



# The Transcend Culture Code

Last Updated: December 19, 2024

# What is culture?

# Culture

noun | cul·ture | \ 'kəl-chər \

the set of shared attitudes, values, goals, and practices that characterizes an institution or organization

# What is a culture code?

# Culture Code

noun | cul·ture code | \ 'kəl-chər \ \ 'kōd \

an operating system that powers an institution or organization

# Transcend's Culture Code is a product that is consumed daily by EVERY Transcender



# **Why care about culture?**





***“Culture is to recruiting as product is to marketing.”***

(Source: [CultureCode.com](https://culturecode.com))



# 46% of job seekers

cite company culture as very important when choosing to apply to a company.



A culture that attracts high-talent  
can lead to

**33% higher revenue**



Employees who feel a sense of belonging are

**3x more likely to look forward to work...**

**...& 5x more likely to stay at the company for a long time.**





# Company Mission and Vision

# Company Mission

To transform the way asset owners, technology suppliers, and engineering firms assess and design critical infrastructure.

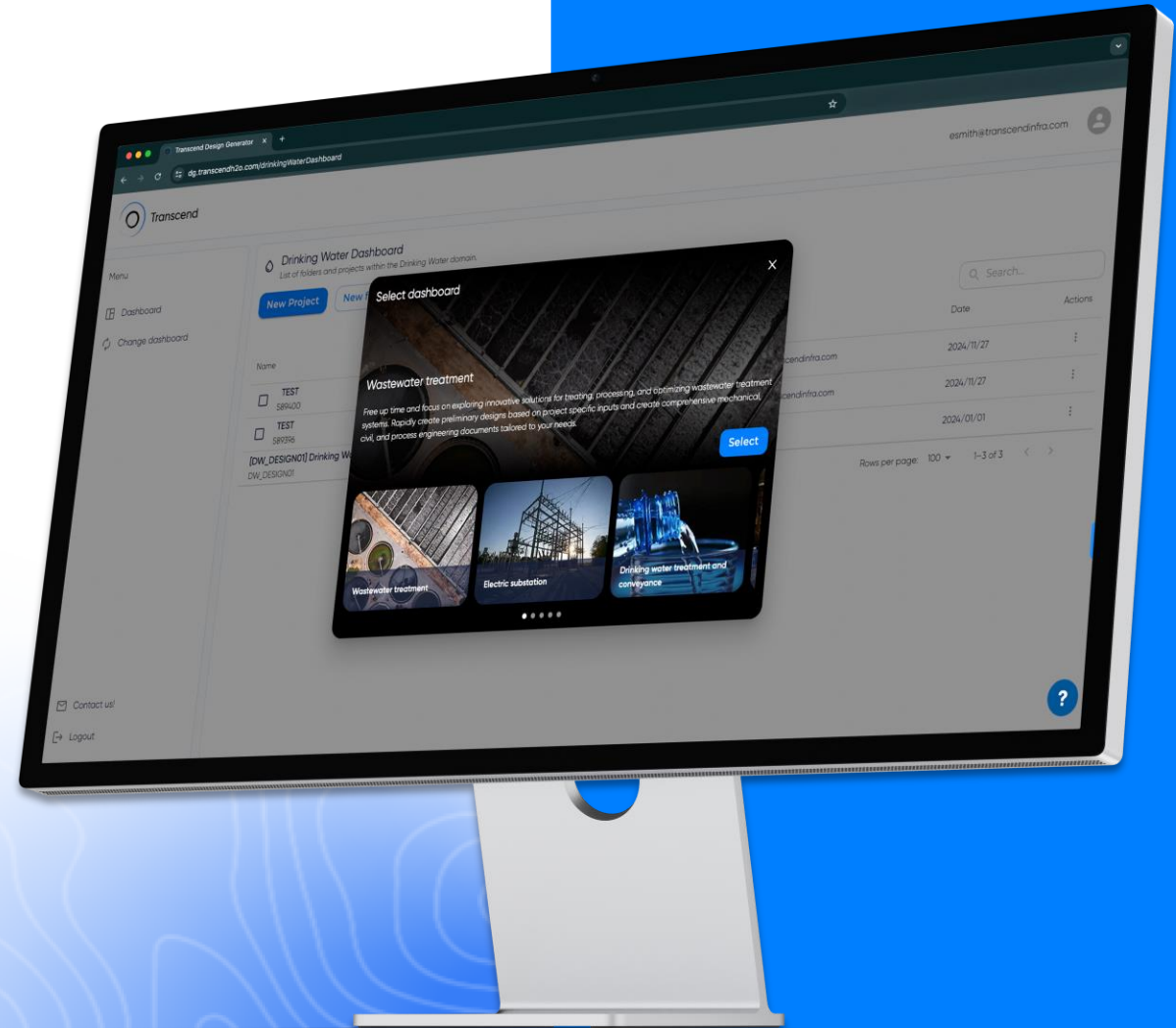




# Company Vision

Be the **#1** player driving change from manual to generative design in critical infrastructure industries

