



Sahr Saffa Bio – Founder – C-Tribe Festival & Marketing Director of AutonomIQ

Sahr Saffa, Founder and Chairperson of C-Tribe Society, has extensive experience building and scaling companies. He has also had a fair share of failures; a prerequisite for working in the startup space.

As a creative problem-solver, he is very proud of the work done to start the C-Tribe Festival — a community driven by diversity and helping innovative and creative people achieve their dreams. In less than 4 years the festival has grown to five days of innovative & creative programming, sixty speakers, 800 attendees, and has exceeded \$1.1M of measured, economic impact in 2019.

Mr. Saffa is also a partner and Director of Marketing of a California-based AI company, AutonomIQ, which under his marketing leadership has grown its user base from 60,000 to 800,000 users residing in more than 160 countries. AutonomIQ's developer tool is the highest rated XPath tool on Google and Chrome Stores. The firm is currently engaging in strategic acquisition discussions which will potentially account for Mr. Saffa's first exit in the technology space.

Sahr was recently named as a finalist for Alexis Ohanian's (Founder of Reddit), SevenSevenSix Investment Fund Operator In Residence Program. The program aims to train high-potential operators who are interested in pursuing a career in venture capital through hands-on inclusive experiences, formal mentorship programming, and individualized learning tracks.

Mr. Saffa has worked as an international commercial model for more than twelve years with stints in Toronto & New York, and has been featured by major brands & publications that include the likes of Simons, Henry Singer, Kit and Ace, RBC, Forbes, Cosmo Magazine, WatchIt!, Indochino, Travel Alberta, Hugo Boss & Gravity Pope.

Mr. Saffa is the former Chair of Communications of the Prairie Sky Urban Gondola project that aims to add modern-day transportation infrastructure in the city of Edmonton. He is also a former board member of Digital Alberta that works towards growing, supporting, and connecting the digital community.

Recently, Sahr has joined the Marketing and Communications' Committee of the Black Talent Initiative which aims to champion equity by reshaping career opportunities for young Black Canadians through a community of established business professionals, resources and networks.

Upon graduating university he grew and consulted with a digital marketing agency, Nimbus Creative, for three years after completing his major in Business Law and Economics and a minor in Marketing. In the Fall of 2021, he will be pursuing a Masters in artificial intelligence research. Most proudly, Mr. Saffa is a stay at home son to two lovely parents and has an older sister he looks up to very much. He splits his time between Edmonton, Alberta and Austin, Texas - where he and his girlfriend have moved together.