

Caltech/MIT Enterprise Forum
October 10, 2009

Successful Entrepreneurial Leaders:
From Scrappy Founders to Polished Professional Managers

SPEAKERS

Susan Resnick West

Associate Clinical Professor

USC Annenberg School of Communication

<http://annenberg.usc.edu>

Susan Resnick West is a Professor at the Annenberg School of Communications at the University of Southern California. An active consultant and researcher, Dr. West specializes in leadership development and evaluation to enable strategic change. Prior to joining Annenberg, Dr. West was a research scientist at the Center for Effective Organizations in the Marshall School of Business at the University of Southern California. She has held management positions in the public and private sector, and is co-author of *Designing Performance Appraisal Systems*, and several articles on performance appraisal, the management of professional employees, and the evaluation of strategic change efforts. Dr. West teaches graduate courses in Entertainment Industry Leadership, Global Leadership and Executive Decision Making. She received her B.A. and Ph.D. from UCLA.

Bernard Louvat

President & CEO

TouchCommerce

www.touchcommerce.com

Bernard is responsible for the strategic direction and management of the company. He brings more than 20 years of experience in growing retail and technology-based businesses in North America, Europe and Asia.

He started his career as a strategy consultant at Bain & Company in the Retail/Consumer Practice. He was then founding CEO of two corporate retail ventures (The Disney Store France and Office Depot France), and of two US based venture backed ecommerce and technology ventures (Bizbuyer.com and Evolution Robotics) as well as General Manager with Ticketmaster-CitySearch, an IAC company and pioneer in ecommerce.

Upon his appointment as new CEO of TouchCommerce in early 2005, he developed and executed a strategy to provide large ecommerce websites with technologies and services to increase their conversion on a pay-for-performance basis while improving the customer experience.

The company was rapidly successful in lifting considerably the online conversion of its clients and became a leader in the market for online conversion optimization.

Bernard holds an MBA with Distinctions from Harvard Business School and a BA in Business Administration from HEC, Paris, France.

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Louise Wannier

Founder & CEO

myShape

www.myshape.com

"I have always loved fashion, color and design, and solving problems. We built myShape to offer great clothes for busy women. Personally, I don't have time to shop. Usually I try to squeeze it in between meetings or when traveling. My broader hips just don't work with many of the styles that are out there, and I love clothing that has a bit of something different that expresses me."

A serial entrepreneur and technological innovator with a passion for transforming the consumer experience as well as fashion and design, Louise Wannier founded myShape to mesh online technical innovation with a larger consumer purpose that makes online shopping delightful. Louise has founded and built four companies including prior consumer leadership success as co-founder and COO of Gemstar U.S. and CEO of Gemstar Europe. Gemstar's VCR Plus+ was the most successful consumer electronics product since the Sony Walkman, and was taken public with a market capitalization of over \$500 million. Louise has an MBA from the Anderson School at UCLA, a B.S. from Caltech and a professional degree in textile design from the Fashion Institute of Design and Merchandising.

Jeff Lawrence

President & CEO

Clivia Systems

www.cliviasystems.com

Co-Founder, formerly President and CEO

Trillium Digital Systems

www.trillium.com

Jeff is a Co-Founder and President of the Common Grant Application; founder and Trustee of The Lawrence Foundation; Director of Guidance Software and founder, President, and CEO of Clivia Systems. The Common Grant Application is an online grant management system and common application for non-profit grant-makers and grant-seekers. The Lawrence Foundation is a family foundation that makes grants to non-profit environmental, health, human services, and other causes. The foundation has made grants of over \$3 million since its inception. Guidance Software (NASDAQ:GUID) provides eDiscovery, data discovery and computer forensic solutions to government, corporate, and law enforcement organizations. Clivia Systems provides business and technology advisory services. Jeff formerly served as Chief Technology Officer of Intel's Network Communications Group, and was also the Co-Founder, President, and CEO of Trillium Digital Systems (which was acquired by Intel in 2000 for \$300 million). Trillium developed and licensed communications software to telecommunications equipment manufacturers. Jeff has over 25 years of experience in the development of software, hardware, and systems for wireless, broadband, Internet, and telephone networks. Jeff received a BS in Electrical Engineering from UCLA in 1979. Jeff was co-recipient of the Greater Los Angeles Entrepreneur of the Year award and the UCLA School of Engineering's Professional Achievement award. Jeff sits on a number of advisory boards, and writes and speaks on technology, entrepreneurship, philanthropy, economics, and ethics.