10 years from now, Transcend will be used by **ALL** major stakeholders in **ANY** critical infrastructure project to generate design options – and find the most sustainable one – during the budgeting and capital planning stages



# Transcend: Who We Are

# Our Story

Healing a broken planet



# We are a diverse team of engineers, developers, commercial leaders, and business operations professionals

115

Total Employees

98%

Remote Workers

10

Countries

360M

People Impacted

# **Our Leadership Team – Building a more sustainable future**



# Meet the team



**Ari Raivetz**  
Chief Executive  
Officer



**Tony Rhine**  
Chief Operating  
Officer



**Péter Bohács**  
VP of Product



**Kornél Kovács**  
VP of Delivery



**Sarah Young**  
VP of Revenue



**Chad Sands**  
Chief Financial  
Officer



**Gábor Kovács**  
VP Technology &  
Product Operations



**Imre Tóth**  
Sr. Director, Product  
Management



**Adam Tank**  
Chief Comm. Officer



**Alison Roach**  
Head of Marketing



**Denise Serridge**  
Director, HR & Admin  
(Based in US)



**Valéria Juhász**  
Director, HR & Admin  
(Based in Hungary)



**Lorenzo Slay**  
Director, Generative  
Design Solutions



**Jessi Tseng**  
Director of Client  
Services



**Lénárd Szűcs**  
Chief of Staff  
Product

# **Our Values and Standards**

# Company Values & Standards

Transcenders share a common set of **Values & Standards** that provide the foundation for how we work & who we work with.



**Values** are the core principles and beliefs that guide the behavior, decisions, and actions of all Transcenders



**Standards** are the specific expectations and benchmarks for behavior and performance that WE set for each other. Think of them as how we APPLY our Values

These are more than just words on a page; they're the guiding principles that shape our culture, drive our decisions, and fuel our success.

# Our Values



## Purposeful Work

### TRANSCENDERS LOVE WHAT WE DO BECAUSE IT HAS REAL MEANING

Capacity limitations in early project stages are a MAJOR reason we aren't solving climate change fast enough. Many people talk about having an impact, but we achieve it through clear communication and collaboration, ensuring meaningful contributions. We 'Live to Solve' the most difficult challenges and use our passion to give back to the planet.



## Quality Matters

### TRANSCENDERS NEVER SETTLE

We are all PROFESSIONALS that are committed to delivering the highest quality work which is constantly raising the bar. Every day we prove that not only does engineering automation not sacrifice quality, but in fact we can achieve better outcomes that set new professional standards for the industry.



## Embrace Change

### TDG IS A GAME-CHANGING, ONCE-IN-A-GENERATION PRODUCT

To MAXIMIZE the value from this innovation we must help our clients embrace a true transformation in the way their businesses propose, design, and engineer infrastructure projects.



## Thinking Together

### TO ACHIEVE BOTH OUR COMPANY AND SOCIETAL GOALS

We must THINK TOGETHER with our customers & their customers to change the current industry dynamics. It is only when we find harmony with all internal and external stakeholders in a collective consciousness that we can achieve our true potential and transcend the status quo.



## Shared Success

### THE CUSTOMER'S JOURNEY IS THE CENTER OF OUR UNIVERSE

The only way we WIN is when our clients move their current manual processes to automated design and realize substantial value on their trek. So, whether it's user experience or cultural transformation, actively listening and responding to client needs is always priority #1.



## Connected Flexibility

### FLEXIBILITY IS PART OF THE FABRIC OF EVERY TRANSCENDER

We are FLEXIBLE in how, where, and when you can work. We are also CONNECTED to one another around a shared sense of purpose, virtual events, and in person gatherings. By being flexibly connected, we achieve our goals as a cohesive team – and are versatile enough to intelligently and quickly adapt our path for ourselves & customers whenever it is needed and makes sense in the short and long term.

