

## **Executive Team Bio**

**Name:** Ed Relf

**Position:** Co-founder & CEO

**Previous Companies:** Mind Candy, GoTo Digital, Codemasters, Hasbro, Virgin

**Linkedin:** <http://uk.linkedin.com/in/edrelf/>

Ed Relf is a digital entrepreneur with 15+ years experience across the rapidly evolving digital entertainment, utility, gaming and on-demand ecosystem. Specialising in digital startups, entrepreneurship and marketing, Ed has launched some of the worlds most successful digital startups servicing hundreds of millions of users globally.

Having operated at every level through his professional career, Ed is now co-founder & CEO of Laundrapp redefining the future of the on-demand digital ecosystem. Specialising in digital marketing, executive leadership, digital user acquisition, publishing, distribution and operational management, Ed has evolved to become one of the UKs most experienced digital entrepreneurs and passionate about the UKs role in becoming one of the worlds leading creative digital hubs.

Having won numerous professional awards being recognised for his outstanding achievements across the digital landscape, Ed now focuses his time on incubating and investing in early stage and disruptive digital startups as well as leading the Laundrapp business.