Jason Nazar

Co-Founder & CEO

Docstoc

www.docstoc.com

Jason is the Co-Founder and CEO of Docstoc.com, the premier online community to find and share professional documents. Before starting Docstoc, he was a partner in a venture consulting firm in

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Los Angeles where he worked with dozens of startups. He holds a BA from UCSB and a JD/MBA from Pepperdine University, and he was the Student Body President of both Universities.

Jim Jonassen

Founder

JJ&A Venture Search

www.VentureSearchLLC.com

Jim is the Founder of JJ&A Venture Search based in Los Angeles. The secret to Jim's success in his twenty-five years as a recruiter in the California market is that Jim has been a successful entrepreneur. He doesn't just talk the talk—he has walked in his clients' shoes. In addition to having personally led over 600 searches in his career, he also founded and built two successful software companies, leading one through acquisition and IPO, and the other to ongoing profitability. After founding the company in 1986 and serving as CEO until 1993, he is now chairman of Micro J Systems (www.microj.com), a developer of software solutions for the search and staffing industry that is profitably operated today and has 2,000 staffing firms and HR organizations as customers. Later, Jim co-founded and served as CEO of PeopleMover, Inc., a VC-backed enterprise software company delivering professional services automation (PSA) software and solutions to firms including CSC, Robert Half Intl., Modis, Ernst & Young, and BEA Systems. PeopleMover merged with Opus360 (now a part of Artemis Intl. Solutions Corp. <http://www.aisc.com/>) in early 2000, and together they went public in April of that year. As testimony to the respect and trust granted Jim by the industry's entrepreneurs and talent alike, the Software Council of Southern California (now the Technology Council of Southern California www.tcosc.org) named Jim Jonassen its 1999 *Software Entrepreneur of the Year* and he has been listed among the Top 25 People in High Technology three times by the *Los Angeles Business Journal*.

Andy Wilson

Managing Director/Founder

Momentum Venture Management LLC

www.mvmpartners.com

Andy has a strong track record as a senior executive in early stage companies and brings particular expertise in product development and operations. Prior to founding Momentum Venture Management, he served as Senior Vice President of Global Product Management & General Manager of New Ventures at Overture Services, a Pasadena-based advertising services and marketing company that was acquired by Yahoo! for \$1.7 billion. Previously he was President & COO of RiverOne, a high-tech supply chain ASP, where he raised more than \$50 million of VC investment and built the management team and grew the organization to more than 150 employees. He spent three years at Bowne & Company (DESI), where he led the Western U.S. region from start-up to \$50 million in sales/600 people and was promoted to Senior Vice President Strategic Operations and Chief Information Officer (CIO) for the entire multi-hundred million dollar business unit. Andy holds an engineering degree with honors from Dartmouth College and received his MBA with a concentration in operations and technology management from Harvard Business School. While with MVM, Andy spearheaded the raising of Momentum's bridge funds (Fund I and Fund II) and has led various portfolio companies through the business planning and capital raising process. Representative projects include:

- As Vice Chairman of HostedSupport.com, Andy helped reconstitute the core business proposition and go-to-market strategy. He was the lead on securing \$3mm of institutional capital, and personally sourced and hired most of the senior management team.
- Once again, in the Vice Chairman role Andy worked with the nQueue team to establish and articulate the company's business opportunity through a structured business planning

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process. He assembled a \$1.5mm angel Series A financing in 2004, and then another \$1.5mm B round in 2005. Andy became interim CEO at nQueue during a 9 month restructuring period.