# WE Define our Standards

<b>Assume Positive Intent</b>	<b>Better to Ask Forgiveness than Permission</b>	<b>Those Who Learn the Fastest Win</b>	<b>Disagree and Commit</b>
A high-growth company can create high-stress situations; but we are all fighting for a common cause.	Unimpeded action is the only way to obtain the knowledge we need to be successful.	We passionately learn about colleagues, customers, and markets we serve.	We may disagree; but we trust the decision maker and commit to doing what is best for our team and the planet.
<b>Curiosity is the Cure</b>	<b>Be Relentless</b>	<b>Speed over Perfection</b>	<b>Be Fearless</b>
Deliberate curiosity creates an unfair advantage for ourselves and our customers.	Things can feel impossible when building a world changing company - but we never give up.	We strive to be objective when making decisions for ourselves and our customers, but a lack of data cannot slow us down	We give ourselves permission to grow. We are doing what nobody has done before; we stretch ourselves outside of our comfort zones



# Your Role in the Culture Code

# This **ONLY** works if we **ALL** participate

*All Transcenders must play a role in enforcing our Culture Code. The decision on what behaviors will and **will not** be tolerated at Transcend will be guided by the code, and **everyone** is expected to enforce that in their day-to-day activities.*

WE set the **STANDARDS**, so **WE** must hold ourselves accountable to them

# **Recruiting, Employee Development & Wellness**

# A Thoughtful Approach to Building Our Team

## Why Our Interview Process Takes Time

At Transcend, we believe that finding the right fit is crucial for both the candidate and our team. Our interview process is designed to ensure that every new hire aligns with our values, culture, and goals.

### Collaboration Across Teams

#### **Cross-Functional Involvement:**

We involve a diverse group across different functions. This ensures the candidate can collaborate effectively with various teams and perspectives.

**Peer Interviews:** We believe those who work alongside a candidate have invaluable insights. Peer interviews allow future colleagues to assess how well a candidate will integrate into the team.



### Skill Validation

#### **Technical and Practical Assessments:**

We conduct rigorous testing tailored to the role, ensuring that the candidate's skills match our expectations.

This includes real-world scenarios that reflect the challenges they'll face on the job.



### Cultural Fit

**Values Alignment:** Our culture is our heartbeat. We take time to explain the culture, and to ensure each candidate is aligned with our values & standards

**Long-Term Vision:** We're looking for candidates who see themselves growing with us. Our process identifies those who are not just a fit for today, but who will thrive at Transcend for years to come.



### Quality Over Speed

#### **Thoughtful Decision-Making:**

We prioritize making informed, thoughtful decisions over rushing to fill a role. Over time this approach is proven to ensure higher success rates in finding the right person for the right role

**Respect for Your Time:** We know your time is valuable, so we aim for a streamlined process while ensuring we gather all the necessary insights.



# Employee Development

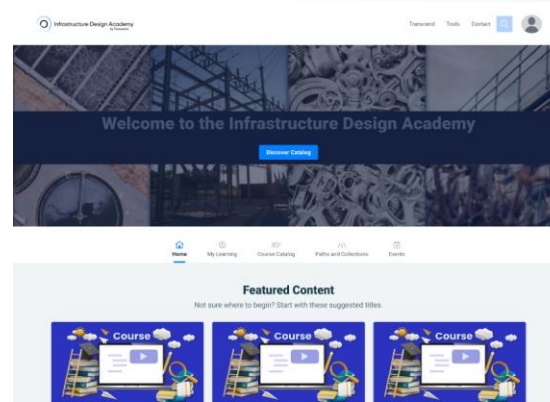
We're building a culture at Transcend where you can grow your skills and career.



Free Books Program



Tuition Reimbursement



Infrastructure Design Academy



Leadership Training



# A taste of Our Remote Culture

## Communication & Connection:

- Monthly Games Challenge
- Monthly Book Club
- All-co WhatsApp thread
- Teams Channels- Foodie, Fun, Pets

## Unique perks:

- Birthday day off 🎉
- EAP- Employee Assistance Program
- Point-based reward system
- OIPA- Outstanding Individual Performance Award
- Milestone Anniversary Gifts
- Employee Recruitment Referral Gifts
- Company Team "SWAG"
- Holiday Parties and Year End Gifts
- Optional 401K/Pension Plan Fund

## Real time (virtual) team building:

- Minecraft challenges
- NFL Fantasy Football League
- Geoguesser competitions
- Chess Championship
- Team Building (i.e. escape rooms)
- Video game tournaments



# Employee Wellness in a Remote Culture

We're building a culture at Transcend that promotes happy, healthy employees.



# Cross-Cultural Engagement

Cross-Cultural engagement is a key component of team building across geographies and time zones.

