

# DENVER BUSINESS JOURNAL

## Elements of success

DENVER'S CLOUD ELEMENTS TRIPLED CLIENTS, REVENUE IN 2015



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Cloud Elements Inc. CEO and founder Mark Geene is looking for another good year in 2016. The firm tripled its business in 2015.

Cloud Elements Inc. is coming off a good year, and CEO and founder Mark Geene doesn't expect anything less out of 2016.

"We expect to triple our business again," Geene said.

The three-year-old startup at Industry in Denver's hip River North neighborhood grew from helping 30 web software applications and cloud computing services work together to integrating more than 100 of them. The company's clients and revenue grew threefold in 2015.

Cloud Elements surpassed 50 employees, 42 of whom work in Den-

ver and the rest in a software development office in Dallas and a San Francisco sales office.

This year it plans to add 20 to 25 more jobs, which is why it's planning to move out of Industry by spring to larger offices with room for expansion.

Cloud Elements builds technology that helps automatically make software applications work well with each other and with cloud services, too.

Its clients reach more than 1 million end users, making the company an increasingly important integrator of cloud software. It's a role that translates into a lot of opportunity, because

app makers and cloud-based services are the fast-growing part of business IT.

Cloud Elements helps app publishers iron out the wrinkles of getting data to work seamlessly with other software, making it easier for more people to use their app.

For businesses, Cloud Elements makes it possible to have different departments using different software applications, but have the apps work with a common cloud software platform the business uses.

It's the way business IT has evolved at small companies in recent years, and it's increasingly being adopted by bigger companies because they find that departments or even single employees can manage their own software without needing an IT staff to make sure the technologies work together.

"Not only have you got the 'bring your own device' trend going on, anymore it's almost a 'bring your own applications' environment in enterprise IT," Geene said.

### \$5 million VC infusion

Cloud Elements raised \$5 million in venture capital from Westminster-based Access Venture Partners and existing investors Grotech Ventures, a Vienna, Virginia firm with a Denver presence, and Rally Ventures, based in Menlo Park, California.

Cloud Elements had raised \$3.1 million in VC funding 18 months ago, but it largely self-funded from client revenue. It took on new money to add staffing, a few of them new software developers but mainly to beef up its sales and customer service staff, Geene said.

"Now it's about really reaching more of the market as we scale up," he said.