



Transcend

The Transcend Culture Code

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What is culture?

Culture

noun | cul·ture | \ 'kəl-chər \

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

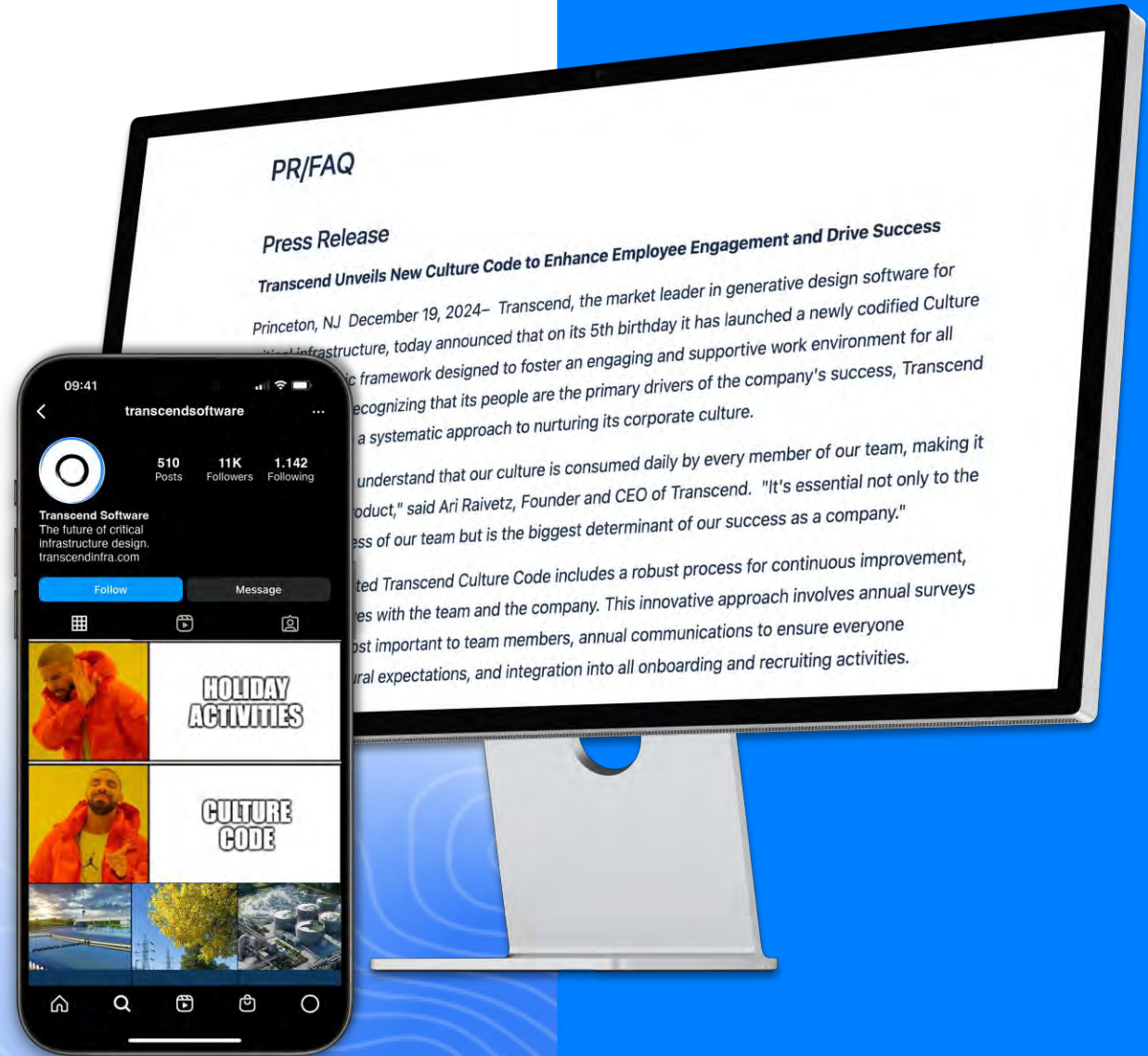
What is a culture code?