**Take a look at Transcend's annual "District Dash" in Budapest! 🙌**



# Why we love working here





**Győző Szilágyi**  
Budapest, Hungary

"One of the things I enjoy most about working at Transcend is that we always follow the latest techniques, allowing us to work with the most up-to-date technology. This commitment to staying current means we are continuously engaged in learning, which keeps our skills sharp and relevant. It also means we are often at the forefront of industry advancements, giving us the opportunity to innovate and lead in our field. Additionally, this environment of continuous improvement encourages a mindset of curiosity and adaptability, which I find incredibly motivating. Furthermore, new ideas are always listened to and considered, fostering a dynamic and innovative work environment.

Transcend has been instrumental in my professional development. From the moment I joined, I was provided with numerous opportunities to enhance my skills and take on new challenges. I received opportunities for growth, both through my promotion and through invaluable discussions with Gábor Kovács, Gábor Varga, and Kornél Kovács. They have been, in many ways, my unspoken mentors.

What sets Transcend apart is its unique company culture. I appreciate that I can speak openly with upper management and that our ideas are met with open ears. Our culture is built on a foundation of trust, respect, and a shared passion for sustainability. The company encourages open communication and values the input of every team member. This inclusive approach has fostered a sense of belonging and pride in the work we do.

One of my most memorable experiences at Transcend was when I was promoted to team leader and given the opportunity to nurture the Toolshed vertical with a junior team. This responsibility not only allowed me to grow as a leader but also enabled our team to flourish and achieve great results together."



**John Benedetto**  
Locust Grove, VA

"Working at Transcend has been wonderful.

Collaborating among some of the brightest minds in the industry has been an inspiring and humbling experience for me. I am happy to be at a company where I have best of both worlds— I'm learning new things every day, and I'm applying my experience with Building Information Modeling and design to make valuable contributions towards our varied products and features.

The problems we take on together are among humanity's most important— facilitating renewable energy generation, access to clean water, supporting and maintaining critical infrastructure. I am encouraged that my work here has a lasting and positive impact on the world.

These problems are also quite challenging, and I love a challenge!

Our leadership at Transcend emphasizes learning and growth, ensuring that I'm able to advance in my career, and provides access to resources that help me along my journey. As a father and husband, family is my top priority. With Transcend, the balance between work and personal life is fantastic. I am given the flexibility I need to stay productive and engaged both professionally and in my personal life.

I'm proud to be part of such an awesome team!"





**Vivien Szűcs**  
Budapest, Hungary

"As an HR professional, one of the core values I find extremely important is Transcend's commitment to team support and development. In this regard, I am continually impressed by the outstanding leadership we have at Transcend. Our leadership not only encourages creativity but actively supports and facilitates it, which is crucial for our growth and success.

The trust we receive to pursue innovative solutions shows the respect and confidence our leaders have in us. This open, collaborative environment is essential for staying ahead in a competitive landscape and continually renewing our approaches to achieving excellence.

Our company culture is equally remarkable. We create a vibrant and inclusive environment where collaboration and a shared mission elevate job satisfaction and engagement. This supportive atmosphere not only improves our daily work experience but also drives our collective success.

In summary, the exceptional support from our leadership, combined with a thriving company culture and a collaborative team spirit, makes Transcend an extraordinary place to work. I am excited to share these insights and contribute to showcasing the remarkable environment we have cultivated together."



**Aaron Lucas**  
Indianapolis, Indiana

"I've been at Transcend around 7 months now and feel like I have seen so much happen already in my time here. One of the things I've been told about Transcend is that the folks who learn and adapt the fastest typically find the most success here. I can certainly say I have seen and felt this to be true!

I have been working for software and SaaS companies for over 10 years now, but this has still been a unique experience for me. One of the biggest challenges has actually become one of my favorite parts of it, which is the dynamic of working with the Hungarian team and seeing the work culture they have while also being a thriving remote company.

I was even lucky enough to get to visit the Budapest office to meet and work directly with many individuals there. It was such an eye-opening experience from a professional standpoint, but also from a cultural perspective to truly see and learn about these folks and their lives.

Transcend offers a special opportunity to its employees right now; to have your professional endeavors align with a global movement that is going to be critical to the future.

If you find yourself wishing your day-to-day work made more of a difference in the world, this might just be the place for you."



**Attila Kovács**  
Budapest, Hungary

"I absolutely love the energy we have when solving problems. Additionally, I feel that as an individual, I am valued here, and I'm not just a cog in a big machine.

Since I am in a very junior position, I have the opportunity to learn a lot from knowledgeable colleagues who are willing and eager to share their expertise with me.

I really enjoy the cultural diversity and how the awareness of working at Transcend helps bridge the distance between colleagues. One of my most memorable experiences was the company-wide team-building event, where I had the chance to be part of the organizing and assisting team. I enjoyed it so much that I believe I had more fun than if I had been one of the participants!"