- Andy joined Blue Lava Group as the vice chairman in 2004. He secured a well-respected venture capital firm to lead the \$2mm series A round, and subsequently identified and secured a world-class advisory board that also contributed an additional half million dollars of investment capital.
- Andy joined Digital Performance as the CEO in 2006. He led all initial business development and fundraising activities, ultimately securing two prominent venture capital firms to lead the \$2.5mm Series A round. He subsequently hired a leading CEO from Autobytel to lead the company on a going forward basis.
- He is currently the CEO for ISAccountable, a data center management and analytics company founded by the ex-CTO of HP OpenView. He is leading the transformation of the company from a software development company to commercial product delivery company. He will lead the company in the venture process later in 2009 after the first half dozen customer contracts are secured and implemented.
- Concurrently he is Vice Chairman of Brown Bag Naturals which delivers healthy nutritious lunches to Southern California Schools. He is leading strategic business development with the likes of Nestle and Trader Joe's and structuring a small angel round to help underwrite expansion to additional geographies.

Andy currently serves on the following boards: DPI (Chairman) & Brown Bag Naturals (Vice Chairman). He is also a member of the Executive Committee for the Caltech/MIT Enterprise Forum, and serves on the Pasadena Planning Commission.

Jon Atzen

Partner

DLA Piper LLP

www.dlapiper.com

Mr. Atzen has devoted virtually his entire career to working with leading entrepreneurs and innovators and emerging and established companies primarily in the Southern California region. He focuses his corporate practice on representing emerging growth and established companies, and venture capital and private equity funds in such technology sectors as life sciences, semiconductors, wireless communications, internet, software and clean/alternative energy technologies.

Mr. Atzen has extensive experience with venture capital financings representing venture-backed companies and venture capital/private equity funds. In addition, he provides corporate and strategic counsel to publicly-traded companies with respect to securities offerings including initial public offerings, secondary offerings, PIPEs and spin-offs, and reporting and compliance matters under the Securities Exchange Act of 1934. Mr. Atzen also has significant experience in public and private company mergers and acquisitions.

Mr. Atzen comes to DLA Piper from publicly traded Advanced Cell Technology, Inc. where he served as a member of senior management in the role of Senior Vice President, General Counsel and Corporate Secretary. Most recently, Mr. Atzen worked as a venture partner and counsel to Anthem Venture Partners. Prior to that, he was associated with or a partner in several leading corporate law firms.

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Ira Moskatel

Counsel

Arnold & Porter LLP

www.arnoldporter.com

Ira Moskatel's practice focuses on the representation of businesses that depend on intellectual property or technology, including computer software and hardware, electronics, semiconductors, optics, entertainment, publishing, communications, and electronic commerce, with emphasis in licensing, mergers and acquisitions, joint ventures, strategic alliances, and technology strategies. In addition, he consults regularly in litigation matters involving issues in the physical sciences as well as information technologies.

Mr. Moskatel was a founder of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering) and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a certified specialist in taxation law by the Board of Legal Specialization of the State Bar of California. Mr. Moskatel has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association, of the Caltech/MIT Enterprise Forum, and as a member of the Technical Review Committee of the Los Angeles Regional Technology Alliance. He has lectured and written extensively for major publications on legal aspects of technology, electronic commerce and data security.

Mr. Moskatel received a JD from the University of Southern California Law Center, where he was elected to Order of the Coif, and the board of editors of the *Southern California Law Review*.

Ashish Soni

Director/Faculty, IT Program

USC Viterbi School of Engineering

<http://viterbi.usc.edu>

Ashish Soni is a faculty member and Director of the Information Technology Program (ITP) at the Viterbi School of Engineering at the University of Southern California. Under his leadership the department has experienced a significant turnaround in the quality of instruction and become a campus wide leader in integrating emerging instructional technologies both in and out of the classroom.

Ashish is actively involved with the technology industry and consults with startups and Fortune 500 companies in the areas of digital strategy and innovation, social media, online communities, online advertising and emerging Web 2.0 technologies. He is an expert in the strategic and innovative use of technology across different disciplines, and is interested in the intersection of technology and medicine, journalism and social work. He was a strategic advisor to Office of Intelligence at the U.S. Department of Energy, and helped them conceptualize a Global Online Knowledge Ecosystem. He is currently designing a social media and interaction platform for an organization focused on business social responsibility. He is also currently leading a team to build mobile applications that interface with medical devices in collaboration with the Keck School of Medicine at USC. He sits on the advisory board of several organizations including the MySpace Incubator, Slingshot Labs. He keeps his pulse at the edge of the digital world, and is deeply knowledgeable about trends, emerging solutions, platforms and opportunities.

