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sense

rafi Haladjian
Sen.se Founder and CEO

Sen.se founder rafi Haladjian started Photo Gaston, his first business, at age 15 in his dad's garage in the midst of the Lebanese civil war bombings. He moved to France in 1978, determined to get into the film industry, eventually producing and directing films featuring great names in literature and cinema including Ionesco, Calvino and Fellini.

Life soon took a turn. While studying semiotics, rafi accidentally stumbled upon the world of telecom networks, devices connected to them and their potential uses, and he has never turned back. He was involved in the fascinating adventure of the Minitel (French precursor of the Web) from its inception in the 1980s. In 1994, he founded FranceNet, the very first French Internet company, which he sold to British Telecom in 2003 to start working on the post-web world. He created Ozone, a pervasive wireless network operator that covered 65% of Paris thanks to Wi-Fi antennas placed on roofs and based on a viral community model. He also founded Violet, a pioneer in the Internet of Things, which won global acclaim with its iconic product - Nabaztag, the smart rabbit. All in all rafi has founded more than 15 companies.

rafi is the author of a short essay: "How Word, Excel and PowerPoint can Make you Handsome, Rich and Intelligent". He is keen to point out that rafi is spelled with a lowercase r, because it is an Armenian name.

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