**Adam Blake**  
Manhattan  
New York City

"I am thrilled to share my experience as part of the stellar Transcend team. When I started, I was new to the industries that we service – It was leadership's priority to ensure that I was properly enabled with education around the domain, our technology, and our processes in order to meaningfully contribute as soon as possible. During this time, I felt welcomed and valued, which speaks volumes to our culture. One of the things I enjoy most about working here is the sense of community and collaboration that starts at the top; from leadership down, everyone is approachable and supportive. This creates a fantastic atmosphere to work within.

Transcend has been instrumental to my professional growth and development. There are always opportunities for learning and advancement, including but not limited to the Transcend Horizon Series (Our leadership development program). I deeply appreciate the opportunity to grow as a professional, but more importantly, the support to do so.

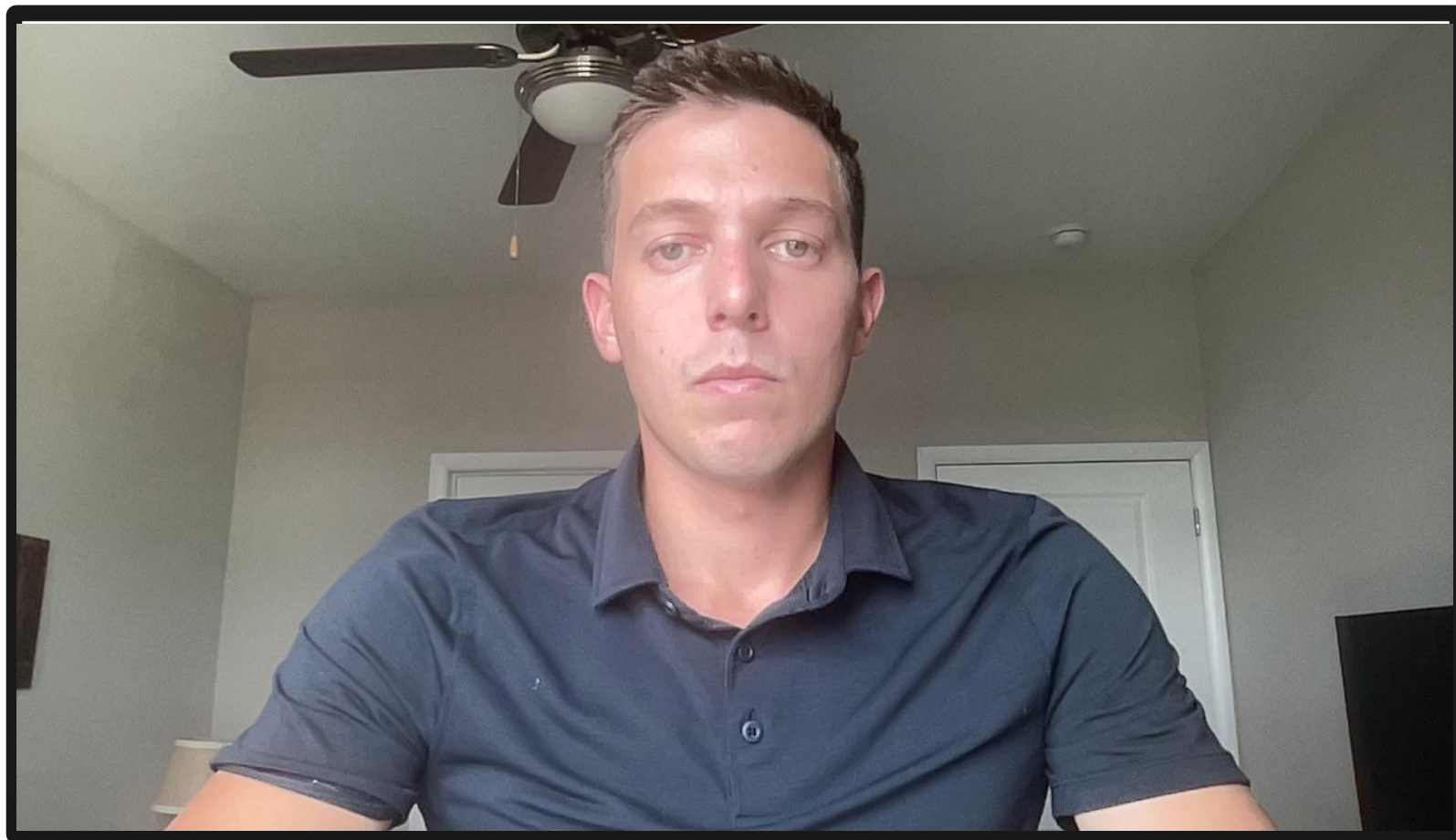
What sets our culture apart is the emphasis on innovation from the technology we offer to the ideas exchanged. We approach solving problems in creative ways that will yield the best results for our customers, our employees, and our business.

