

BleedIO Tech — Management Bios

Prepared: May 2026 | Confidential — Investor Due Diligence

Stanislav (Stan) Podolski

Chief Executive Officer / Co-founder

Stan Podolski is a technology entrepreneur and executive with 25+ years of experience across enterprise IT, SaaS, IoT, and AI. He co-founded BleedIO Tech in 2024 and leads the company's strategy, fundraising, investor relations, and business development across Industrial, Public Sector, and Defense & Autonomy verticals.

Stan brings a rare combination of deep technical expertise and business leadership. He holds an **MBA (Strategy and Finance track) from Rutgers Business School** (2009) and an **MSc in Physics from Nizhny Novgorod State University, Russia** (1992). He is fluent in English and Russian.

Prior to BleedIO, Stan served as **COO of Elevate AI** (2022–2023), a speech-to-text and analytics company where he managed a CRM of 45,000 customers and built automated sales pipelines. Before that, he was **CTO of HundredGraphs** (2019–2023), an AI-powered smart home solutions company, where he led architecture of an AI SaaS analytics platform and IoT development in Lua, Java, and C. He has also held CTO and VP roles at Vivio Health (healthcare SaaS, GxP compliance), Orangry (cloud services, social platforms), and Graffiti Inc. Earlier in his career, Stan was a **Consulting Manager at Accenture** and a **Senior Consultant at Ernst & Young**, and began his technology career as a **Team Lead at IBM** in Toronto.

Stan's technical depth in wireless mesh networking, edge computing, and real-time systems directly informs BleedIO's product and patent strategy.

Contact: stan@bleedio.com | +1 (484) 238-0867

Mikhail Kolobov

Co-founder / Technical Lead

Mikhail Kolobov is BleedIO's technical co-founder, leading engineering and technical delivery from Singapore. He holds a **BSc in Radiophysics Engineering from Saint Petersburg State Technical University, Russia**.

Mikhail brings 16 years of hands-on experience in electronics, IoT, and connected systems. He is the **Founder and CEO of Prox SG Pte. Ltd.** (Singapore, 2009–present), an IoT and electronics business that provides BleedIO's Singapore-based engineering infrastructure — including an in-house hardware prototyping workshop, backend and frontend development teams, and deep domain expertise in connected devices. Prox SG has operated across RFID, access control, and IoT system deployments for over 15 years.

At BleedIO, Mikhail is responsible for the technical architecture of the solution layer: data collection pipelines, remote network management, monitoring dashboards, and reporting systems built on top of the DRAW mesh platform. He drives BleedIO's IP strategy and is an inventor on multiple patent applications in building automation, robotics, cybersecurity, and mesh networking.

Contact: mike@bleedio.com

Lee (Leonardo) Beup

Co-founder / Chief Marketing Officer

Lee Beup is a Fortune 500 marketing executive with 25+ years of experience driving measurable revenue growth in B2B and B2C markets. At BleedIO, he leads go-to-market strategy, brand development, vertical segmentation, and all customer-facing communications across Industrial, Public Sector, and Defense & Autonomy verticals.

Lee holds an **MBA and a Bachelor of Economics, both from Villanova University**, and completed executive programs at **Northwestern University's Kellogg School of Management** in Accelerating Sales Force Performance, Pricing for Profitable Decision Making, and Innovating New Products and Services.

His career includes senior marketing leadership at major enterprises:

- **Watkins Wellness (Masco), Global VP Marketing & Sales** (2018-2023) — Led a growth strategy delivering 80% revenue increase over 5 years at a \$600M+ revenue company; launched ecommerce channel with 40% revenue uplift.
- **Essendant (United Stationers), Head of Marketing** (2017-2018) — Led BI/analytics program driving 12% sales increase at a \$23B+ industrial distributor.
- **Axalta Coating Solutions, Head of Marketing & Strategy, North America** (2016-2017) — Led global strategy and Analyst Day communications.
- **Airgas, Head of Marketing & Strategy, North America** (2013-2016) — Oversaw growth strategies generating \$100M+ in incremental sales at a \$5B+ industrial gas supplier.
- **Nixon, Head of Marketing** (2004-2013) — Delivered 12%+ YoY revenue growth over 8 years; 50% YoY improvement in sales quota attainment.

Contact: lee@bleedio.com | (267) 467-3810

Brad Niems

Co-founder / Chief Revenue Officer

Brad Niems is a seasoned sales and business development executive with 25+ years in technical sales, OEM partnerships, and channel development in the electronics and RF hardware industry. At BleedIO, he leads all customer relationships and revenue operations, including accounts with Chevron, North Carolina fire departments, and Carbon Reform, as well as channel partnerships with Snap-on, Lufthansa Industry Solutions, and Oracle Red Bull Racing.

Brad holds a **Bachelor of Science in Applied Mathematics and Computer Science from UCLA**.

He has spent his career at the intersection of technology and enterprise sales. Since 2012, Brad has served as **Director of Business Development and OEM Division Manager at Amphenol**, a leading global manufacturer of interconnect products, where he manages OEM division strategy and strategic business development. Prior to Amphenol, he was an **Application and Sales Engineer and Corporate Product Manager at Holland Electronics** (2000-2012), where he built a 12-year track record in technical sales and product management.

Brad's deep relationships in industrial technology, defense supply chains, and enterprise procurement make him a natural fit for BleedIO's three-vertical go-to-market strategy.

Contact: brad@bleedio.com | (805) 857-0080