

**Caltech/MIT Enterprise Forum
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Entrepreneurial Opportunities in Software

KEYNOTE SPEAKER

Peter Coffee

*Technology Editor
eWeek*

Peter Coffee is the Technology Editor of *eWeek*, Ziff Davis Media's national news magazine of enterprise infrastructure. He has 23 years experience in advancing and evaluating information technologies and practices as a developer, manager, consultant, educator, and internationally published author and industry analyst.

Based near Los Angeles, Peter writes product reviews, technical analyses and his weekly "*Epicenters*" column on disruptive forces in IT tools and practices. He has appeared on CBS, NBC, CNN, Fox, and PBS newscasts addressing Internet security, the Microsoft antitrust case, wireless telecom policies, and other eBusiness issues. He has been a keynote speaker or moderator at technical conferences throughout the U.S. and in England.

His two books to date are the ZD Press tutorial "*How to Program Java*" and "*Peter Coffee Teaches PCs*" published by Que. His current *eWeek* beats include development tools and business intelligence products. His weekly newsletter, *Peter Coffee's Enterprise IT Advantage*, and other writings are at www.eweek.com/petercoffee; his blog posts appear at blog.eweek.com/petercoffee, and his weekly *InfraSpectrum* podcast appears each Thursday at go.eweek.com/podcasts.

Before joining *eWeek* (then called *PC Week*) full-time in 1989, Peter held technical and management positions at Exxon and The Aerospace Corporation. He holds an engineering degree from MIT and an MBA from Pepperdine University, and has taught 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.

CASE PRESENTER

Winston Damarillo

*Chief Executive Officer, Managing Partner
Simula Labs*

Winston Damarillo is Managing Partner and co-founder of Simula Labs. A proven serial entrepreneur with a track record of building successful technology startups, Winston is also the founder of Gluecode Software, an open source application infrastructure company that he grew to profitability before securing Series A funding, and subsequently selling to IBM. Winston is also a co-founder of Exist Engineering. Since its inception in 2001, Exist has maintained profitable operations while growing at over 100 percent annually.

CASE PRESENTER *(cont.)*

Prior to his roles at Gluecode and Exist, Winston was among the highest performing venture capital professionals at Intel Corporation, helping lead the majority of his investments to either a successful IPO or a profitable corporate acquisition. Winston's Intel career also included leadership roles in managing strategic software relationships, channel development, product engineering and new business development. He began his career in technology in 1992 with Apex Technologies, a pioneer in developing electronic processing solutions for medical claims.

Winston received his B.S. in Industrial and Mechanical Engineering from De La Salle University, in Manila.

PANELISTS

DuWayne Peterson

Chairman

Pasadena Angels

Mr. Peterson is President of DuWayne Peterson Associates, a consulting firm he established in 1991, specializing in the effective management of information technology, and guidance to early stage information technology companies. He is also a founder and chairman of the Pasadena Angels, a group of private investors that invest in start-ups in information technology and life sciences.

His career has spanned a number of the world's largest business organizations. In 1962 he joined Ford Motor Company in operations research, and quickly transitioned into the information technology area. He moved on to Citibank and RCA Corporation, where he achieved higher levels of responsibility for overall information technology implementation and management. In 1977, Security Pacific Bank recruited him to become Executive Vice President of the ADP Group. In his almost ten years at Security Pacific, he managed the transition of the Group to a more business-oriented technology organization that became known as Security Pacific Automation Company and he became its Chairman and CEO.

In 1986, Merrill Lynch recruited Mr. Peterson to become Executive Vice President of Operations, Systems and Telecommunications. In this capacity he led the modernization and streamlining of the firm's global operation and information technology functions.

Mr. Peterson holds degrees from UCLA and MIT. He serves on a number of Boards including Claremont Graduate University and MIT.

PANELISTS *(cont.)*

Nate Redmond

Senior Associate

Rustic Canyon Partners

Nate Redmond brings deep investing, entrepreneurial, and strategic advisory experience to Rustic Canyon. He focuses on investment opportunities in open source software, information services, and digital media.