Working at Transcend has been a rewarding journey and I am proud to be part of such a dynamic, supportive, and caring team."





**Brenden Klenke**  
Greenville, South  
Carolina





# Executive Bios

# Ari Raivetz

Founder + CEO



Ari has nearly 30 years of experience in corporate leadership, finance, corporate strategy, and public and private equity investing. Previously Ari served as Chairman (2008-2020) and CEO (2011-2020) of Organica Water, a next-generation wastewater treatment technology and engineering business that enables localized treatment and reuse. Prior to Organica, Ari worked in PE/VC as Head of Water Private Equity Investments for RNK Capital, an \$800M AUM investment firm that was a pioneer in the cleantech space, and as a VP and Senior Research Analyst at Bank of America Securities covering the energy sector. He started his career in corporate development and marketing in the enterprise software industry for various start-ups in the e-procurement, supply chain, and CRM sectors.

Ari has an MBA from the Yale School of Management and a BBA in Finance from the George Washington University. He lives in Princeton, NJ with his wife, Lauren, and their daughters Sydney and Lila.

# Tony Rhine

## Chief Operating Officer



Tony Rhine is the COO of Transcend. He has 15 years of experience in the SaaS and utilities sectors. He directs growth strategies, oversees operations in sales and customer services, and manages daily business processes. His career focuses on evolving early-stage companies into high-growth entities through "impactful simplification," turning complex processes into growth opportunities.

Recently, Tony served as President and Chief Revenue Officer at 120Water, guiding the team from startup to an ARR increase from \$1M to \$16M in four years. He focuses on basic principles, top performance, and team success. As an individual contributor, Tony negotiated multimillion-dollar deals at Conga (formerly Octiv), challenging limits and prioritizing meaningful outcomes.

Tony's strategy and scaling approach is analytical, with empathy central to his leadership style. He aims to build an environment fostering innovation, collaboration, and accountability, empowering teams to create a culture of excellence.

Inspired by sports icons like Michael Jordan, Derek Jeter, Kobe Bryant, Tom Brady, and Lewis Hamilton, Tony values relentlessness, resilience, and mastery of fundamentals. He views setbacks as setups for comebacks, pushing through industry and customer challenges. He loves the Jordan quote: "I've failed over and over and over again in my life. And that is why I succeed."

Tony is also an avid coach and mentor within Transcend and the SaaS community, advising early-stage ventures poised for growth. He emphasizes continuous learning and team empowerment, simplifying strategic choices to drive meaningful outcomes. At Transcend, Tony aims to drive transformation in the CleanSaaS space, creating lasting impact through solutions that simplify complex challenges.

# Adam Tank

Co-Founder & Chief  
Customer Officer



Adam is a former Fortune 500 exec-turned-entrepreneur. He's spent over 15 years in the water industry as an investor and innovator; previously having founded, and sold, a water robotics startup. He started his career in the water industry after graduating from General Electric's Experience Commercial Leadership Development Program. Earlier in his career, Adam was a microbiologist and quality engineer for a Fortune 500 food manufacturer.

Adam has an MBA from the University of Arizona and a B.S. in Microbiology & Molecular Genetics from Kansas State University. Outside of work he is a bio & foster dad, author, and volunteer for organizations like Big Brothers and Sisters of America.

# Péter Bohács

VP of Product



Péter Pál Bohács is the Vice President of Product and Managing Director in Hungary. With an extensive background in electrical and control engineering, Péter brings over two decades of experience in automation engineering to his role. He holds an M.Sc. in Electrical Engineering from the Budapest University of Technology and Economics, specializing in control engineering.

Péter's career is marked by successful leadership in complex automation projects across various industries, including pharmaceuticals and dairy. Before joining Transcend, he served as the owner and lead automation engineer at Korona-CD Kft, where he managed automation projects for high-profile clients such as Almarai Company and APV Middle East Ltd. He has also played a pivotal role in pharmaceutical automation at Labirex Kft, overseeing major projects for companies like Omninvest Kft, Richter-Gedeon Nyrt, and Teva Magyarország.

Péter has a proven track record of delivering innovative solutions and enhancing operational efficiency. His expertise spans the design, development, commissioning, and validation of complex process control systems.

Péter is fluent in Hungarian and English, with an intermediate proficiency in German. His dedication to advancing automation technology makes him a vital asset to Transcend's leadership team.



