

Caltech/MIT Enterprise Forum
Venturing in Web Services
Opportunities for Partnering and Startups
October 15, 2002

KEYNOTE SPEAKER

DARCY FOWKES

Research Director, Internet Infrastructure
Aberdeen Group
(650) 330-3112
Palo Alto, CA
darcy.fowkes@aberdeen.com

Darcy Fowkes contributes to Aberdeen's Enterprise Application Integration (EAI), Web-to-Host, and Internet Infrastructure practices. She performs in-depth research on the markets and technologies being used by companies to integrate disparate applications and existing legacy systems to the standards-based Internet infrastructure.

Fowkes is currently working on a Rapid Accurate Market Positioning (RAMP) research project designed to assess the impact (cost and lost opportunity) of broken Web links to organizations. As the Internet expands, so does this problem. To put the problem into perspective, there are an average of 52 links per Web page, and pages are increasing by more than a million pages per day. Fowkes' research is the first industry undertaking to uncover the true costs and issues pertaining to this problem.

Fowkes consults with Web-to-Host and EAI suppliers to identify world-class integration strategies and determine the strengths and weaknesses of products competing in this space. She has written several white papers recently for industry giants as well as emerging technology suppliers.

Fowkes brings to Aberdeen 20 years of consulting, market research, and marketing experience as well as 12 years in high tech. During her career in high tech, she has been involved with network and system operating environments and management tools, application development environments, messaging and Enterprise Resource Planning (ERP) applications, databases, and directory services. Coupled with her practical experience applying market research to measure the unique components of each market, Fowkes delivers results that help her clients make better business decisions. Using this methodology over the market life of a product helps suppliers gain valuable insights regarding product positioning and market development, as well as a rational assessment of new market opportunities. Fowkes holds a B.S. with honors in Psychology from Sonoma State University and an M.S. in Educational Psychology (ABD) from San Francisco State University.

Boston - Palo Alto - Amsterdam - Fort Collins
Aberdeen Group, 260 Franklin Street, Suite 1700, Boston, MA 02110
All material copyright © 1996-2002 by Aberdeen Group, Inc. All rights reserved

PANELISTS

ASKER AHMED

Senior Webshere Specialist
IBM Corporation
714-438-5431
aaahmed@us.ibm.com

Caltech/MIT Enterprise Forum
Venturing in Web Services: *Opportunities for Partnering and Startups*
October 15, 2002

As a Senior Websphere Specialist with IBM, Asker Ahmed works with IBM's Top Tier Business Partners to help sell IBM Software and Solutions in the Channel space. Prior to joining IBM, Asker trained Enterprise customers on BEA's Weblogic Platform. He holds extensive certifications on Java, Lotus, Websphere and Weblogic, as well as in-depth knowledge of the competitive environment. Asker has helped IBM win many Enterprise customers due to his increased focus on selling against BEA and Microsoft. Apart from the competitive skills, he has strong skills on the IBM Web Services and Tooling area.

STEVE BAUMAN

General Manager
Microsoft .NET Emerging Business Team
Microsoft Corporation
949-263-3025
stevebau@microsoft.com

Steve Bauman is the General Manager of the .NET Emerging Business Team at Microsoft in the Developer Division. He has national responsibility for Microsoft's venture capital strategy and relations. Steve's team enables startup organizations by collaborating on strategy, education and resources needed to build out next generation XML computing architectures.

Steve has held technical, sales, strategy and management roles at Microsoft over his 11 years. He started as a system engineer with the tough task of selling OS/2 into the Enterprise. He is the first engineer to be classified as a Microsoft Certified System Engineer and was awarded Microsoft's Top Manager of the Year designation for building the first profitable systems integration practice in Microsoft Consulting Services. He was accountable for building Southern California's Microsoft's Solution Provider Program, Application Developer Customer Unit, and most recently responsible for strategy and execution of Microsoft's West Region Internet customer segment.

Steve understands the needs of a startup organization as a former principal in a startup called Data Voice Solutions that was later acquired by Gandalf Technologies. He worked at IBM during the early days of the personal computer revolution, as well specialized in local area networks built on Novell Netware and 3Com.

Steve holds a Bachelor of Science in Business Administration and Information Systems, resides in Southern California with his family, and recently laid down his golf clubs for surfing.

ANTHONY KARRER, PH.D.