Before joining Rustic Canyon, Nate evaluated venture investments, and worked with early-stage technology companies for Clayton Christensen at the Harvard Business School. Previously, Nate co-founded an infrastructure software company delivering integration and management of Web-based applications. He also worked with the founders at ModelN and DataPower (IBM) on product marketing and business development. Nate began his career with the Boston Consulting Group, as a consultant to technology firms on new product development and business strategy. Nate received his MBA from the Harvard Business School and holds two degrees (MSE and BSE) from The University of Michigan College of Engineering, where he was an Entrepreneurial Fellow in the Engineering Global Leadership (EGL) Honors Program.

Rustic Canyon company representation: Intersperse, Metavize*, Mobileplay*, and Stonefly. Previous investments include Gluecode Software (IBM).

* Denotes Board Seat

Warren Jones

Chief Information Officer

Pillsbury Winthrop Shaw Pittman, LLP

Mr. Warren Jones is Chief Information Officer of Pillsbury Winthrop Shaw Pittman LLP, one of the world's leading law firms. In thirteen years with the legal industry, Warren has led technology modernization efforts and systems mergers for two of the world's largest firms.

Mr. Jones career spans twenty years as an Information Systems strategist and engineer, leading the design and implementation of information driven systems. In 1985 Mr. Jones began his career as a Cryptologist with the Department of Defense, where he advanced "least cost routing" and designed the TSM global network monitoring system as well as other projects with the National Security Agency and the Naval Research Laboratory. He also worked for Vredenburg (now a part of CACI International) from 1992 to 1994, and Piper Rudnick LLP from 1994 to 2000.

His technology portfolio includes development of infrastructure, knowledge systems, implementing and integrating enterprise systems and developing networking security plans. His background also shows his technical expertise in developing software for the web and personal computers, and developing technology resources.

Mr. Jones holds a BS in Science degree from United States Naval Academy, Annapolis and did his graduate studies in Business Administration at Averett University.

MODERATOR & PRODUCER:

Stan Tomsic

Partner

ACODA Technology & Investments, LLC

Stan Tomsic is a partner of ACODA Technology & Investments, LLC, which specializes in strategic assistance to technology, software and services companies by providing management, funding, marketing guidance, mergers and acquisitions and business expertise to help companies attain their highest success goals.

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 has a BS degree in Economics from the University of California, Santa Barbara. His experience in the software industry spans almost thirty 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, he 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 to profitability and in its subsequent acquisition by Fujitsu Corp.

Stan specializes in helping companies increase their revenue flow, obtain funding and position their organizations and products to achieve their corporate strategic objectives.

Stan serves as a member of the board of directors and advisor for several software companies, is a member of the Caltech/MIT Enterprise Forum Executive Committee, and is an active member in Pasadena Entrectec, the Software Council of Southern California, and Japan Exchange Trade Organization (JETRO).

SPONSORS



Founded in 1991 as the Software Council of Southern California, now the Technology Council, has a 15 year history of supporting technology companies across throughout the region.

- The Technology Council develops targeted, content-driven programs that encourage interactive discussions between presenters and attendees, as well as two flagship events - VentureNet™ and the annual Industry Awards - that are regarded as among the most influential in the region.
- The Technology Council provides opportunities for executives to meet and develop mutually beneficial relationships with people that will make a significant difference in their ongoing corporate and professional development, including both peers from other technology firms and senior partners from some of the most highly-regarded and well-respected professional services and capital firms.
- The Technology Council is a resource for referrals, and disseminates important industry information through the press, its website and the *SCribe newsletter*.

Grossberg, Butner & Speed Certified Public Accountants

Grossber, Butner & Speed offers a wide range of services to individual and business clients. Clients benefit by getting a personalized, quality service that is the result of years of advanced training, technical experience and financial acumen. The firm offers a wide range of services, which include consulting, audits, reviews and compilations, financial forecasts and projections, financial statements, business valuations, and payroll. The company takes pride in its continual investment of time and resources in professional continuing education, state-of-the-art computer technology and extensive business relationships as an indication of its commitment to excellence.



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