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THE JORDAN,
EDMISTON
GROUP, INC.

JEGI Connected Conference
Julia Morgan Ballroom, San Francisco, CA
November 6, 2014

SPEAKER BIOS (ALPHABETICAL BY COMPANY NAME)

Jon Werner, Innovation Explorer, Adidas



Jon Werner works at the intersection of digital and sport to identify opportunities for innovation, to connect with external partners to develop new technologies, and to bridge the gap from emerging technology into simple, meaningful consumer benefits and experiences.

He previously was the founder of a mobile fitness company, Bones in Motion, which Adidas acquired in 2009. Prior to that, Mr. Werner has been a key member of four start-ups and served time at IBM as a software architect. He has three beautiful daughters, just celebrated his 29th wedding anniversary to his lovely wife, and resides in Austin, TX.

David Friedman, Co-Founder & CEO, Ayla Networks



David Friedman is the CEO and Co-Founder of Ayla Networks, a leading end-to-end cloud platform for the Internet of Things. Prior to founding Ayla Networks, Mr. Friedman served as Vice President, Business Development for ZeroG Wireless, a company providing low-power Wi-Fi products to the embedded space. In that role, he forged partnerships with leading micro-controller companies and built relationships with OEMs serving a variety of markets, including health, fitness, home controls, and smart energy.

Prior to ZeroG, Mr. Friedman was an early employee at Matrix Semiconductor, serving in various sales and marketing roles, before Matrix was acquired by SanDisk. In earlier roles, he helped drive pricing strategy at Intel, and was an analyst in the mergers and acquisitions group at Chase Bank. Mr. Friedman has an MBA from the University of Michigan and a BA from Colgate University; he holds five US Patents.

Ayla Networks has raised a total of \$25.4 million in funding, including a recent \$14.5 million Series B round in April 2014.

Brian Bedrosian, Head of Embedded Wireless, Broadcom



Brian Bedrosian is the Head of Embedded Wireless in the Wireless Connectivity Group at Broadcom. He is responsible for the company's emerging deeply embedded Wi-Fi and Bluetooth Smart business in audio, healthcare, smart home, consumer appliances, and industrial systems.

Mr. Bedrosian has 20 years of experience in digital communications and wireless technologies, including mobile satellite, microwave radio, DSL, and 802.11x. He has held positions at LevelOne Communications, Applied Signal Technology, and Globespan-Virata, and holds an Electrical Engineering degree from UC Davis.

Peter Marx, Chief Innovation Technology Officer, City of Los Angeles



Los Angeles Mayor Eric Garcetti appointed Peter Marx as the city's first Chief Innovation Technology Officer in February 2014. As a key part of Mayor Garcetti's "back to basics" agenda, Mr. Marx will oversee the implementation of new tools and technologies across Los Angeles to better solve problems for residents and make City Hall work more efficiently and effectively. In addition, he will partner with L.A.'s growing tech industry to deploy innovative technology and promote local job creation.

Before joining the Mayor's Office, Mr. Marx served as the Vice President of Business Development at Qualcomm Labs, commercializing a variety of emerging technologies. Previously, he was the Vice President of the Technology and Digital Studio at Mattel, where the company received a Webby Award, the highest award for excellence in online content. Mr. Marx managed Analog Protocol, a media-technology consultancy; served as the Chief Technology Officer for Vivendi-Universal Games; Vice President of Emerging Technologies for Universal Studios; and held engineering and producer positions at Electronic Arts. Early in his career, he served as an engineer on a variety of telemedicine, digital video, radiological imaging, and biomedicine applications for UCLA and 3M Company.

Richard Eisert, Partner, Davis & Gilbert LLP



Richard S. Eisert is a Partner in the Digital Media, Technology & Privacy Practice Group of Davis & Gilbert. His clients include new media and technology companies, telecommunications, traditional publishing entities, advertisers, and advertising agencies.

Mr. Eisert's practice includes drafting and advising on contracts related to global web sites, online advertising and commerce, and multimedia, software, music and technology licensing. His practice also includes advising on specific legal/regulatory issues that affect e-commerce, including privacy and the enforceability of electronic transactions. He has considerable experience negotiating complex technology ventures in high technology and telecommunications. In the intellectual property arena, he advises on the protection, maintenance, and licensing of copyrights, trademarks, patents and trade secrets. He also performs transactional due diligence and transfers of intellectual property in conjunction with corporate transactions such as mergers, acquisitions, financings, and securities offerings.

