



**Balaji Bal**  
**CEO of DeviceDriven**

Mr Balaji Bal is CEO of DeviceDriven ([www.devedriven.com](http://www.devedriven.com)) a mobile applications developer. DeviceDriven and has released over 40 products over the last 5 years on millions of end user devices. DeviceDriven counts Nokia, BenQ and Siemens among its customers.

In 1999 Bal founded SurfKitchen the pioneer and market leader in Mobile User Experience solutions. Bal served as SurfKitchen's CTO and Chief Software Architect for 6 years. SurfKitchen has delivered technology to the like of Orange, Telefonica, Telstra, TIM, O2 and MTC Vodafone. SurfKitchen is a winner of the 2005 Fierce Wireless 15, 2004 winner of Tornado Insider and the 2005 Europe's 500 fastest growing companies.

Prior to SurfKitchen Bal was CTO and founder of ScreenSpace, a Swiss ecommerce and telecoms consultancy. Bal is inventor in a patent on communication systems.

Bal continues to serve on the Board of SurfKitchen. He also serves on the advisory boards of FlyTxt (Mobile direct marketing), Colibria (SIP/IMS software provider, Norway) and Nous-Fugu (UK-based, 3G Media Agency)

Bal is a frequent advisor to start-ups on fund raising, and conducts due diligence and trend scouting for venture capital firms.