

## Symposia Panelist Bios

## The Johnson School

## Open Programming

## “Pains and Gains:”

## A Business Roundtable

Thursday, April 10

9:00 – 11:00 am

ILR Conference Center, Room 423

**Overview:** This will be a dialogue between a select group of young entrepreneurs and seasoned veteran entrepreneurs who will share perspectives on the exciting and challenging work of creating start-ups and early stage companies, growing those companies and ultimately harvesting value.

**Moderator:**

**Huck O'Connor '88**, *Managing Director, Orix Venture Finance*

**Young Entrepreneurs:**

**Jason Hogg MBA '02**, *CEO, Revolution Money*

**Brad Miller MD/MBA '06**, *President, Element Mobile*

**Sean Neville MBA '02**, *CEO, Simply Audiobooks*

**John Reilly MBA '07**, *VP, Business Development, Tetragenetics*

**Andrew Scirri '88, MBA '04**, *President, MedHesives*

**Justin Smithline MBA '04**, *CEO, Predict Systems*

**Brad Treat MBA '02**, *CEO, Mezmeriz*

**Seasoned Entrepreneurs:**

**Doug Brent MBA '86**, *Managing Partner, Brent Enterprises, LLC*

**Steven Gal '88**, *CEO, ProQuo*

**Doug Kahn MBA '79**, *CEO, Ahura Scientific*

**Michael Karangelen '90**, *Principal, TowerBrook Capital Partners*

**Jon Y. Klein '87**, *Founder, Top Line Strategy Group*

## Session 3:

**The Billion Dollar Gamble: Ideas that will Change the World...or Lose Fortunes: Alternative Energy Entrepreneurs**

Friday, April 11

8:00 – 9:30 am

Sage Hall, Room #B8

**Overview:** Clean tech covers a lot of ground. Our panel will focus on solar power, energy management and other alternative/clean solutions. Learn how clean tech ideas are lighting up the rest of the world.

**Panelists:**

**Marshall Chapin MBA '99**, *Senior Director of Business Development, EnerNOC*

Chapin currently leads all sales efforts for EnerNOC in New England, the company's largest region, managing over 70 percent of the company's revenue. Previously, Chapin led the marketing team to and through EnerNOC's NASDAQ IPO. In eight months he grew the marketing team from four to 13 employees, and was responsible for market analysis and planning, lead generation, marketing plan execution, web presence and sales processes and tools. Prior to joining EnerNOC, Chapin was Chief Operating Officer of Envision Schools, a nationally recognized non-profit dedicated to quadrupling the number of first-generation college-bound students in urban areas by starting small, high performing public high schools. In three years, Chapin orchestrated an expansion from three to 90 employees and opened four new public high schools serving more than 1,000 students. He managed all operations, human resources, technology, finance, and facilities. Marshall holds an MBA from The Johnson School of Management at Cornell University and a BA in Philosophy from Kenyon College in Gambier, Ohio where he was an NCAA All-American and was recently inducted into the Kenyon Athletic Association Hall of Fame. He served as a Big Brother, was a board member of Habitot Children's Museum in Berkeley, CA, played professional soccer in England, and sang Berlioz's Requiem and Handel's Messiah in Carnegie Hall.

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**Leslie Fritzeimer**, *Founder and CEO, Wakonda Technologies*

Les Fritzeimer is founder and CEO of Wakonda Technologies, Inc. Fritzeimer has been involved in the development and commercialization of diverse high technology products for over 19 years. Prior to Wakonda, he was a consultant to the small businesses Director of Business Development and Technology Commercialization at the Infotonics Technology Center. He specialized in intellectual property strategy, market development and government business procurement. Fritzeimer assembled and led American Superconductor Corporation's second-generation product development effort from 1996 to 2002. His team there still leads in worldwide efforts to produce low-cost, high-performance superconducting wire to enable broad benefits in transportation and the electric power infrastructure. Fritzeimer was also active in leading the development of advanced materials for aerospace applications during 12 years at Rockwell International's Rocketdyne Division. He was honored as Rockwell Engineer of the Year in 1984 and received the Rockwell Chairman's award for Team Excellence in 1995. Fritzeimer holds a PhD from Columbia University and an MBA from California Lutheran University. He has been awarded 22 US Patents.

