

**Entrepreneurial Opportunities in Software:
*Is Cloud Computing Software's next Silver Lining?***

SPEAKERS

Peter Coffee

Director of Platform Research
Salesforce.com
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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 Salesforce.com's Force.com 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*.

Henry J. Sienkiewicz

Technical Program Director, Computing Services
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Henry J. Sienkiewicz is the Technical Program Director, Computing Services Directorate, Defense Information Systems Agency, in Washington, D.C.

Mr. Sienkiewicz was born in Charleston, South Carolina and was raised in Connecticut. He graduated in 1985 from the University of Notre Dame, Notre Dame, Indiana, with a Bachelor of Arts Degree in Government and International Studies. He spent his sophomore year as an exchange student at the National Taiwan University, Taipei, Taiwan. Mr. Sienkiewicz was awarded a Masters of Science degree in Business (Information Technology Systems) from Johns Hopkins University, Baltimore, Maryland in 1996.

Upon graduating from Notre Dame, he was commissioned an infantry second lieutenant in the United States Army. As a lieutenant he served at Camp Greaves, Republic of Korea and at Fort Dix, New Jersey. He served as a company commander during this period. Upon promotion to captain, Mr. Sienkiewicz branch transferred into the Signal Corps. As a Signal officer, he served at as a Camps Greaves and Casey, Republic of Korea and at Fort Ritchie, Maryland. He served 11 years of active service.

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In 1996, he left active duty and joined OAO Corporation, Greenbelt, Maryland, as its Director for Corporate Information Services. He focused on corporate metrics, technology standardization and business development. Mr. Sienkiewicz was one of the architects of the winning outsourcing proposal for NASA's Jet Propulsion Laboratory's DNS contract. In 1998, Mr. Sienkiewicz joined User Technology Associates, Arlington, Virginia, as its Director, Corporate Information. He focused on corporate metrics and developing a commercial outsourcing business unit.

In 1999, he left government contracting to enter the travel industry as the Vice-president for Computing Service for the Airline Tariff Publishing Company (ATPCO), Dulles, Virginia. At ATPCO, he was directly responsible for the daily distribution of over 97% of the pricing information for the global airline carrier community. He formulated and instituted numerous initiatives to include corporate governance metrics using the Balanced Scorecard framework, comprehensive short and long term capacity management, and the web delivery of all business critical services. In all three positions, he was a direct report to the company's President/Chief Executive Officer or President/Chief Operating Officer. During this period he remained a member of the United States Army Reserve, initially serving a Signal Observer Controller with the 78th Regiment, Baltimore, Maryland, and subsequently with the Defense Information Systems Agency.

In 2004, he was mobilized and returned to active duty. During his mobilization tour, Mr. Sienkiewicz served with US Central Command J6 as the Chief, Business Management Branch. He returned to DISA as a reservist in 2005. Mr. Sienkiewicz retired from the United States Army Reserve in July 2008, with the rank of lieutenant colonel.

In 2005, Mr. Sienkiewicz left ATPCO to start and run Open Travel Software, an open source, open standards software company. He had been the company's Chief Executive Officer until assuming his current position. Open Travel Software provides web-based enterprise resource planning solutions for small and medium hotels and car rental agencies throughout the world. The company has won multiple awards for innovation within the travel industry. As of April 2009, the company has delivered over 6000 instances of its applications, in 14 languages, to every region of the world.

Mr. Sienkiewicz actively supported open standards for the travel industry as a member of the Open Travel Alliance's architecture committee. The Open Travel Alliance is the standards body for the travel industry. He is a founding member of George Washington University's technology transfer council and had been Entrepreneur-in-Residence for the University. In 2006, he completed and published his first book, *Centerlined*. Mr. Sienkiewicz retains professional memberships in numerous organizations to include the National Association of Corporate Directors, AFCEA, and MindShareDC.

Joe Andrieu
Founder and CEO
SwitchBook
www.switchbook.com

Joe Andrieu is the Founder and CEO of *SwitchBook*, a user-driven Search startup based in Santa Barbara, California.

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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 Chairman 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.

Feyzi Fatehi

Chief Executive Officer
Corent Technology, Inc.
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Feyzi has over twenty years of experience in building high-performance high-tech businesses including multiple business units at HP and four software start-ups in Silicon Valley and in Southern California. Two of these companies were named among the annual Red Herring 100, with valuations from \$100 Million to \$1 Billion. Corent was recently named the winner of the 2009 Emerging Software Company of the Year award.

He has been a keynote speaker around the globe from Sidney to Singapore, and from Washington DC to London and Rome. He has also been a speaker at events hosted by Harvard, Wharton, Pepperdine and UCLA Anderson School of Management.

Feyzi is a patent holder for the design of the first real-time database. He earned a bachelor's degree in Solar Engineering, a master's degree in Computer Science and an MBA in International Management. He received his director certification from UCLA, and is a graduate of Anderson School of Management's prestigious M&A program.

Feyzi was elected to the board of the Technology Council of Southern California in 2007, and the Chairman of its Orange County chapter in 2008.

Bruce Hallett

Managing Director
Miramar Venture Partners
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Bruce Hallett is a founder and Managing Partner of Miramar Venture Partners, an early stage venture capital fund that invests primarily in Southern California. With an emphasis on backing top local entrepreneurs with innovative projects in IT and internet-driven businesses, Miramar is leading investments in some of the region's most prominent start-ups including FastSoft, SiliconSystems (recently acquired by Western Digital Corp.) and Solarflare Communications.

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Bruce brings over 20 years of deal development, company-building and strategic management expertise to Miramar and its portfolio companies. Working closely with the CEOs, directors and senior management in these companies, he emphasizes disciplined capital deployment, recruitment of top tier talent and innovative product development in rapidly-growing markets. Prior to founding Miramar, Bruce served as a corporate finance strategist and lead counsel to high growth technology companies, venture capitalists and investment banks. Bruce was recognized as one of Southern California's leading technology counsels, and was selected by members of the California State Bar as one of the 100 most influential attorneys in California.

As a partner in two of Silicon Valley's leading law firms, Bruce orchestrated initial public offerings, venture financings and liquidity events for many high profile technology companies in Southern California, including Broadcom, Buy.com, Exult, PairGain and Applied Semantics (acquired by Google in 2003).

Bruce received his B.A. magna cum laude from UC Irvine and his J.D. from UCLA. In addition to serving as Chairman of the Chief Executive Roundtable at UCI, Bruce also serves on the Board of Directors of the Orange County Venture Group, Paul Merage School of Business at UCI, and OCTANE, an alliance of entrepreneurs, venture capitalists and universities to drive innovation and accelerate the growth of the technology business in Southern California.

Stan Tomsic, Jr.

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Stan Tomsic is the 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 high technology, entrepreneurial companies that is dedicated to assisting start-ups and early stage technology firms to grow and prosper.

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

Stan's experience in the technology and software industries spans over 25 years. 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. He co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. After its acquisition by CA, he was founder and CEO of Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market. He was later 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 is a Pasadena Angel and serves as a member of the board of directors and advisors for several technology and software companies, is Chairman 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 Entrettech.

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