

Betting Your Company On An Internet Platform? *Picking One That Can Deliver Success*

KEYNOTE SPEAKER

Peter Coffee

Director of Platform Research

Salesforce.com

(Formerly - Technology Editor for eWeek)

Peter Coffee is Director of Platform Research at salesforce.com. He joined the company in January of 2007 after spending 18 years as a technology analyst and columnist at the industry magazines *eWEEK* and *PC Week*. He currently works with enterprise and commercial developers to clarify their requirements for use of the Salesforce Platform in developing and deploying Software-as-a-Service applications.

Peter was previously the first manager of PC planning at The Aerospace Corporation, where he also worked in space systems applications of artificial intelligence techniques. Before that Peter was a Senior Engineer working in arctic project management and chemical facility construction at Exxon. He holds an engineering degree from MIT and an MBA from Pepperdine University, where he also served as a faculty member for information systems management; he has held other faculty appointments in computer science at UCLA and in business analytics at Chapman College. He is the author of two books, *How to Program Java* and *Peter Coffee Teaches PCs*.

PRESENTERS/ PANELISTS

Craig Ogg

Co-Founder

Freshly Grated Software

Former VP of R&D, Stamps.com

Prior to his about-to-be released new venture, Craig Ogg was CTO of ThisNext, Inc., a social commerce company he co-founded in early 2005 backed by Clearstone Venture Partners and Anthem Ventures. Craig's experience includes 20+ years in commercial software development and product design.

Developing consumer internet services since 1996, he was among the first employees of Stamps.com. As Vice President of R&D he developed the architecture of postage-by-internet. Other products he has been responsible for include CyberMedia's Oil Change, PeopleLink, and Nantucket's Clipper compiler for dBase. This is the sixth startup that he has co-founded.

Joe Andrieu
Founder and CEO
SwitchBook

Joe Andrieu is the Founder and CEO of SwitchBook (<http://www.switchbook.com>), a user-driven Search startup based in Santa Barbara, California.

Joe started SwitchBook in 2006. Prior to SwitchBook, Joe served as Technology Director at NavExcel, a UK-based adware company and was Founder and President of Realtime Drama from 1999 through 2004. He has been involved in the Internet as an entrepreneur and consultant since 1994. He founded the Internet Developers Association, which, through a series of mergers and acquisitions, became the Association of Internet Professionals.

Joe serves as the chair of the Standards Committee for Project VRM (<http://projectvrn.org>), an initiative led by Doc Searls and based out of Harvard University's Berkman Center for Internet & Society (<http://cyber.law.harvard.edu>). Project VRM is an open development initiative to reinvent the marketplace through user-driven tools that enable individuals to get more out of their relationships with vendors. VRM is Vendor Relationship Management, the reciprocal of CRM.

Joe earned a Bachelor of Science at the California Institute of Technology. He blogs at <http://blog.joeandrieu.com> on topics of VRM, identity, and user-driven search.

Marc Canter
CEO
Broadband Mechanics

Marc Canter is founder and CEO of Broadband Mechanics which produces PeopleAggregator, a white label social networking platform. Previously, he founded Macromind, which became Macromedia. Marc is widely credited with helping to give birth to the nascent multimedia industry in the 1980's.

Marc has built interactive music videos, interactive TV talk shows, location-based entertainment operating systems and several one-off Interactive TV and "digital cities" systems during the 1990's.

Marc blogs at marc.blogs.it and is a leader of open social networking, digital lifestyle aggregation and bringing social to software memes.

He is co-founder of "Identity Gang", ourmedia.org, structuredblogging.org, and is co-author of the "Bill of Rights for Users of Social Media".

Marc is a trained opera singer, and father of five.

Mark Suster
Partner
GRP Partners

Mark joined as a partner of GRP, one of the largest VC's in Southern California with \$1.2 billion under management, in 2007 after having worked with GRP for nearly 8 years as a two-time entrepreneur. Most recently Mark was Vice President, Product Management at Salesforce.com following its acquisition of Koral, where Mark was Founder and CEO. Prior to Koral, Mark was Founder and CEO of BuildOnline, the largest independent global content collaboration company

focused on the engineering and construction sectors, which was acquired by the Sword Group. Earlier in his career, Mark spent nearly ten years working for Accenture in Europe, Japan and the U.S. Mark received a BA in Economics from the University of California, San Diego, and an MBA from the University of Chicago. He is a dual citizen of the US and the UK.

MODERATOR

Stan Tomsic

Vice Chairman, Executive Committee

Caltech/MIT Enterprise Forum

Administrator

Business Technology Center of Los Angeles County

Stan Tomsic was recently appointed Administrator of the Business Technology Center of Los Angeles County (BTC), which is a project of the Community Development Commission of Los Angeles County. The BTC is an accelerator incubator for technology-based entrepreneurial companies that is dedicated to assisting start-ups and early stage technology firms to grow and prosper.

Stan has been a partner of ACODA Technology & Investments, LLC, a firm specializing in investments, mergers and acquisitions, strategic assistance, and business consulting for technology and services companies.

Stan's experience in the technology and software industries spans over 25 years. During his career, Stan produced record revenues for several companies which earned him numerous achievement awards including ICP Million Dollar Sales awards for eleven consecutive years.

Stan co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. He also was founder and CEO of Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market.

Later, 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 in 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 a member of the Pasadena Angels and serves as a member of the board of directors and advisors for several technology and software companies. He is Vice Chair of the Executive Committee of the Caltech/MIT Enterprise Forum, and is an active member in the Technology Council of Southern California, Japan External Trade Organization (JETRO) and Entretch.

PRODUCERS

Michael M. Krieger, Ph.D.

Attorney at Law

Willenken Wilson Loh & Lieb LLP
and Astrobotic Technologies, Inc.

Michael Krieger has practiced high technology business and intellectual property law for more than 20 years. His practice focuses on strategic counseling, litigation and preventive methods to both secure and exploit clients' key IP assets, from patents to web content. This emphasis ranges from patent litigation to issues involving development, licensing, services, and dispute resolution in the software and Internet arenas. His clients have ranged from start-ups to industry leaders, as well as the United Nations and technology transfer initiatives. He also has been an expert in technology litigation.

With degrees in mathematics (B.S., Caltech; Ph.D., UCLA) and law (UCLA), Michael spent 15 years on the MIT Mathematics and UCLA Computer Science faculties and as a Fulbright Scholar prior to practicing law. This background catalyzed early involvement with the law affecting encryption, the domain name-trademark clash, and open source, as well as IP litigation for content providers and patent holders.

Michael serves on the Board of the Enterprise Forum, and was member of the founding Board of the Business Technology Center in Altadena. He organized and frequently teaches a graduate seminar in technology law and business issues for UCLA's Computer Science Department. Currently he is Of Counsel to the Los Angeles litigation boutique Willenken Wilson Loh & Lieb LLP, and is serving as General Counsel for Astrobotic, the consortium committed to winning the Google Lunar X-Prize in 2009.

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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 *SC* *scribe* newsletter.