### Session 3:

#### **The Billion Dollar Gamble: Ideas that will Change the World...or Lose Fortunes:**

#### **The Serial Entrepreneur**

Friday, April 11

8:00 – 9:30 am

Sage Hall, Room #B9

**Overview:** Discuss why entrepreneurs who have made millions continue to start new companies over and over again. Is it an “entrepreneur” gene? A compulsion to start something new? Experienced entrepreneurs will share their views.

#### **Moderator:**

**Steven Gal '88**, *Chairman and CEO, ProQuo*

In more than a decade as a technology entrepreneur,

founding and leading companies, Steven Gal has become an established expert in identity management and information privacy. Prior to joining ProQuo, Gal co-founded and helped build ID Analytics, Inc., the identity risk management company, where he led sales and marketing efforts for the company's market entries into the US and UK markets as well as the consumer, government and healthcare markets, and established the company's pioneering privacy and regulatory structure. Prior to ID Analytics, Gal was Group Vice President at HNC Software, Inc. (acquired by Fair Isaac) where he had general management responsibility for an HNC business unit focused on end-to-end data management and analytic marketing optimization for some of the world's largest credit card issuers. Prior to joining HNC, Gal ran global marketing and business development organizations in the enterprise software industry at companies such as Prime Response, Inc. (IPO, acquired by Chordiant Software) and Inference Corporation (Public turnaround, acquired by eGain Communications). He also co-founded and served as President and CEO of Semio Corporation (acquired by Entrieva). Prior to entering the technology industry, Gal was an Associate Professor in the Entrepreneur Program at USC's Marshall School of Business, where he taught entrepreneurship and strategy. He also spent several years on Wall Street in risk arbitrage and on the floor of the New York Futures Exchange. Gal is an attorney and a member of the California Bar, and sits on the Boards of Directors of ProQuo, and not-for-profits Identity Theft Resource Center and CARS Inc. of Jewish Family Services as well as the Advisory Council for **Entrepreneurship@Cornell**. He also holds a Doctor of Jurisprudence degree from the University of Southern California School of Law and a Bachelor's Degree from Cornell University.

#### **Panelists:**

**Saeed Amidi**, *Founding General Partner,*

*Amidzad; CEO, Plug and Play Tech Center*

Amidi has been a technology investor since 1996 and co-founded Amidzad in 2000. He is a serial entrepreneur and a seasoned executive with over 23 years of experience in founding, operating and

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growing successful companies. He has been closely involved with more than 20 new emerging growth companies, two of which became public companies—PayPal (acquired by eBay), and Preview Systems. His recent passion is inspiring startups out of universities. In this capacity, he is working closely with MIT, Cornell, Harvard, Stanford and other universities. His recent investments out of universities include:

- Stanford: Melodis, OpTrip
- MIT: AnswerU, TokBox
- Cornell: Sendori, The College Freeway, TechDirt
- Berkeley: Pollection

Successful investments through Amidzad in 2007 also include: MyWaves, Lending Club, Melodis, and Clearspring. In 2008, Amidi would like to look at and invest in 20 opportunities. Amidi is an active member of the technology community and a frequent contributor to numerous charitable foundations. He is also an active member of the Young Presidents Organization (YPO), a world-class network of Fortune 500 CEOs, accomplished serial entrepreneurs, and veteran financial executives.

#### **Paul Breitenbach '92, MBA '95, CEO,** *Quickstore24 Systems*

Paul Breitenbach is one of the digital era's most successful marketing and product development entrepreneurs. He has founded a number of successful startups that currently have more than 40 million customers. Breitenbach is currently CEO of Quickstore24 Systems, a Stamford, CT based company that is leading the transformation of the "vending" industry into the digital age. Breitenbach is responsible for developing Quickstore24's strategic relationships and long-term vision and leads its product development efforts. To date, he and his team have developed a highly successful, much-loved-by-consumers Quickstore24 System, which transforms the consumer experience and dramatically improves sales of the old fashioned "vending" industry. Previously, Breitenbach was the original Chief Marketing Officer of Priceline.com, the groundbreaking "name your own price" company for airline tickets, rental cars and hotel rooms. With a market cap now over \$5 billion,

under Breitenbach's marketing leadership Priceline.com was one of only a handful of startups in US history to reach a billion dollars in annual sales in less than 24 months. Breitenbach was also responsible for Product Development for Cendant Membership Services. There he developed multiple new membership services, now each millions of members strong with hundreds of millions in annual revenues. Breitenbach and his wife have two children and live in Connecticut. He holds a BA in Sociology as well as an MBA from Cornell University.