Founder & CEO/CTO
TechEmpower, Inc.
akarrer@techempower.com

Tony has fifteen years experience in software development. He has developed systems that range from radar software to data-mining solutions. He has been the chief technologist for three Web start-up companies. Tony also holds an Assistant Professor of Computer Science position at Loyola Marymount University, where he has been teaching for eleven years, and recently created and now manages the multimedia minor at LMU. He has a wide-ranging technical background and is considered one of the top technologists in training and performance support

Caltech/MIT Enterprise Forum
Venturing in Web Services: *Opportunities for Partnering and Startups*
October 15, 2002

development. His work has won awards and has led him into engagements at many Fortune 500 companies including Credit Suisse, Royal Bank of Canada, Citibank, Lexus, IBM, Hewlett-Packard, Sun Microsystems, Fidelity Investments, Symbol Technologies and SHL Systemhouse. Tony was valedictorian at Loyola Marymount University, where he earned his B.S. in Computer Science, and attended the University of Southern California as a Tau Beta Pi fellow, one of the top 30 engineers in the nation, and received a M.S. and Ph.D. in Computer Science. Dr. Karrer is a frequent speaker at both industry and academic events

STEVE MCADAMS

Vice President, Oracle Internet File System
Oracle Corporation
650.506.2937
Steven.McAdams@oracle.com

Mr. McAdams has been at Oracle Corp. for over fifteen years. He started as a software developer in Oracle's Desktop Products Division, and his first project, the Oracle Server for OS/2 was voted the InfoWorld Database Product of the Year for 1989. After spending two additional years coding database internals for the Oracle 7 database release, he started a division to invent and productize a new concept for database application development called Oracle Power Objects. Following that successful product release, Mr. McAdams started another division within Oracle to pioneer the concept of the database file system, with a new product called the Oracle internet File System. Currently, as Vice President, Oracle internet File System, Mr. McAdams is leading the company's data management platform focus on managing content, and was instrumental in creating Oracle's recently announced "Oracle Collaboration Suite". Mr. McAdams is the Oracle Guru on Content Management and the Collaboration Suite, and sits on a number of technical advisory boards of companies in the Silicon Valley. He graduated from the California Institute of Technology in 1987 with a Bachelor of Science in Electrical Engineering.

MIKE TOMA

Chief Technology Officer
eLabor, Inc.
805-383-8500 Ext. 1109
mtoma@eLabor.com

Named CTO of eLabor in 1997, Mr. Toma oversees strategic planning for software development corporate information technology, and data center operations. As a corporate officer, he is responsible for influencing the company's strategic direction and aligning technology with the company's vision, goals, and objectives. This includes leveraging technology to create new and enhanced revenue opportunities as well as creating a competitive advantage to deliver products and services.

Some recent successes as eLabor CTO include transitioning all products into the Microsoft tool set, reorganizing product development for rapid development, incorporation of multiple technology acquisitions, and building a state of the art data center operation from the ground up.

With a career spanning 15 years in the software industry, Mr. Toma is a frequent speaker at industry events and forums. He also serves on the CTO Advisory Council for InfoWorld magazine in which he participates in editorial projects. Mr. Toma is also the founder and president of the Technology Leadership Council, a national peer group organization dedicated to providing CTO's with a forum to interact and discuss business and technology interests. He is

Caltech/MIT Enterprise Forum
Venturing in Web Services: *Opportunities for Partnering and Startups*
October 15, 2002

also co-author of the book "Inside the Minds: Leading CTOs" (Aspatore Books - December 2001) in which he and 11 other leading CTO's share their advice and knowledge on successes of the role of a CTO.

Mr. Toma performed his undergraduate work in computer science at California State University, Northridge.

MODERATOR

Stan Tomsic Jr.

Principal

Tomsic & Associates

Stomsic@ix.netcom.com

Stan Tomsic is a principal of Tomsic & Associates, a firm specializing in investments, mergers and acquisitions, strategic assistance, and business consulting for software and Internet companies. Prior to forming Tomsic & Associates, Stan held executive and management positions with Candle Corp., MVS Software, Inc., Goal Systems International, Inc., Arkhon Technologies, Inc. and Sentryl Software, Inc. Stan's experience in the software industry spans 25 years. During his career, Stan has produced record revenues for several companies which earned him numerous achievement awards including ICP Million Dollar Sales awards for eleven consecutive years. In 1988 Stan co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. Later in 1992 Stan founded Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market. As Founder and CEO, Stan negotiated fourteen alliance and partnership arrangements with such companies as Hewlett Packard, Oracle, Inference, RSA Data Security and Security Dynamics. In 1996 Stan was recruited by the venture firm Wies, Peck and Greer to join Sentryl Software as Executive Vice-President, where he was instrumental in bringing the company's products to profitability and its acquisition by Fujitsu Corp. Stan specializes in helping companies increase their revenue flow, in obtaining funding and in positioning their organizations and products to achieve their highest level of corporate strategic objectives. Stan is an advisor for software companies and is active in the Caltech/MIT Enterprise Forum, the Software Council of Southern California and Pasadena Entretec.