

# STRATIS



## Felicite Moorman

CEO STRATIS IoT, Inc. & BuLogics, Inc.

Felicite Moorman is an award-winning technology entrepreneur and attorney with over twenty-five years of experience founding and building companies. She's received EY's Entrepreneur Of The Year® Award and has earned an international reputation as a go-to IoT industry expert, developing pioneering strategic partnerships and unprecedented technology strategies and initiatives in the Internet of Things.

Moorman is the CoFounder and CEO of STRATIS and CEO of BuLogics, companies that pioneer groundbreaking IoT development across the globe. STRATIS is a Software as a Service (SaaS) platform for access, energy, and automation management and control for multifamily and student housing, as well as a Smart Cities Solution. BuLogics designs, builds, and certifies wireless devices and solutions for the Internet of Things.

Moorman is an international speaker and columnist, and has been featured in dozens of mass media outlets and publications. She has been featured as a thought leader in U.S. News & World Report, Fast Company, Chicago Tribune, Yahoo! News, Dell, Philadelphia Inquirer, Philadelphia Business Journal, the Huffington Post, amongst others. She's also a frequent writer, speaker, and presenter on the Internet of Things and has been featured at SXSW, CES, NAA Campus Connex, MultiFamily Executive, Samsung Dev Con, BisNow MultiFamily, NAA Maximize, NAA Apartmentalize, Greystar Innovation Summit, Mill Creek Innovation Summit, and more.

Prior to BuLogics and STRATIS, Moorman launched the Emerging Technologies Division for GE's Consumer and Home Electronics brand. Moorman quickly established her reputation in technology, engaging eight Fortune 500 companies in less than eighteen months, entering new vertical channels, and creating and beginning execution on the strategic plan to dominate the Internet of Things lighting peripherals market. Today, the GE lighting line is a part of nearly every home automation and security platform offered in the United States.

Early in her career, Moorman led a team that became the most sought after marketing and management partnership in Baltimore real estate. She expanded the companies to include nationwide finance, brokerage, legal and insurance offerings. Moorman oversaw \$1.5 billion dollars of transactions in less than five years, including property acquisition management for the \$500 million dollar expansion of Rutgers University.

Moorman recognizes the importance of giving back, especially within the Philadelphia community, and volunteers her time and expertise to the following organizations: MultiFamily Leadership (Advisor), NAA & NMHC's Real Estate Technology Alliance (Technology Ally), Comcast NBCUniversal LIFT Labs Accelerator (Lead Mentor), SXSW (Mentor), Lean Startup Conference (Mentor), Philly Startup Leaders (Mentor), Dreamit Ventures (Mentor), and Greater Philadelphia Chamber of Commerce (Small Business Board Member). She is also a community activist and Chair of East Falls Forward, a Philadelphia Registered Community Organization focused on the revitalization of the Riverfront Business District. She is a graduate of the University of Maryland School of Law and a Law School Club Founder.

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## Ryan Buchert

CTO STRATIS IoT, Inc. & BuLogics, Inc.

Ryan Buchert is a multiple patent-holding inventor, entrepreneur, and engineer with over 25 years of technology experience. He has an international reputation as the wireless industry expert for innovation in multi-protocol hardware applications, including Z-Wave, Zigbee, Bluetooth, WiFi and LoRa.

Buchert is the CoFounder and CTO of STRATIS IoT, as well as the Founder and CTO of BuLogics. STRATIS is a Software as a Service (SaaS) platform for access, energy, and automation management and control for multifamily and student housing, as well as a Smart Cities Solution. BuLogics designs, builds, and certifies wireless devices and solutions for the Internet of Things.

Through BuLogics, Buchert has developed countless wireless products, particularly for Z-Wave and Zigbee. He's architected the world's largest wireless installations, with a focus on commissioning for ease of installation of those systems. Buchert is responsible for adroitly operating the first Z-Wave certification house in the world.

Previously, Buchert was at InterDigital Technology Corporation, where he and a small team developed a revolutionary 3G receiver, which was awarded several patents, that are still used in cell towers and mobile phones today. This department created cutting-edge solutions proactively anticipating future problems in 3G and 4G wireless deployments. With his mentor Peter Becker, Buchert contributed the majority of the 3G chip.

As an early technologist, Buchert worked alongside industry trailblazers at Unisys, Rodale Inc, and Lutron, where he learned about lighting engineering, data analysis, information systems, microprocessor chips, digital wireless communication, and more.

Buchert is committed to the Philadelphia technology community and contributes his time and expertise to the following organizations: Philly Startup Leaders (Mentor), Dreamit Ventures (Mentor), East Falls Forward (Vice Chairman), and Cross Cultural Connect (Technical Advisor). He is a graduate of Drexel University, where he has been recognized with the Alumni Entrepreneur Award. Buchert is also an inductee of the World Association for Cooperative Education Hall of Fame.