#### **Douglas Kahn '74, Chairman and CEO, Ahura Scientific**

Kahn is an internationally recognized entrepreneur who brings more than 25 years of executive management experience to Ahura Scientific. He has an extensive track record of leadership in high technology companies and is tasked with guiding the company through the next phases of its development, driving rapid market penetration and growth. Prior to joining Ahura Scientific, Kahn was CEO and President of PanAmSat Corporation, a leading international provider of satellite-based communications services. He also served as Chairman and CEO of Easel Corporation, leading to a successful IPO and 10 years of growth. Kahn serves on the board of Tetragenetics, Inc. and AeroSat Corporation. He holds a BS in Engineering from Cornell University and an MBA from Stanford University.

#### **Daniel S. Simpkins '80, MEng '81, Founder,** *Chairman, and CEO of Hillcrest Laboratories, Inc.*

Daniel Simpkins founded Hillcrest Labs in 2001 with a team of experienced technical and business professionals to create a revolution in entertainment. Prior to founding Hillcrest, Simpkins was vice president and general manager of the SALIX Switching Division of Tellabs, Inc., which was established in 2000 when Simpkins sold voice-over IP leader SALIX Technologies to Tellabs for \$300 million. Simpkins founded SALIX in 1990 and continued as president and CEO through the sale. Simpkins currently serves on the board of advisors

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of Cornell University's BR Ventures and is a member of the prestigious Cornell University Council. He also sits on the advisory boards of several high-tech companies and is a member of CTAM. Simpkins served as an executive in residence for New Enterprise Associates (NEA), one of the country's premier venture capital firms. He is a frequent speaker at industry and business events and has authored many papers on both technical and business subjects. Simpkins earned a bachelor's degree in electrical engineering with distinction and a master's degree in electrical engineering, both from Cornell University.

#### Session 4:

#### **The Billion Dollar Gamble: Ideas that will Change the World...or Lose Fortunes: What's Next?**

Friday, April 11

10:00 – 11:30 am

Sage Hall, Room #B8

**Overview:** Entrepreneurs on the cutting edge of technology developments will talk about inventions that will literally change the way you live on a day-to-day basis. Expected coverage areas include nanotech, life sciences, IT and media.

#### **Panel Keynote and Moderator:**

**Jay Walker '77**, *Chairman, Walker Digital; Founder, Priceline.com*

Jay Walker founded Walker Digital, a privately-held R&D lab based in Stamford, CT in 1994 with the vision that consumer-focused applications that sit on top of large-scale networks will be a key driver of business growth. In total, Walker Digital has invented hundreds of solutions for many different kinds of business problems in fifteen different industries. Walker is best known as the founder of Priceline.com, which brought a new level of value to the travel industry. Today, Priceline is a profitable, billion-dollar public company with more than 10 million active customers. Walker also co-founded Synapse, a company that used the credit card processing network to revolutionize the magazine sub-

scription business. Walker served as the marketing leader for the company for five years during which he produced more than two billion pieces of direct mail and created a customer database of 25 million active buyers. For his work, he won the Direct Marketer of the Year award in 1999. Synapse is now a unit of Time Warner. Walker Digital employs teams of inventors, engineers and designers to solve problems using network technologies and a strong customer orientation. Walker is a named inventor on more than 800 issued and pending US and International Patents, making him one of the most prolific living inventors. The company often partners with Fortune 500 firms to license its innovations or bring its inventions to market. Walker's innovations have been widely recognized; he has twice been named by the editors of *TIME* magazine as one of the "50 most influential business leaders in the digital age;" *BusinessWeek* selected him as one of its 25 Internet pioneers most responsible for "changing the competitive landscape of almost every industry in the world;" and *Newsweek* cited him as one of three executives at the forefront of the Internet commerce revolution. He holds a BS degree in Industrial Relations from Cornell University. Walker and his wife, Eileen, have two children and live in Connecticut.