# Chad Sands

Chief Financial Officer



Chad Sands brings over two decades of financial leadership experience across industries, including extensive time in both startup and high-growth environments. He has a proven track record of building strong financial foundations while driving profitability and growth. His expertise spans capital raising, M&A, strategic financial planning, and operational roles that give him a unique edge, including hands-on experience with high growth SaaS businesses.

Chad's previous roles include CFO positions at fast-growing software companies and leadership in financial operations at private and public companies, where he was instrumental in driving financial strategy and interacting with the Board of Directors and outside investors.

Chad holds and International MBA with emphasis in Finance & Mandarin from top-ranked Darla Moore School of Business at the University of South Carolina and a BSBA degree in Finance & International Business from the University of Nebraska-Lincoln.

# Kornél Kovács

VP of Delivery



Kornél Kovács is the Vice President of Delivery. With a robust background in business analysis, project management, and software development, Kornél brings a wealth of experience and strategic insight to his role. His career journey began as a Business Analyst at eKRÉTA Informatikai Zrt., where he played a key role in developing an education system and led a dedicated team of five individuals. His expertise and successful contributions led to a promotion to a Project Director role, where he managed the entire development staff and drove innovation within the company.

At Transcend, Kornél leverages over two years of experience in project management, strategic planning, team leadership, and process improvement. As VP of Delivery, he oversees software projects, ensuring they are completed on time, within budget, and meet quality standards. He works closely with team leaders to facilitate their success and contributes to the company's long-term goals with a strong focus on quality assurance, risk management, and financial oversight.

Kornél is passionate about fostering a work culture that thrives on mutual respect, open communication, and a relentless pursuit of excellence. His leadership encourages team members to bring their best selves to work, driving groundbreaking achievements and fostering a crucible for creativity and progress.

# Sarah Young

## VP of Revenue



Sarah Young is the Head of Growth at Transcend. She has spent over a decade championing modern technology platforms that help regulated industries address evolving market challenges. Sarah is passionate about contributing to mission focused organizations that are bettering our health and the environment.

She specializes in building and scaling commercial teams for early-stage Software as a Service businesses. She has led sales, business development, revenue operations, and marketing functions for software solutions in the real estate, healthcare, government, and infrastructure industries. Prior to Transcend, she grew the sales, business development, and revenue operations functions for one of the fastest growing digital water companies in the US, focusing on providing products and services to help drinking water utilities comply with SDWA regulations.

If you'd asked her in college what she wanted to do for a career, she would have said non-for-profit management or human resources leadership, given her internship and work experiences with non-for profit organizations, and sales recruiting and training positions. She reluctantly ended up in a software sales role, where she discovered a love for selling enterprise solutions that solve complex problems.

Outside of work, Sarah enjoys spending time with her family, being outdoors, traveling, scuba diving, going to concerts, reading, and cooking.

# Alison Roach

Head of Marketing



Alison has spent most of her career in B2B SaaS leadership positions. An IBJ "40 Under 40" and IndyStar "10 Influential Women in Tech" honoree, she enjoys new challenges and the rigorous problem-solving involved with startups and scaleups. After co-founding and leading a startup that was acquired by Oracle, she worked with a variety of companies as a VP of Marketing and CMO, oftentimes building the marketing function from the ground up. Her areas of expertise include strategic marketing, new business growth, demand generation, and branding.

In addition to extensive consulting experience, she previously served as VP of Marketing for 120Water, CMO for hcl, and President of Compendium Software. She graduated from DePauw University as part of the Management Fellows program and currently lives in Indiana with her family.

# Gábor Kovács

VP of Technology



Gábor Kovács is the Vice President of Technology at Transcend. With over a decade of experience in the technology industry, Gábor is a seasoned Lead Developer, Project Lead, and Development Manager. He excels in team management, Agile methodologies, and client support, and is proficient in a wide range of programming languages and technologies, including C#, ASP.NET, JavaScript, SQL, and Python.

At Transcend, Gábor drives innovation and leads the technology team to success. Prior to his current roles, Gábor was the Development Manager at Dealogic, where he managed Agile teams, led client migration efforts, and was an active part of talent acquisition and learning programs. His previous experience includes serving as a Craftsman .NET/SQL at Castle Frog and leading development efforts for the KRÉTA educational administration system at eKRÉTA Informatikai Zrt.

Gábor's expertise spans global DBA team leadership, software development, and performance optimization. His commitment to excellence and growth in the ever-evolving tech landscape makes him a vital asset to Transcend's leadership team.



