

Caltech/MIT Enterprise Forum
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ENTREPRENEURIAL OPPORTUNITIES IN SOFTWARE

KEYNOTE SPEAKER



Peter Coffee
Technology Editor
eWEEK

Peter Coffee is Technology Editor of eWEEK, the national news magazine of enterprise infrastructure. He has twenty years' experience in evaluating information technologies and practices as a developer, consultant, educator, and internationally published author and industry analyst. He writes product reviews, technical analyses and his weekly Epicenters column on disruptive forces in IT tools and practices; he has also appeared on CBS, NBC, CNN, Fox, and PBS newscasts addressing Internet security, the Microsoft antitrust case, wireless telecom policies, and other eBusiness issues. Peter chaired the four-day Web Security Summit conference in Boston during the summer of 2000, and has been a keynote speaker or moderator at technical conferences throughout the U.S. and in England.

Peter is the author of Peter Coffee Teaches PCs, published in 1998 by Que, and previously authored Que's ZD Press tutorial, How to Program Java. He played a lead role in developing eWEEK Labs' 2001 series of special reports entitled "Five Steps to Enterprise Security." His current eWEEK beats include development tools and business intelligence products. He works with both eWEEK Labs and News staff to assure the accuracy and relevance of eWEEK content on the leading edge.

Before joining eWEEK (then called PC Week) full-time in 1989, Peter held technical and management positions at Exxon and The Aerospace Corporation dealing with chemical facility project control, Arctic project development, strategic defense analysis, end-user computing planning and support, and artificial intelligence applications research. He has been one of eWEEK's lead analysts throughout the life cycles of technologies including x86 and RISC microprocessors; Windows, OS/2, and Mac OS; object technologies, including Smalltalk, C++, and Java; and security technologies including strong encryption. Peter holds an engineering degree from MIT and an MBA from Pepperdine University, and has taught classes in the department of computer science at UCLA and

at Pepperdine's Graziadio School of Business and Management and the Chapman College School of Business.

Peter is the father of three sons and is active as a youth soccer referee, Boy Scout backpack leader, church choir member, and coordinator of his church's food bank program. His weekly newsletter, Peter Coffee's Enterprise IT Advantage, and his other writings are available at www.eweek.com/petercoffee.

PANELISTS



Joseph Marks
Managing Member
Smart Technology Ventures

Joseph Marks is managing member of Smart Technology Ventures III, a leading early and mid-stage SBIC venture capital fund based in Southern California that focuses on investing in core technology areas such as software, wireless communications, semiconductors, storage, broadband, and photonics.

Marks was previously vice president at Kayne Anderson Investment Management, Inc., a Los Angeles-based private equity fund. He was responsible for sourcing, evaluating and recommending investments across multiple industries, including telecommunications and healthcare. Prior to that, he served as president and general counsel for Hillmark Corporation, a closely held real estate developer and operator that was acquired by Prime Hospitality Corp. (NYSE:PDQ).

Mr. Marks graduated with honors and distinction in economics from Stanford University, where he also studied electrical engineering, with an emphasis on digital signal processing, computer science, and digital and analog circuit design. He received his J.D. (focus on intellectual property) and his MBA (focus on finance) from the Anderson Graduate School of Management at the University of California, Los Angeles.

Mr. Marks serves on the board of directors for Spontaneous Technology, Inc., acquired by Pumatech (NASDAQ: PUMA), Eternal Systems, Inc., Lucix Corporation, and MarketWire. He is a board observer on Strategic Data Corp. Mr. Marks is also a past board member of the Los Angeles Venture Association and served on the Venture Capital Committees for the 2002 and 2003 Southern California Technology Venture Forum.



John M. Patzakis, Esq.
President and CEO
Guidance Software

As President and CEO, John Patzakis leads Guidance Software's worldwide operations. Joining Guidance in 1999 as general counsel, Mr. Patzakis combined legal and technical expertise to become a nationally recognized authority on the trial admissibility and authentication of computer evidence. He became the CEO of Guidance Software in 2002.

Previously a partner and founder of the law firm Corey & Patzakis, Mr. Patzakis received his Juris Doctorate from Santa Clara University School of Law, and was admitted into the California State Bar in December 1992. John received a degree in political science from University of Southern California in 1989. He began his legal career at the Los Angeles civil litigation firm of Cotkin & Collins, where he served as an associate in the business litigation department.

