo

FUNDRAISING: Invesco QQQ Championship benefits 10 organizations.

Sherwood Country Club Charitable Foundation, also known as Sherwood Cares, donated \$285,000 to 10 local charities during the Invesco QQQ Championship professional golf tournament the club held at its course in Thousand Oaks from Oct. 25 to 28.

With the grants, the foundation has now donated more than \$1 million dollars since it began making donations in 2015.

“We are excited to be able to give back to back to our community by supporting programs that address our mission, which is helping whom and children with their medical, safety and nutritional needs,” said Sherwood Cares President **George Carney** in a statement. “With this grant cycle we are excited to have exceeded \$1 million dollars to local



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charities. This far exceeds our expectation and clearly shows that Sherwood members do care about or local community and those in need.”

The 10 most recent grants were given to the **Boys & Girls Clubs of the West Valley**, the **Cancer Support Community Valley/Ventura/Santa Barbara**, **American Red Cross Ventura County**, **Boys & Girls Clubs of Greater Conejo Valley**, **Boys & Girls Clubs**

of **Greater Oxnard and Port Hueneme**, **Casa Pacifica**, **Habitat for Humanity**, **Healthy Smiles – United Way of Ventura County**, **My Stuff Bags** and **NAMI Ventura County**.

The Sherwood Country Club Charitable Foundation was founded in 2012. In addition to making grants, the foundation sponsors events and participates in community service days.

Cal Lutheran Gift

California Lutheran University announced Oct. 24 that it has received a \$6 million donation – the largest single gift in its history.

The money was pledged by **Steve Dorfman**, the former Hughes Electronics Corp. vice chairman, and it will go toward construction of a School of Management building on the Thousand Oaks campus.

The two-story, 27,000-square-foot Steven D. Dorfman Center will bring most of the school’s faculty offices together with classrooms under one roof for the first time.

It was a need Dorfman recognized as a member of the school’s advisory council.

“I could see their enormous success, but I could also see the limitations of their current infrastructure, with faculty and students spread all over campus,” said Dorfman, who lives across the street in University Village Thousand Oaks.

“I’ve always been interested in education, and I saw an opportunity for me to make a significant difference at Cal Lutheran by sponsoring an attractive new School of Management building located right in the center, centralizing operations and enhancing the look and feel of the campus,” he said in a prepared statement.

He added that it will allow the management



Linked: Sherwood presents \$10,000 check to Cancer Support Community.

school “to move to the next level and on its way to become one of the leading business schools on the West Coast.”

“This is one of the most significant developments in the evolution of the School of Management, and we are deeply grateful to Mr. Dorfman for his vision and his generosity,” said the management school’s dean, **Gerhard Apfelthaler**, in a statement.

During his time at Hughes, Dorfman served as the chief executive of Hughes Space and Communications Co., Hughes Telecommunications and Space and Hughes Communications. His responsibilities ranged from directing the landing of five probes on Venus to helping create **Direct TV**. He received NASA’s highest honor, the Distinguished Public Service

Award.

The school said that with Dorfman’s gift and about \$500,000 from other donors, Cal Lutheran will begin public fundraising and planning. The building will be constructed where Nygreen Hall, an assemblage of portable classrooms completed in 1973, currently stands. A grand lobby with glass curtain walls will face Memorial Parkway.

The school offers undergraduate programs in business administration as well as MBAs and master’s degrees in information technology, management, public policy and administration and quantitative economics.

TV Academy Tournament

The 19th Annual Emmys Golf Classic raised \$335,000 for the **Television Academy Foundation** at the Wilshire Country Club in Los Angeles.

The North Hollywood-based foundation funds educational programs for students to pursue careers in television.

The event was hosted by **Cedric the Entertainer**.

“Our sincerest gratitude to Cedric the Entertainer and all of the stars who participated in this year’s Emmys Golf Classic,” **Madeline Di Nonno**, chair of the Television Academy Foundation, said in a statement. “Along with our sponsors, their support helps sustain the foundation’s exceptional education programs, which provide professional experience, industry access and career pathways for students with diverse backgrounds.”

The Television Academy Foundation was started in 1959.

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