Mr. Eisert has been involved in several initiatives to standardize legal terms for conducting business on the Internet. He served as a Law Clerk to the Hon. William C. Conner in the Federal District Court for the Southern District of New York. While in law school, Mr. Eisert served as the Editor-In-Chief of the *Harvard Journal of Law and Technology*.

Joe Costello, Chairman & CEO, Enlighted



Joe Costello was appointed as Enlighted's Chairman and CEO in July 2014. Before Enlighted, Mr. Costello was the CEO of Cadence Design Systems for 10 years. Under his leadership, Cadence became the largest electronic design automation (EDA) company in the world, growing from \$8 million in annual revenues to over a billion dollars. Since Cadence, Mr. Costello has served on the boards of various high profile technology companies, including Oracle, Macromedia, Clarify, and Mercury Interactive.

Enlighted has raised a total of \$55.6 million in funding, including a recent \$20 million Series D round in August 2014.

Mark Bernier, Senior Managing Director, TMT, GE Capital



Mark A. Bernier is a Senior Managing Director within GE Capital's Telecom, Media and Technology ("TMT") business and has over 18 years of corporate finance experience in the TMT space. He currently serves as Team Lead for the Telecom and Technology business where he and his team expertly source and structure debt and equity opportunities for the cable, metro fiber, software, tech/telecom equipment, and datacenter/hosting sectors.

Mr. Bernier joined GE Capital in 1997, where he has held several US and international leadership roles in risk and originations, before he was promoted to his current role in 2007. Prior to GE Capital, he spent four years at Fleet Bank in its Media and Communications Finance Group, where he completed Fleet's Financial Management and Credit Training Programs. A graduate of Bryant University, Mr. Bernier received a BS in Business Administration with a major in Finance.

Brad Surak, General Manager of Industrial Internet Programs, GE Software



Brad Surak is General Manager of Industrial Internet Programs for GE Software. In this role, he is responsible for the operations of GE Software's Centers of Excellence and the product management of Industrial Internet solutions.

Prior to joining GE, Mr. Surak was Vice President and General Manager of Mobile Analytic Applications at SAP, where he was responsible for launching and growing this new line of business. Mr. Surak was one of the original founders of SAP's Mobile Application Business Unit and spearheaded a plan to integrate the Sybase Unwired Platform with SAP's Business Analytics portfolio to enable SAP to bring the industry's first end-to-end mobile analytics platform to market. Prior to this role, Mr. Surak was Chief Operating Officer for the Business Analytics Solutions Unit, where he established the operating model and product strategy for SAP to compete in the analytic applications market. Prior to SAP, Mr. Surak held key leadership positions at Business Objects, Eleven Acceleration, DayNine, Cambridge Technology Partners, and Ernst & Young.

Tod Nielsen, CEO, Heroku (Salesforce.com)



Tod Nielsen is the Chief Executive Officer of Heroku, a subsidiary of Salesforce.com. With more than 25 years of experience in leading and growing developer-facing businesses, Mr. Nielsen has held several key executive roles at some of the world's most successful developer-facing software companies including BEA, Microsoft, and Oracle.

Mr. Nielsen came to Heroku from VMware, where he served in a variety of roles over his tenure, including Chief Operating Officer and Co-President running the application platform group, and most recently as part of Pivotal Labs, the venture created from EMC and VMware.

Prior to VMware, Mr. Nielsen served as President and Chief Executive Officer of Borland Software Corporation; Senior Vice President, Marketing and Global Sales Support for Oracle Corporation; and was responsible for BEA's worldwide marketing strategy and operations, as well as research and development operations. Before BEA, Mr. Nielsen spent 12 years with Microsoft in various executive roles, including General Manager of Database and Developer Tools and Vice President of Microsoft's Platform Group.

Chris Allen, Founder & CEO, iDevices



Chris Allen is the CEO and Founder of iDevices, the preeminent brand and technology enablement services company in the IoT space. In 2009, Mr. Allen invented the iGrill, the first app-enabled product that had its debut in Apple stores in November 2010. This product launch was at the start of the IoT era, and Mr. Allen has continued to develop iDevices into the leader in this space. Today, he strategically plans the company's product and partnership roadmap, manages its strategic relationships, and leads business development.