Ashish also teaches classes at USC in the areas of Web 2.0 and Social Media, Building Web Startups, Online Marketing and Strategic Technology Management.

Mr. Soni holds an MS in Computer Science from the University of Southern California.

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Kevin DeBré is a partner with Stubbs Alderton and Markiles, LLP, where he leads the firm's intellectual property and technology transactions practice. His focus is advising companies engaged in building businesses based upon technology or the commercialization of intellectual property. Kevin is a business lawyer, a registered patent lawyer and a former engineer. His clients include software companies, businesses engaged in mobile commerce, semiconductor design firms, electronics and hardware manufacturers and Internet businesses. Kevin's experience as an Internet lawyer dates back to 1995 when he represented Cisco Systems, Inc. and a year later when he was the principal technology lawyer for Geocities. Kevin has been selected among his peers as a *Southern California Super Lawyer* in 2006, 2008 and 2009.

Kevin is the author of "Licensing of Trade Secrets and Know-How," a chapter of *Trade Secret Litigation and Protection in California*, an attorney's practice book published by the State Bar of California. In addition, Kevin is a contributing author of "Joint Ventures and Strategic Alliances," a chapter of *Intellectual Property in Business Transactions*, an attorney's practice book published by Continuing Education of the Bar, and he is an update author of "Exploiting Trade Secrets by Licensing" and of "Form Licensing Agreements and Provisions," two chapters of *Trade Secrets Practice in California (Second Edition)* published by Continuing Education of the Bar. Kevin has been quoted in numerous high-tech industry publications and has appeared on Bloomberg TV. Kevin is the founder and Chair of the Licensing Committee of the California State Bar Intellectual Property Section.

Prior to joining Stubbs Alderton & Markiles, LLP, Kevin was a partner in leading international law firms, including Brobeck Phleger & Harrison, LLP, where he headed the firm's technology transactions practice in Southern California. After law school, he served as a judicial law clerk for Hon. John G. Davies, United States District Court for the Central District of California. Kevin received his J.D. degree from University of California, Hastings College of the Law and B.S. degree from University of California, Davis.

Stubbs Alderton & Markiles, LLP is a corporate, securities and intellectual property law firm focusing on the representation of emerging growth and technology companies, middle market public companies, large technology companies, investors, private equity funds, investment bankers and underwriters, and clients in the entertainment industry. Our mission is to provide technically excellent legal services in a consistent, highly-responsive and service-oriented manner with an entrepreneurial and practical business perspective. These principles are the hallmarks of our Firm.

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Robert E. Bellack

Executive Vice President,
LA Times' New Ventures

Robert Bellack was named The Times Executive Vice President, New Ventures in August 2008, with responsibility for the company's development efforts, acquisitions and partnerships. In addition, he serves as Chairman of Zetabid, a venture of the Los Angeles Times Communications LLC, GoIndustry DoveBid and CataList Homes which expands access to the inventory of residential properties sold at auction and opens up the market to U.S. and international buyers.

Prior to his current role, Bellack was President of Digital Media, Classified and Development, overseeing development initiatives, new mobile and digital growth arenas as well as Classified advertising, with a focus on Web-based recruitment, real estate, and automotive categories. He has also served as senior vice president and chief financial officer for the Los Angeles Times as well as General Manager of The Times interactive businesses and the Recycler.

In 1997, Bellack left Tribune Company to cofound Classified Ventures, a joint venture between Tribune and other media companies that focused on online classifieds, developing well known brands like cars.com, apartments.com among others. While at Classified Ventures he served as the company's senior vice president and chief financial officer. He left the Company in 2004 to rejoin Tribune.

While at Tribune, Bellack served in various other executive roles including at Compton's New Media, as vice president of administration and operations/chief financial officer at Americomm Direct Marketing as vice president and general manager, and Tribune Publishing Company as director of Interactive Business Development.

Bellack holds a Bachelor of Science degree from DePaul University and an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University.