#### **Panelists:**

**David Berry '74, MEng '75**, *Principal, Flagship Ventures*

David Berry joined Flagship in 2005 while completing his MD from Harvard Medical School. Berry was previously awarded a PhD through the MIT Biological Engineering Division, where he studied the biological effects of complex sugars with advisors Professor Ram Sasisekharan and Professor Robert Langer. Berry also did his undergraduate work at MIT, graduating in 2000 Phi Beta Kappa and Sigma Xi, with a degree in brain and cognitive sciences. He was named as a member of the MIT Corporation - its Board of Trustees - in 2006. Berry's work has led to 11 peer-reviewed publications, over 20 patents and applications, as well as over 25 awards and honors including the prestigious Lemelson-MIT Student Prize in

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2005 for invention and innovation. Berry was also named as the Innovator of the Year by Technology Review in its 2007 TR35 list of the world's top 35 innovators under the age of 35. At Flagship, Berry focuses on investing in and founding early stage life science and clean-tech ventures and works closely with portfolio companies BG Medicine, T2 Biosystems, Epitome Biosystems and LS9.

#### **Jason Hogg MBA '02, Founder, President and CEO, Revolution Money, Inc.**

Jason Hogg was a founder of MBNA Canada and served as Chief Business Development Officer, responsible for establishing the bank's business development and marketing operations resulting in receivables of \$1 billion. Over five years with MBNA America, Hogg held executive positions in loss prevention, credit, compliance, sales and marketing. During this time, he co-founded MBNA's Sports Marketing practice, now a \$4 billion receivables business, and co-founded MBNA's credit counseling subsidiary, Financial Management Services, Inc. Hogg's extensive experience also includes COO and President positions at two technology organizations, Medsite, Inc. and HorizonLive, Inc., respectively. He is also a former Special Agent with the FBI and recipient of an Outstanding Contribution Award from the FBI Special Operations Division.

#### **Josh Wolfe '99, Founding Partner & Managing Director, Lux Capital; Editor, Forbes/Wolfe Emerging Tech Report**

Josh Wolfe is a co-founder and Managing Partner of Lux Capital focusing on the firm's venture investments in physical and life sciences. He has led Lux's direct investments in Nanosys, Molecular Imprints, Cambrios, Siluria, Crystal IS, Silicon Clocks and Magen. Wolfe sits on the Board of Crystal IS, Silicon Clocks, Lux Research (a research and advisory firm serving Fortune 100, government and buy-side clients) and Angstrom Publishing (a media joint venture with Forbes, Inc.). Before forming Lux Capital, he worked in Salomon Smith Barney's investment banking group, Merrill Lynch's financial futures options/government

strategy group and Prudential Securities municipal finance department. He has been published in *Nature Biotechnology*, *Cell Vision* and *The Journal of Leukocyte Biology*, leading medical/immunology journals. Wolfe graduated with distinction from Cornell University with a BS in economics and finance. Wolfe has a column at *Forbes* magazine, is the author of the "The Nanotech Report," Editor of the "Forbes/Wolfe Emerging Tech Report," and a co-founder of the NanoBusiness Alliance. He has been an invited keynote or guest lecturer at over 300 events and appears regularly in *Business Week*, *The New York Times*, *Forbes*, *The Wall Street Journal*, *Wired*, *CBS News*, *The New York Post* and has been a regular guest on CNBC's *Kudlow & Cramer*, *Bullseye* and *Closing Bell*.

### Session 4:

#### **The Billion Dollar Gamble: Ideas that will Change the World...or Lose Fortunes: Global Investments, Local Change (Previously "Combating Global Poverty")**

Friday, April 11

10:00 – 11:30 am

Sage Hall, Room #B9

**Overview:** Risk takers whose bold ideas are driving sustainable change will highlight their ongoing initiatives and describe their hoped-for positive impacts.