Prior to iDevices, Mr. Allen comes from an investment background, having worked for over 15 years for A.G. Edwards & Sons (now Wells Fargo Investments), Prudential Financial, and Allstate. His philosophy is vastly different than many of his peers when it comes to technology. He believes that, "Technology should be invisible to the user and any devices should merely exist to enhance the overall user experience."

iDevices has raised a total of \$10.1 million in funding, including a recent \$5 million venture round in August 2014.

Andrew Rosenthal, Group Manager, Wellness + Platform, Jawbone



Andrew J. Rosenthal is the Group Manager, Wellness and Platform at Jawbone, focusing on the Developer Platform and the company's offerings in group settings. Mr. Rosenthal joined the company through the acquisition of Massive Health, where he served as Chief Strategy Officer. Previously, he co-founded happier.com, an online consumer wellness platform.

He has both industry and academic experience in behavior change interventions, with a long-term focus on using design and technology to help people live better. Mr. Rosenthal studied health policy and healthcare systems at the University of Pennsylvania and focused on healthcare and entrepreneurship at Harvard Business School, where he was recognized with the Dean's Award. He is an Adviser to the Oliver Wyman Health Innovation Center and a founding member of MIT Hacking Medicine.

Wilma Jordan, Founder & CEO, The Jordan, Edmiston Group, Inc.



Wilma Jordan, Founder and CEO of JEGI, leads the most successful independent investment bank for the technology, media, information, and marketing sectors. Since 1987, JEGI has completed more than 500 M&A transactions for global corporations; private companies; entrepreneurs; and private equity/venture capital firms.

Ms. Jordan's Best Practices approach to financial advisory services has been instrumental in forging the firm's reputation for overall excellence, integrity, and the ability to maximize value for its clients. Her vast experience includes having founded, owned, managed, advised and served on the Boards of Directors of technology, interactive, media, and marketing businesses. She has served on the Board of Directors of four public companies – Lin Broadcasting (NYSE), Lin Television (NASDAQ), Clayton Homes (NYSE), and Lin TV (NYSE) – as well as several private companies. In addition, Ms. Jordan is a Trustee of Guideposts, Inc.

Scott Peters, Co-President, The Jordan, Edmiston Group, Inc.



Scott Peters, a Co-President with JEGI, represents a wide array of technology, interactive, information and marketing companies in an M&A advisory capacity. Having successfully completed more than 100 transactions with JEGI, Mr. Peters offers clients a comprehensive understanding of the key sectors that JEGI covers.

Recent notable technology engagements include: the sale of OnPeak and TravelPlanners, two market-leading enterprise housing software and services providers, to GES (Viad); a control equity investment in financial technology company Covenant Review from Leeds Equity Partners; the sale of advertising technology company Competitrack to Market Track; and many others.

Mr. Peters offers a unique blend of traditional investment banking and direct operating experience. Previously, he was the co-founder of AngelSociety, an information, communications and transaction company serving the early stage investing or “angel” investing market. Prior to joining JEGI, Mr. Peters was with Veronis Suhler Stevenson, where he served as director of research and later, director of business development for the investment bank and private equity fund. He earned an MBA from Columbia Business School and a BBA from Babson College.

Tolman Geffs, Co-President, The Jordan, Edmiston Group, Inc.



Tolman Geffs, Co-President of JEGI, represents technology, interactive, marketing, and business services companies. Notable recent engagements include: the sale of tech-enabled search marketing company RKG to Merkle; a significant growth investment in My-WebGrocer, an e-commerce software platform, from HGGC; the sale of Infogroup’s sales enablement platform OneSource to Cannondale Investments/ GTCR; and many others.

Mr. Geffs brings a unique combination of experience as a CEO and business builder in both traditional and new media companies, as well as in corporate finance. Prior to joining JEGI in 2004, Mr. Geffs was CEO of Internet Broadcasting Systems, a national network of 70 local television Web sites operated in partnership with NBC, Hearst, The Washington

Post Company and other major broadcasters. With a staff of 250, IBS was one of the earliest old/new cross-media platforms to achieve both scale and profitability.

Previously, Mr. Geffs held a series of senior executive positions in magazine publishing. He began his career in the M&A department of Lehman Brothers, and also consulted for media companies with McKinsey & Company. He is a graduate of the University of California at Berkeley, with degrees in English and Engineering Physics, and Harvard Business School.

Joseph Sanborn, Managing Director & Co-Head of Technology Banking, The Jordan, Edmiston Group, Inc.



