



# **Gordan Topalovic**

## **Founder & Co-CEO**

Gordan Topalovic is the founder and CEO behind madSense, a company focused on bringing trust and transparency to the \$1 trillion marketing and advertising industry. Guided by his quantum physicist wife, he's blending science, vision, and grit to reshape the future of how AI impacts the marketing landscape.

Over the years, Gordan mastered the art of creating "micro cosmos" versions of giants like Facebook and Google, leading two successful adtech startups to exits during the COVID-19 pandemic. His secret? A fierce commitment to his 15-person team, who've stuck with him for over 15 years.

Born in Belgrade, at the age of 22 Gordan took the decision to drop out of college to pursue real world experience and challenge himself with business problems. He secured an internship at Hewlett-Packard, and this ignited a fascination with technology. By 24, he was running his own software outsourcing firm, building platforms for one of the first online video music platforms in the US.

With madSense, Gordan is tackling advertising's biggest issue in recent times: how to help broadcasters and brands deliver the perfect message at the perfect time without cookies, ensuring personal privacy, whilst adhering to strict guidelines protecting some of the world's most regulated industries.