

The Story of TimeTailor

The best salon software on the market



INTRO

Salon Management Software

The TimeTailor Story

Connected by a shared passion for the service industry and a track record of helping over 21K restaurants all over the world bring their vision to life, our founders decided the beauty service industry was in need of transformation. This is how TimeTailor, a Bucharest-based salon software tech startup, was born.

Sensing that freelancers and business owners activating in a fiercely competitive beauty industry often feel overwhelmed by time-consuming, expensive tasks, our owners created a new system, taking salon management to the next level.

Guiding business owners toward staying organized while maintaining a healthy work-life balance, the all-in-one salon appointment software provides essential tools to optimize and automate daily tasks, enhancing customer experience.

OUR FOUNDERS



Oliver Auerbach

Co-Founder & CEO - The Visionary

Oliver's career began at Avira, a free antivirus software with over 100 million users worldwide. Over the years, he strengthened his sixth sense - market analysis - and seeing a gap in the restaurant industry, Oliver got to work on creating GloriaFood, an online ordering software that enables thousands of restaurants from 150+ countries to accept free and unlimited orders.

Always in search of the next opportunity, with over 15 years of valuable insight on the intricacies of running a successful business, Oliver was inspired to create TimeTailor, the salon management software focused on transforming the business owner experience.



Georgiana Florea

Co-founder & Chief Product Officer — The Puzzle Enthusiast

Our multifaceted product visionary!

Programmer. Project analyst. Project manager. Online marketing expert. Monetization manager. Master researcher. Head of product management. And now, one of the TimeTailor founding pillars.

She is the driving force behind TimeTailor's product & roadmap, pushing growth with an incredibly strategic mindset. Throughout her 20+ years of career and insatiable thirst for knowledge, Georgiana accumulated invaluable insights about the SaaS industry that she is now putting in the service of all TimeTailor customers & partners, while growing the platform's ecosystem.



Cosmin Ancuta

Co-founder & Chief Technology Officer — The Bridge Builder

The driving force behind TimeTailor's technical vision, bridging product, business, and technology! With more than 25 years of experience in software development & engineering leadership, Cosmin has been building the technical backbone of TimeTailor from scratch.

He is also leading TimeTailor's architectural strategy and continuously improving the platform to meet the highest standards of security, performance, and reliability. His focus on long-term scalability and technical excellence ensures that TimeTailor remains a secure, future-proof system as it grows alongside its customers.



MISSION VISION VALUES

Our Mission?

Providing an easy-to-use, free salon software that simplifies booking, payments, team management and marketing, while allowing owners to focus on what matters most: the clients.

Our Vision?

TimeTailor redefines the salon owner experience, offering simple and innovative technology. Our platform focuses on booking system & setup features, marketing services, and ongoing growth & support.

Our Values?

① Simplicity

While some might view a salon booking software as a luxury, we consider it a business necessity, regardless of size or budget.

② Efficiency

All bookings, payments, schedules, promotions, and services in one place. Time is precious!

③ Independence

Our salon scheduling software gives beauty and wellness professionals the tools they need to run their business with independence and confidence.

WORDS FROM OUR CEO

Connected to the latest industry trends and understanding the challenges of running a salon, we're proud to offer a unique alternative and become the only business partner owners need:

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We don't believe in placing paywalls on the tools that help our clients succeed. A strong online presence is no longer a luxury, it's a necessity, and we're making sure all salon owners get everything they need.

Oliver Auerbach
Co-Founder & CEO

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CORE FEATURES



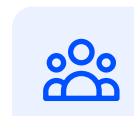
Online Appointment Booking

TimeTailor places booking in the hands of clients, while giving salon owners full control. With intuitive online scheduling, owners can set their availability, share booking links across Facebook, Instagram, and TikTok bios, reduce no-shows with automated reminders, keep the calendar organized, and use their Google Business listing to drive sales.



Reminders & Marketing Tools

TimeTailor optimizes each salon's presence through personalized promotions, reminders, SEO and reputation management, ensuring clients not only find the business, but are compelled to book.



Team Management

Managing teams has evolved beyond schedules and timesheets. We empower business owners with smarter tools to lead and motivate their workforce.



Salon POS & Deposits

Unifying appointments, payments, and customer data in one system simplifies workflows, eliminates the need for multiple tools, and reduces error-related expenses. To prevent no-shows, TimeTailor offers deposits, reminders, and card-on-file functions.

With this offer, the TimeTailor salon management system fixes several problems commonly found in marketplace platforms: dependence on commission-driven algorithms, clients chasing discounts without loyalty to service providers, and the use of never-ending “one-time fees” that move customers from one salon to another. It also eliminates the uncertainty of operating in a space owned by someone else, giving salon owners full control over their branding, something typically restricted:



We want every salon owner, no matter where they are or what language they speak, to feel at home on TimeTailor. Technology should be the one adapting to people, not the other way around.

Oliver Auerbach
Co-Founder & CEO



PRICING MODEL

We created a system that's free for manual appointments, so salon owners can manage their schedule and clients in one place. This includes unlimited staff & experts. For online bookings only, clients pay a 3.9% booking fee at checkout, keeping the platform free for beauty professionals. No risks, just results!

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Experts working in this industry shouldn't have to choose between having a useful salon appointment app and worrying about their budget. With TimeTailor, we completely removed that barrier by offering free options and giving salons the possibility of growing exactly when they're ready.

Oliver Auerbach
Co-Founder & CEO

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CONTACT US

Get in Touch

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