Culture Code

noun | cul·ture code | \ 'kæl-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

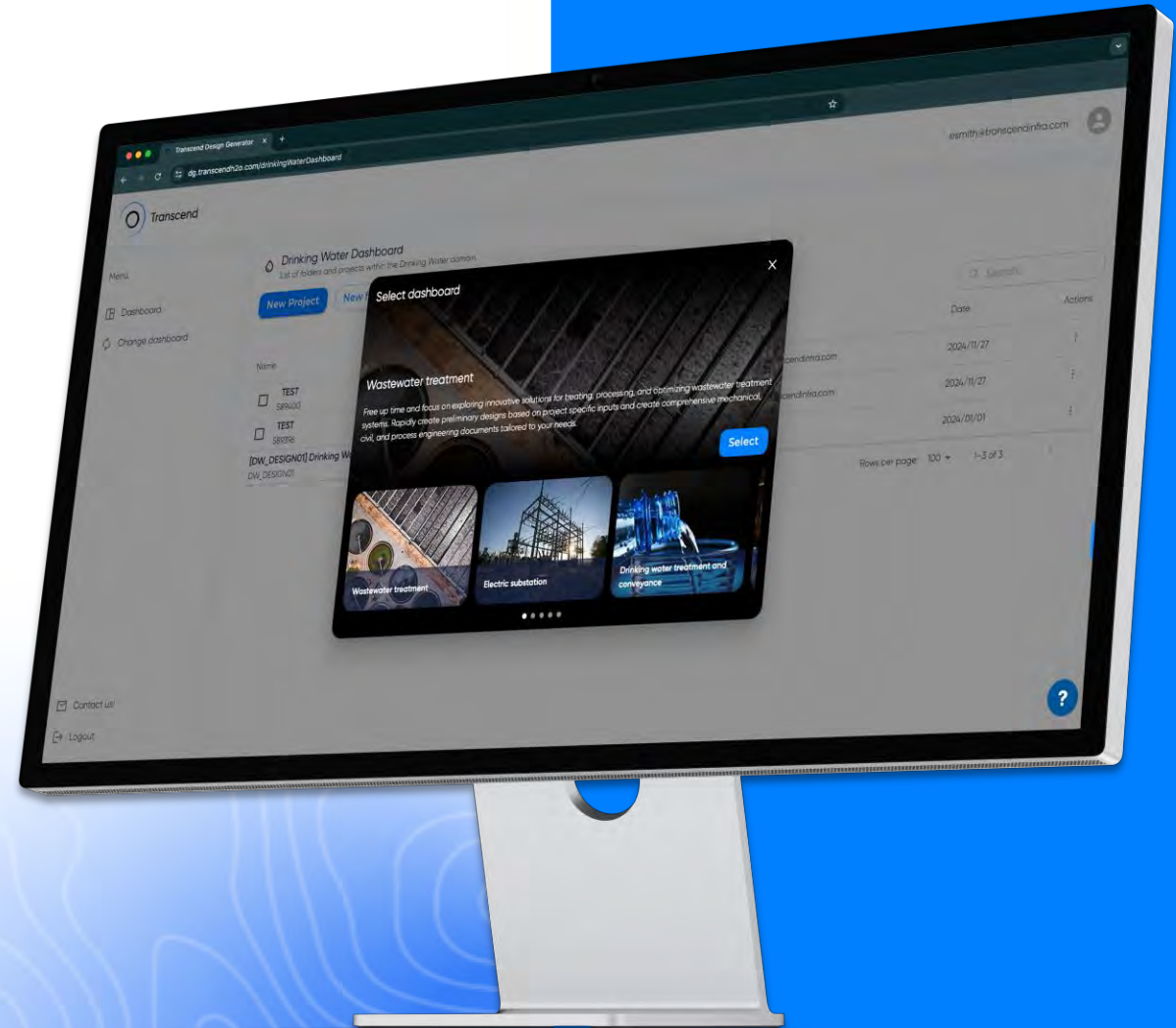
To transform the way asset owners, technology suppliers, and engineering firms assess and design critical infrastructure.



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



Founder & Chief
Executive Officer



Antony Rhine



Chief Operating Officer



Chad Sands



Chief Financial Officer



Kornél Kovács



VP - Delivery



Valéria Juhász



VP - Global HR



Jessi Tseng



VP - Customer Success
& Engineering



Sarah Young



VP - Markets Development

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

Assume Positive Intent	Better to Ask Forgiveness than Permission	Those Who Learn the Fastest Win	Disagree and Commit
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.
Curiosity is the Cure	Be Relentless	Speed over Perfection	Be Fearless
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

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.