Mr. Patzakis lectures frequently on computer security and corporate governance issues, and is repeatedly published in legal and technical journals. He is the author of the *EnCase Legal Journal*, a widely read publication that focuses on issues surrounding computer forensics and electronic evidence. He is a member of the High Technology Crime Investigation Association (HTCIA), and the Information Systems Security Association (ISSA).



Sajid Ahmed
Principal, COO
IGP Technologies, Inc.
"healthcare solutions partner"

Sajid Ahmed began his software career at Jet Propulsion Laboratory (NASA) at age 16 programming database solutions on the Galileo Project. Recently, Dr. Ahmed has become an expert specializing in user interfaces, web applications, network solutions and corporate database development. Dr. Ahmed is especially knowledgeable about medical software applications and health information systems. He has worked and consulted with Internet start-ups such as Pressworks.com, Pets.com, Ahmpac Intl, and Dilbeck Realty. Dr. Ahmed also worked at the UCLA Medical School and Biomedical Learning Resources Division, teaching medical students how to incorporate technology into their practices. He also worked with leading Medical Educators developing heart simulators and various medical technology applications. He is also a consultant to other technology development companies. He is currently a member of the Business Technology Center (BTC) CEO and Technology Roundtable. Sajid Ahmed recently used his entrepreneurial disposition with his love for the outdoors as an avid backpacker and hiker by starting his own non-profit venture enCOMPASS, Inc. where he does leadership training for inner-city youths throughout California working with the Boys & Girls Clubs and YMCAs. Sajid's enCompass, Inc., uses outdoor experiences and challenges for leadership training development.

With a degree in bio-chemical engineering and computer science from UCLA, and a medical degree from UC Davis, Sajid has drawn from his practical and academic experiences to invent and develop **IGP's** diagnostic healthcare product, AD-DOC™. The 1st Infantry Division, US Army, is currently using this technology in IRAQ.

Sajid is an active member of his business community, giving lectures on the commercialization of technology and the incubation process of small technology businesses to entrepreneurial students at USC, Cal State Los Angeles, UCLA and community leaders. He is an active member of Los Angeles Town Hall, facilitating the speech of John Garamendi, California Insurance Commissioner, on Worker's Compensation, May 27th.

In addition to his hard work with **IGP**, Sajid is a community leader. He has volunteered for over 10 years as an Advisor for the YMCA California Youth and Government

Program, as a Director for several youth camps, and as a leadership trainer for CalAggie Camp at UC Davis. Sajid recently added another exciting chapter to his story by getting married in February of this year. He and his new wife enjoy traveling (they have been to the Yucatan and Hawaii) and making improvements to their home in Pasadena; CA. Sajid is an avid backpacker, surfer, and self-proclaimed connoisseur of techno music.

MODERATOR



Lee Shaeffer **Software Council of Southern California**

Lee Shaeffer has been involved with the Software Council of Southern California since its first event in 1992 and has served in various capacities including Executive Director.

When not involved with Software Council activities, Mr. Shaeffer is a Director of Sissach Technologies, a management consulting firm that specializes in helping early stage companies with their product/market strategy and marketing initiatives. He also is a principal with Reinertsen & Associates, a consultancy and training organization that focuses on improving product development processes using a cross-functional perspective. In this capacity, he co-teaches a course at the Caltech Industrial Relations Center on "Streamlining the Product Development Process."

Mr. Shaeffer has held executive and managerial positions at several emerging companies as well as established companies such as Apple Computer, Convergent Technologies/Unisys and Imagery/Eastman Kodak. He previously worked with McKinsey & Company, an international management consulting firm, where he focused on product/market strategy. He has an MBA from Stanford University, where he was an Arjay Miller Scholar (top 10% of class), and a BSEE from MIT.

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The Software Council of Southern California
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The Software Council of Southern California is a non-profit association that serves as a community for the region's software industry. By providing a forum for the building of essential alliances, the exchange of information and access to resources and funding, the Software Council of Southern California helps executives at the region's software, software services and IT organizations successfully reach the next stage in their companies' growth. It also serves as a repository of information and a clearinghouse on software industry issues and policies for media and others outside the software community.