Joseph Sanborn, Managing Director and Co-Head of Technology Banking with JEGI, joined the firm in July 2014. Mr. Sanborn has extensive strategic advisory experience across mobile, software, digital media and tech-enabled services, having established and built successful M&A practices at two firms.

With 19 years of investment banking experience, Mr. Sanborn has advised clients on numerous transactions, including mergers, acquisitions, divestitures, recapitalizations and strategic investments. During his career, he has completed deals involving major corporations, such as Samsung Electronics, Research in Motion, Siemens, Xerox, Avaya, First Data Corporation, Honeywell, Illinois Tool Works, Bosch, VeriFone, Dupont and Merck, as well as

a number of venture-backed and founder-owned companies.

Most recently, Mr. Sanborn was Managing Director and Head of M&A at Rutberg & Company, where he provided

strategic advisory services to leading companies in the mobile and digital media sectors. Previously, Mr. Sanborn served as Managing Director and Co-Head of the Software, Internet and Services Group at SVB Alliant, an affiliate of Silicon Valley Bank. Prior to SVB, he led the technology services M&A practices at both Robertson Stephens and Jefferies & Company. Mr. Sanborn began his investment banking career at J.P. Morgan.

Jeff Becker, Managing Director & Co-Head of Technology Banking, The Jordan, Edmiston Group, Inc.



Jeff Becker, Managing Director and Co-Head of Technology Banking with JEGI, joined the firm in October 2014. Mr. Becker has over 20 years of experience as a technology banker, with particularly extensive experience in the enterprise software, services and human capital management solutions sectors. Mr. Becker has completed well over 100 technology transactions during his career, including nearly 40 strategic advisory or private capital raising assignments. Prior to joining JEGI, he headed or co-headed software banking efforts at JMP Securities, Robertson Stephens, RBC Capital Markets, and, most recently, AGC Partners, all technology/growth company-centric investment banks.

Throughout his career, Mr. Becker has focused on providing high-quality strategic advisory services to his clients, leveraging his extensive banking experience and deep domain expertise within the technology industry. In particular, he seeks to assist clients in mergers, acquisitions, recapitalizations, growth equity capital raises, and divestitures. Earlier in his career, Mr. Becker served as a valued underwriter on dozens of notable technology IPOs and other public financing transactions, along with providing M&A advisory services.

Amir Akhavan, Managing Director, The Jordan, Edmiston Group, Inc.



Amir Akhavan, Managing Director with JEGI, advises tech, marketing services, interactive and information companies in mergers, acquisitions, divestitures and capital raises. He is known for delivering high-value strategic advice to entrepreneurs, PE firms, VCs and strategics, as they evaluate and seek to stay at the forefront of rapidly changing markets.

Mr. Akhavan is especially passionate about working with entrepreneurs, as they develop market disrupting businesses. His domain expertise extends across technology and the marketing stack including mobile and social; he recently wrote “The Social Media Ecosystem - Rise of Users, Intelligence and Operating Systems”, published by the Interactive Advertising Bureau.

Prior to joining JEGI in 2005, he was at Deloitte Corporate Finance in the media and entertainment M&A investment banking group and also worked with Deloitte Consulting on strategy engagements. Previously, Mr. Akhavan worked in EY’s Assurance and Advisory Business Services practice, focusing on Technology, Media and Telecom.

Jay Giraud, Founder & CEO, Mojo



Jay Giraud is a passionate entrepreneur who believes in making the world a better place through technology products for everyday people.

Prior to founding Mojo in 2012, Mr. Giraud led a team that built the world’s leading vehicle-to-grid management system for electric vehicles with customers including the US Army, Chrysler, and Burlington Hydro. Today, Mr. Giraud is building on his vision of bringing the Internet of Cars to market with Mojo – an on-board diagnostics device (OBD) and a smartphone app that includes an open platform and the world’s first app store for cars.

A former world traveling professional snowboarder, Mr. Giraud is a seasoned speaker who consistently connects well with audiences. He has spoken at events, including Google 4 Entrepreneurs (2014), Fu-

tureMobile (2014), Grow (2013), Resource Point (2011), Deloitte Cleantech (2011), Techonomy (2010), and Globe (2010). Both a self-proclaimed nerd and extreme sports junkie, Mr. Giraud drives a Honda Ridgeline (better to haul family and equipment with) and a motorbike. When not working, or motor biking, he can be found someplace online.

