Renovata & Company

Gelato, Global Cloud Printing Platform Developer, Welcomes Elena Bladh as Chief Technology Officer

London, England — December 16, 2019 Renovata & Company is pleased to announce the placement of Elena Bladh as chief technology officer for Gelato, a software platform that gives global companies access to local printers around the world. In her Stockholm-based role, Bladh will define the company's development strategy for delivering software services and products, from budget planning all the way to line management.

Gelato, backed by Norman Fiore, Dawn Capital and SEB, was commercially launched in 2008 and currently has approximately 150 employees. The Gelato platform connects printers, delivery services, payment providers and partners from all over the world to a single cloud. It's like Airbnb, but instead of connecting to idle beds it connects to idle printers. It can print in nearly 30 countries and deliver to more than 100 countries, reaching more than 6 billion people via one global solution. By printing and delivering locally, Gelato customers can reduce print volume by 50% and transportation by 90%. This and digitizing old workflows can reduce the total cost of printing by up to 50%, after factoring in printing, shipping, customs, excess printing and administrative costs.

Bladh joins Gelato during a key growth period for the company. The total printing industry, including digital and offset, is worth approximately $800B—and Gelato is focused on developing targeted growth plans and executing them successfully. The company must quickly expand into new territories globally, partner and integrate with relevant players, and engage leadership at key accounts. Gelato also needs to broaden and add to its solution to enable upselling in existing accounts.

"At Gelato, Elena is focused on building an international cross-functional team, with a focus on continuous improvement, integration and delivery," says Alex Zaharia, Renovata & Company senior associate. "With 20 years of leadership and hands-on experience, first as a software developer and later as a development manager, she knows how to set up and build highly organized cross-functional software development teams."

Prior to joining Gelato, Bladh was agile team lead/software development manager at Electrolux, a home appliance manufacturer. During her time at the company, she was also head of service delivery, and IoT and connectivity software development manager. Before that, she was head of development at Marginalen Bank. Earlier in her career, Bladh spent several years as an engineer and software/system developer at Sirius International and several other technology companies.

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