



## Corporate Bio & Fast Facts

### **Wladimir Baranoff-Rossine -- Founder & CEO, MobiCart**

Wladimir Baranoff-Rossine is a British serial entrepreneur who first envisioned the MoibCart concept, arranged bootstrap financing and is the direct manager of MobiCart's employees and activities.

Prior to MobiCart, Mr. Baranoff-Rossine was Managing Director at Dpivision Ltd., a successful software development and web design studio that has been in operation and profitable for 7 years.

Dpivision has thousands of clients worldwide, ranging from small and medium businesses to large corporations including the airline Flybe® <[www.Flybe.com](http://www.Flybe.com)>, Europe's largest independent regional airline carrier; Regus® <[www.Regus.com](http://www.Regus.com)>, the world's leading virtual office supplier; and record label Late Night Tales -- along with many other universities and public sector organizations.

He has presented by request to The Sage Leadership Group (top 100 SAGE representatives) <[www.sage.com](http://www.sage.com)>, a leading supplier of business management software and services to 6.2 million customers worldwide. An advocate of open standards, Mr. Baranoff-Rossine was included in the SAGE e-commerce benchmark report.

He holds a BA Hons degree in Multimedia from Sunderland University and enjoys a wide range of hobbies from photography to swimming, all of which have been playing second-fiddle to MobiCart in recent months.

### **MobiCart, Fast Facts**

- Founded – 2010
- Employees – 14
- Funding – Privately funded
- European Office – The Attic, Silicon Alley, 1 Pink Lane, Newcastle upon Tyne, Tyne & Wear, NE1 5DW, United Kingdom
- American Office – One Embarcadero Center, Suite# 500, San Francisco, California 94111, United States