

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 more than 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 tutorials 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 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 book, How to Program Java. His eWEEK beats include development tools, business intelligence and engineering/scientific software. Before joining eWEEK (then called PC Week) full-time in 1989, Peter held technical and management positions at Exxon and The Aerospace Corporation; he has since been one of eWEEK's lead analysts of technologies including advanced microprocessors, PC operating systems, object-oriented development, and security technologies including strong encryption. Peter holds an engineering degree from MIT and an MBA from Pepperdine University; he has taught graduate and undergraduate 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, MIT Educational Council volunteer, and coordinator of a Redondo Beach church food bank program. His weekly newsletter, Peter Coffee's Enterprise IT Advantage, and his other writings are available at [www.eweek.com/petercoffee](http://www.eweek.com/petercoffee).

## ENTREPRENEURS

### **Al Eisaian**

CEO and Co-Founder  
Integrien Corporation, Pasadena, CA

Al Eisaian is Chief Executive Officer and Co-Founder of Integrien Corporation, the leading provider of integrity management solutions. Integrien's products and services allow enterprise IT organizations to predict, prevent and heal problems in technology-based business systems. As a result, Integrien customers experience higher-quality business operations that are more efficient, continuously available and far easier to maintain. Prior to co-founding Integrien, Al was SVP & GM at LowerMyBills where he led business strategy and the growth of the company from startup to profitability in 16 months. Before joining LowerMyBills, Al was an associate partner at USWeb/CKS, and director of business development at idealab!. At USWeb/CKS Al coordinated strategic partnerships and was Engagement Lead for Toshiba, Ingram Micro, and iGeneration among others. At idealab!, Al was part of the start-up team for the eWallet which was later sold to Infogate. Al was a business unit manager with full P&L responsibility for a \$58 Million dollar division for NMB Technologies, where he grew sales from \$15 million to \$58 million in 3 years. Al earned an M.B.A. from Pepperdine University and a BSEE from Oklahoma State University.

### **Eric Pulier**

Founder and Executive Chairman  
SOA Software, Inc., Santa Monica, CA

Mr. Pulier has been a pioneer in the software and digital interactive industries for over 15 years. In 1997, the Presidential Inaugural Committee selected Mr. Pulier to create and execute the Presidential Technology Exhibition in Washington D.C. Subsequently, President Clinton and Vice President Gore personally unveiled his company's work for the Starbright Foundation, and Mr. Pulier became an advisor to the Vice President on National Health Care initiatives for the Family Reunion Conference. The most successful and best-known venture capital groups in the world have financed companies that Mr. Pulier has founded or co-founded. He has been instrumental in establishing ground-breaking technology companies in several sectors including media management (IVT), Professional Services (US Interactive), voice systems (VoiceTap), and peer-to-peer networking (Mediator). As Executive Chairman of SOA Software, Inc. (formerly Digital Evolution), Mr. Pulier devotes himself to a singular focus: the standards-based real-time enterprise. Recently named one of 30 e-Visionaries by VAR Business, Mr. Pulier is a popular public speaker at premier technology conferences around the globe. He is a member of the board of directors for the Center for Telecommunications Management in Los Angeles.

## PANELISTS

### **Jim Armstrong**

Managing Director  
Clearstone Venture Partners, Santa Monica

Jim Armstrong joined Clearstone Venture Partners in 1998 from Austin Ventures, where he spent three years investing in a variety of technology and technology enabled service

companies. He has worked with dozens of venture-backed technology businesses that are developing, marketing and implementing IT solutions across a variety of industries. Jim's work at Clearstone is focused on information technology investments, with particular interest in software, storage technologies, and Internet enabled businesses.

Jim currently represents Clearstone on the boards of ARIO Data Networks, CarsDirect, Intersperse, iPolicy Networks, Siderean Software and is responsible for the firm's investment in Composite Software. Jim represented Clearstone's investment in former portfolio companies Comet Systems (acquired by FindWhat.com), PayPal (acquired by eBay), United Online (NASDAQ: UNTD), Jump Networks (acquired by Microsoft) and TriVida (acquired by BeFree).

Prior to joining Austin Ventures, Jim worked in software consulting and financial operations, and focused on high-technology clients as a senior auditor with Ernst & Whinney on the West Coast. Jim received his BA in Economics from the University of California at Los Angeles and his MBA from the University of Texas.

**Arthur P. Johnson, Jr.**

Director, Strategy & Corporate Development  
Hewlett-Packard Company  
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Arthur Johnson is the Director of Strategy and Corporate Development for Hewlett-Packard Company. Mr. Johnson's primary responsibility is working with HP's Software Global Business Unit. In this role, Mr. Johnson leads a team that works closely with the senior executives of HP's Software Group to develop strategic goals and manage all corporate development activities (including minority equity investments, strategic partnerships, acquisitions or divestitures) which may be part of executing that strategy.

Prior to joining HP, Mr. Johnson spent nearly seven years in the investment banking and strategic consulting industries focusing on software companies. Immediately prior to joining HP, Mr. Johnson was the co-Founder of Catapult Advisors, a strategic advisory firm for emerging growth software companies. Catapult's services included strategic consulting, capital raising and financial advisory. Prior to founding Catapult, Mr. Johnson was a Vice President at Goldman Sachs leading the Software Mergers and Strategic Advisory team. In this capacity, Mr. Johnson worked on numerous strategic advisory assignments and M&A transactions in the software industry including PeopleSoft's acquisition of The Vantive Corporation, Inktomi's acquisition of FastForward Networks, FreeMarket's acquisition of Adexa, Tantau Software's sale to 724 Networks, Expedia's acquisition of Travelscape. Prior to joining Goldman Sachs, Mr. Johnson worked in the Technology M&A group at Salomon Brothers. Before attending business school, Mr. Johnson spent three years working for the United States Treasury Department as a financial analyst.

## MODERATOR

### **Stan Tomsic, Jr.**

Partner

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Stan Tomsic is a partner in ACODA Technology & Investments, LLC, a firm specializing in investments, mergers and acquisitions, strategic assistance, and business consulting for software and services companies. Prior to ACODA, 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 over 25 years. During his career, he 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 serves as a member of the board of Directors and advisor for several software companies and is on the Executive Committee of the Caltech/MIT Enterprise Forum, is active in the Software Council of Southern California, Pasadena Entrectec, itSMF and Japan Export Trade Organization (JETRO). Stan holds a BA degree in Economics from the University of California, Santa Barbara.