



SupplyFrame Names Chief Technology Officer as Company's Innovation Expands

Former Vast.com Chief Data Architect Aleksandar Bradic to Lead R&D

PASADENA, CA - June 18, 2013 - [SupplyFrame](#), an online network that connects leading electronics brands with the world's largest community of engineers, has named Aleksandar Bradic as Chief Technology Officer. In addition to overseeing day-to-day tech operations, Bradic will provide strategic direction as the company pioneers new technologies to serve SupplyFrame's 5.5 million electronics decision makers.

"Precision is key," says new CTO Aleksandar Bradic. "If you really want to help engineers, give them the exact solution they need at the exact nanosecond they need it. SupplyFrame made this possible, and I'm here to push it further. Nobody has done anything breakthrough for the engineering workflow in a long time. Our technology will change that."

"It's about being in the right place at the right time so you have influence at the moment of decision," explains SupplyFrame CEO Steve Flagg. "Nearly 70% of the B2B sales cycle occurs on the Web, so having a strong online presence is critical. For design wins, you need to be on that short list. And nobody puts you there like we do."

Bradic comes to SupplyFrame from Vast.com where he spearheaded the development of large scale data processing, vertical search, and analytics platforms that powered experiences at Yahoo, AOL, and Bing. Bradic also held key positions in infrastructure management and cluster computing at ICT Tower and Sun Microsystems. He holds an MSc degree in Computer Science from University of Belgrade and an MSc in Quantitative Finance from University of London.

"Alek has the expertise and vision to really shake things up," reports SupplyFrame CEO Steve Flagg. "Our new platforms will give electronics brands more marketing precision than ever so they can be there the instant our 5.5 million engineers need them. Anywhere on earth. All in perfect context. And that's how design wins happen."

This kind of presence is the subject of SupplyFrame's current ["Be there" marketing campaign](#).

About SupplyFrame

Since 2003, SupplyFrame (<http://www.supplyframe.com>) has helped world-class brands connect with the global community of electronics engineers. With an online network of over 5.5 million decision makers, SupplyFrame provides measurable, transparent, brand-safe ways to influence the electronics design process and increase revenues. The company currently offers three exclusive sales channels: SupplyFrame Media Network, SupplyFrame Sourcing, and SupplyFrame-EEFocus China.

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