#### **Panelists:**

**Farouk Jiwa, Director, CARE Enterprise Partners** Since joining CARE in July 2005, Jiwa has been the Director of CARE Enterprise Partners, a social venture capital unit of CARE Canada that seeks lasting solutions to poverty through market-based approaches designed to unleash entrepreneurship in emerging economies. More recently, he has been appointed to the Strategic Programs team to provide technical advice on a number of economic and enterprise development projects in Africa and Asia supported by leading private foundations and being implemented by CARE International. He is also the Co-Founder and Director of Honey

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Care Africa, an innovative and award-winning fair trade private sector social enterprise promoting sustainable rural community-based apiculture across Eastern Africa. Jiwa previously worked with the Aga Khan Fund for Economic Development in East Africa, and served as a Consultant for the World Bank - IFC in the Balkans, the Swiss Foundation for Technical Cooperation in Tanzania, and CHF International in Ethiopia. His recent achievements include being recognized as one of the “Most Outstanding Social Entrepreneurs” by the Schwab Foundation at the World Economic Forum (2005). Other recent honors for his work include the Bryden Alumni Award from York University (2005), World Business Award from the Prince of Wales International Business Leaders Forum & UNDP for his contribution towards achieving the UN Millennium Development Goals (2004), Ismaili Youth Award for Entrepreneurship from His Highness Prince Aynn Aga Khan (2004), Equator Initiative Prize at the World Summit on Sustainable Development for his contribution to poverty reduction and biodiversity conservation (2002), and the International Development Marketplace Innovation Award from the World Bank & Soros Open Societies Institute (2002). Jiwa has served as an international jury member of the Supporting Entrepreneurs for Environment and Development (SEED) Awards funded by UNEP, UNDP and IUCN (2005), the Equator Prize in 2006, and the inaugural Canadian Social Entrepreneur of the Year Award in 2007. Jiwa is also a guest lecturer at a number of universities and business schools across North America. He is an Aga Khan Foundation Scholar as well as a Sauvé Scholar (McGill University) and holds a Masters in Environmental Studies from York University, a Post-Graduate Diploma in Business and Environment from the Schulich Business School, and a BSc in Environmental Biology from Queen’s University, all in Canada.

**Robert S. Katz**, *Associate, Knowledge and Communications, Acumen Fund*

As an Associate with the Acumen Fund, Katz researches, writes and speaks about “base of the pyramid” (BOP) business approaches to poverty alleviation and environmental degradation. He is the

co-founder and managing editor of [www.NextBillion.net](http://www.NextBillion.net), a web site and blog about enterprise and development. As a principal analyst of household survey data and co-author for *The Next 4 Billion: Market Size and Business Strategy at the Base of the Pyramid* (March, 2007), he studied BOP market structure and spending patterns extensively. Katz has consulted with a number of Fortune 500 corporations on BOP strategy, spoken to conferences from Tokyo to Bogota, and done scenario work for institutions such as the XPRIZE Foundation and the Institute for the Future, among others. He is also an active contributor to *Worldchanging: Another World Is Here*, an online magazine/blog and offline book about tools, models, and ideas to build a better future. Katz holds a BA in Political Economy from Georgetown University.

**Fernando Lima**, *Founder, Florestas*

In 2000, Fernando Lima launched Florestas, an organic beauty products company based in Brazil. The company and its premier beauty line, IKOVE, appear in outlets varying from spas and apothecaries to high-end department retailers and natural and organic stores in Japan, France and the United States. Since the launch of the company, Lima has focused on using the business to support the cultural and ecological integrity of Brazil. All ingredients are purchased from Amazonian cooperatives throughout the country. The products are harvested, processed and packed in the same community with the inspection of Ecocert in order to guarantee quality and add value. Moreover, by eliminating the middleman with direct purchasing, Florestas cuts cost and pays higher prices to local families – a practice that will soon earn the company a Fair Trade label from TransFair USA. Looking forward, Florestas plans to raise capital to open two Wellness Center and Spas, one in New York and the other in São Paulo. Prior to founding Florestas, Lima worked at Citibank and other global banking firms for more than 10 years. He holds a Bachelor in Economics from Pontificia Universidade Católica de São Paulo, a Masters of Business Administration from Universidade de São Paulo and a PhD in International Economics from Universidad de Barcelona.