

# Sree Balaji, CEO

## Background

Sree has overall responsibility for the strategy, vision and performance of iLink Systems. His specialties include business ventures, business transformation, and best practices in the Healthcare and eCommerce verticals. He leads the company's healthcare solutions strategy efforts. Prior to starting iLink Systems, Sree played a significant role in the technical team at Lumedx in aiding their product development efforts. He has also served as a business intelligence (BI) development engineer at drugstore.com. Sree has been through graduate degree programs in both Pharmaceutical Sciences and Computer Science from Auburn University, and a bachelor's degree from Birla Institute of Technology and Science, Pilani, India.

## Clients

- Cingular Wireless
- Drugstore.com
- Lumera
- AARP
- MusicNet
- Hitachi
- HP
- Microsoft
- Drugstore.com
- Lumedx
- Renesas
- Arthritis Foundation

## Education

### MS, Computer Science

College of Engineering, Auburn University, AL

### MS, Pharmacal Science,

School of Pharmacy, Auburn University, AL

### Bachelors Science

Birla Institute of Technology and Science (BITS), Pilani, India

## Relevant Experience

### Corporate Leadership

iLink was co-founded by Sree Balaji. In the last four years of tough market condition, Sree has expanded the company to a 65 member operation with three different office locations. He has led the company into profits every year with revenues doubling year over year. He has helped the company gain crucial partner and client relationships. Sree constantly strives to inculcate the values of the company within all employees.

### Project Management

#### Renesas Technology America

As part of Sree's responsibilities, he has managed several projects and delivered exceptional results for clients. His capability to understand the vision at a high level and implement the project level details in a planned manner has helped Renesas achieve success with their COMET initiative. Sree has had hands on experience in managing efforts like the COMET Partner portal, COMET Netshare document management system and COMET marketing communication deliverables.

### Product Management

Sree has actively involved himself in steering the company towards building solution frameworks. iLink's community portal framework and innerEye, iLink's map application framework has seen significant contribution from Sree in the product management front. Sree has actively involved himself in market research, conceptualization, product road map and sales cycles of these frameworks.