



TIM SAE KOO

TINT CEO

Tim Sae Koo is CEO of [Tint](#), a social engagement platform that enables organizations to aggregate, curate, and display any social media feeds anywhere, anytime, on whatever digital property they desire. As of spring 2014, Tint had been utilized by 40,000 brands worldwide and the San Francisco-based startup had evolved into a profitable, multi-million-dollar company.

Born and raised in Arcadia, California, Sae Koo earned a Bachelor of Science degree in Business and Entrepreneurship from the University of Southern California. During college, he toyed with going into politics by interning with State Senators, and acted in some TV commercials, notably ones with Intel and Disney. When asked to choose a more defined career path by his agent and parents, Sae Koo turned his focus to entrepreneurship with a focus on “solving tough problems with smart people” rather than grabbing the spotlight for himself.

In 2011, Sae Koo was joined by two fellow USC alums to develop Hypemarks, a social bookmarking platform similar to Tint but aimed at the consumer space. When Hypemarks failed to take off, the trio did an about face, began listening to their customers, and focused on solving real problems and improving its platform. The result was Tint.

Guided by Rear Admiral Grace Hopper’s notable quote that “it’s easier to ask forgiveness than it is to get permission,” Sae Koo prefers to look upon the mistakes and failures of his entrepreneurial journey as learning opportunities. With this go-getter mentality, Sae Koo has taken his startup to a multi-million dollar business in less than a year. When not engaged with Tint, Sae Koo enjoys playing volleyball, watching sitcoms, and rocking out on the guitar.

Follow Tim on Twitter at [@timsaekoo](#).

###