# Imre Tóth

Sr. Director, Product Management



Imre Tóth is the Senior Director of Water Product Management in Hungary at Transcend. With 14 years of experience in process design, modeling, commissioning, and operation of pilot and full-scale reactor systems, Imre is a leader in innovative technology development. His expertise extends to managing national and international research grants, process modelling, process control and optimization, laboratory-based analysis, data evaluation, and filtration processes.

At Transcend, Imre leverages his extensive background to drive the advancement and optimization of water products, ensuring they meet the highest standards of efficiency and sustainability. Prior to joining Transcend, he led a team of wastewater process engineers at Organica Water, overseeing process sizing, design, modeling, commissioning, monitoring, and optimization of wastewater facilities.

Imre's academic background includes a master's degree in Environmental Science (MSc with honors) and a bachelor's degree in Environmental Engineering (BSc) from the University of Debrecen. He successfully completed pursuing postgraduate studies in Engineering in Urban Water Supply and Sewerage at the Budapest University of Technology and Economics.

# Denise Serridge

Director, HR & Admin  
(Based in US)



In Denise Serridge's role as Director of HR and Admin Support at Transcend Software, she is responsible for shaping the employee experience and driving initiatives that align with the company's strategic objectives.

Denise's entire career encompassed working for privately held companies, and continued to refine her skills in operations, demonstrating a talent for problem-solving and a knack for driving growth amidst challenging environments.

It was during this time that Denise recognized the pivotal role that human resources plays in shaping organizational culture and driving employee engagement.

# Valéria Juhász

Director, HR & Admin  
(Based in Hungary)



Valéria Juhász brings over a decade of expertise in human resources and administrative management to her role as Director of HR & Admin at Transcend Software.

With a strong foundation in fostering organizational culture and talent development, she is dedicated to ensuring the well-being and growth of the Transcend team.

Her strategic approach to HR initiatives aligns seamlessly with the company's mission, driving productivity and synergy across all departments.

# Jessi Tseng

## Director of Client Services



Jessi Tseng is the Director of Client Services. She was born in Taipei, Taiwan and moved to San Francisco at age 7. She began her professional career as a Sergeant in the US Army. After 6 years and a 15-month deployment to Iraq, she pursued an undergraduate degree from UC Santa Barbara and a master's in public administration from Columbia University, specializing in security policy and conflict resolution. For her capstone project, she led a team to Jordan to study the effects of the Syrian refugee crisis on water scarcity, sparking her passion for the water industry.

After grad school, Jessi joined GE Water (later SUEZ, then Veolia) in Philadelphia through their Experienced Commercial Leadership Program, holding roles from Commercial Strategy Leader to Digital Director. After 6 years, she moved closer to home and joined WalkMe, a Digital Adoption Platform, leading teams in Professional Services and Customer Success, supporting the company through its IPO.

Jessi then joined Transcend, leveraging her water treatment and SaaS experiences. Her primary responsibility is to drive value for clients by embedding Transcend into their workflows, helping them maximize and quantify value, and ensuring client satisfaction and contract renewals.

In her personal life, Jessi enjoys spending time with her husband, their assertive 1.5-year-old daughter, two energetic dogs, and a sweet cat. With her husband working in the gaming industry, they love playing board games and exploring VR. They also enjoy traveling, camping, and picnicking in the park.

# Lénárd Szűcs

Chief of Staff, Product



With 19 years of experience in international IT environments and over a decade in leadership and senior management roles, Lénárd has developed a comprehensive skill set spanning IT operations, enterprise sales, consulting, and product management.

As Chief of Staff – Product, he effectively bridges the gap between strategic objectives and operational execution, ensuring efficient performance within the product team. Collaborating closely with the VP of Product, he leads initiatives to enhance team effectiveness and optimize processes, while mentoring Product Owners and promoting cross-functional collaboration.

His strong systemic view and ability to leverage data-driven insights support strategic decision-making, driving the company's growth and ensuring the successful execution of our product roadmap for market success.



# Lorenzo Slay

Director, Generative  
Design Solutions



Energy Industry Professional with experience leading high-impact interdisciplinary teams. A degreed Chemical Engineer, Lorenzo started his career in the Power Utility Sector specifically working in Nuclear Power at the nation's largest generating station. Joining Transcend in 2022, Lorenzo has contributed to a number of business functions including Product, Sales, and Marketing.

In his current role Lorenzo collaborates with all major stakeholders in GTM strategy and helps communicate and measure value delivery for customers. Areas of personal expertise include Engineering Project Management, Process Improvement, Human Factors Engineering, and Nuclear Engineering. Personal interests include construction, digital transformation, microeconomics, and video games.

# The future of critical infrastructure