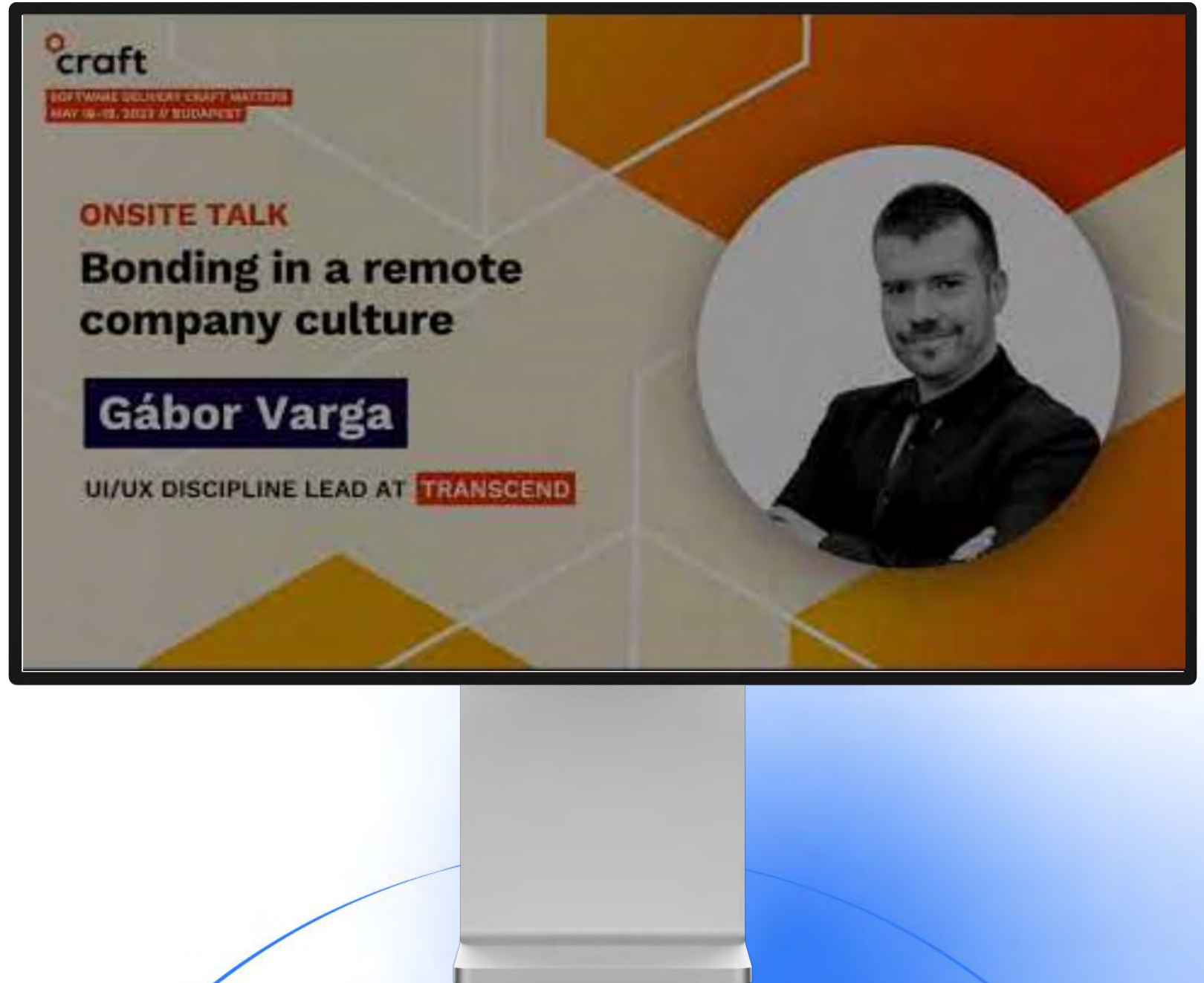
A taste of Our Remote Culture

Communication & Connection:	Unique perks:	Real time (virtual) team building:
• Monthly Games Challenge • Monthly Book Club • Teams Channels- Foodie, Fun, Pets	• Birthday day off 🎉 • EAP- Employee Assistance Program • Point-based reward system • OIPA- Outstanding Individual Performance Award • Milestone Gifts • Employee Recruitment Referral Gifts • Company Team "SWAG" • Holiday Parties and Year End Gifts • Optional 401K/Pension Plan Fund	• Minecraft challenges • NFL Fantasy Football League • 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."



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."

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.

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.

Valéria Juhász

VP – Global HR



Valéria Juhász brings over a decade of expertise in human resources and administrative management to her role as VP – Global HR 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.

Sarah Young

VP of Markets
Development



Sarah Young is the VP of Markets Development. 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.

Jessi Tseng

VP of Customer Success
and Customer Engineering



Jessi Tseng is the VP of Customer Success and Customer Engineering. 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 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.



The future of critical infrastructure