Mojio raised \$2.3 million in seed funding in October 2013.

Scott Bauer, Partner, PwC



Scott Bauer is a Partner in PwC's Digital Change practice, focusing on the strategic application of digital technologies in information intensive businesses. He leads PwC's Omni-Channel consulting practice in retail and consumer and also has experience in travel and leisure, gaming, and cards and payments. Mr. Bauer has specific expertise in customer acquisition, servicing, loyalty and multi-channel engagement. In addition to industry clients, he works with private equity in a pre/post-deal context, providing technology and strategic due diligence services.

From 2006-2012, Mr. Bauer was based in London, UK, where he advised global- and European-focused businesses. Prior to PwC, he was a partner at Diamond Consultants (US/UK) and worked at Ernst & Young in Chicago. Mr. Bauer holds a BS degree in computer science from Purdue University (USA).

Christopher O'Brien, Principal, PwC



Christopher O'Brien leads PwC's State and Local Government Advisory Practice in the United States. Mr. O'Brien has more than 20 years of experience helping companies and governments develop innovative strategies to achieve improvements in performance. He has worked with healthcare, retail and energy companies, but his primary focus has been serving dozens of US State and Local government clients as they seek to enhance service to citizens, reduce costs, increase efficiency, and implement process improvements and enabling technology. Prior to joining PwC, Mr. O'Brien served as the Chief Information Officer of the City of Chicago, where he oversaw several large-scale technology programs, such as the City's Enterprise Resource Planning (ERP) implementation, its 311 customer service center and its eCommerce platform.

Dr. Amine Haoui, Co-Founder & CEO, Sensys Networks



Over the past two decades, Dr. Amine Haoui – a wireless communications pioneer – has founded and led several emerging technology companies. In 1985, Dr. Haoui launched the wireless communications division at TCSI, which grew to become a leading developer of DSP and digital cellular technologies before the group's successful IPO in 1989. As co-founder of Diva Communications – an innovator in the nascent wireless loop industry – Dr. Haoui served as CEO before the acquisition by InnoMedia in 1999. He then served as InnoMedia's Executive VP for the next four years. In 2003, Dr. Haoui co-founded Sensys Networks, a technology company focused on wireless vehicle detection systems for the transportation industry.

Dr. Haoui holds a PhD in Electrical Engineering from UC Berkeley, an MSc and BSc in Electrical Engineering from the University of Michigan at Ann Arbor.

Sensys Networks has raised a total of \$16.8 million in funding, including a recent \$2.5 million venture round in March 2014.

Frank Burkitt, Senior Executive Advisor, Strategy&



Frank Burkitt, Senior Executive Advisor for Strategy&, leads Strategy&'s Internet of Things and Digital Operations services. Mr. Burkitt brings more than 20 years of achievement in business strategy, digital strategy, and business transformation.

He has been the CEO and Founder of a Cloud-based Enterprise Software company, National Managing Director for Supply Chain and Operations, and Global eCommerce Practice Leader.

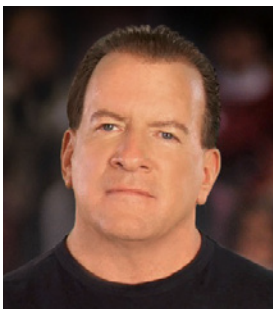
Matthew Egol, Partner & Chief Strategy Officer, Digital Services, Strategy&



Matthew Egol is a Strategy& New York-based Partner and the Chief Strategy and Marketing Officer of Strategy&'s Digital Services.

With 17 years of consulting experience, Mr. Egol specializes in strategy and capability development for consumer brand marketers, retailers, marketing services firms, and media companies, focusing on value creation through digital content, community and commerce.

Patrick Meyer, Chief Marketing Officer, Thinaire



Patrick Meyer is a brand/business builder and innovator for Fortune 500 companies and emerging tech ventures. He has a hybrid expertise as a senior marketer and advisor for CMO's/CEO'S leading the world's top brands (Coke, Virgin, Ford, Gatorade, P&G, Levi's, VW, Daimler, Nintendo, etc.). Mr. Meyer was the founder and CEO of marketing innovation consultancy WPP Fusion 5 and then President, NA for Sequoia-backed Sourcebits, the leader in Mobile app software solutions. Since 2011 he has been Chief Marketing Officer for Thinaire (the leader in NFC Marketing Engagement & Activation), where he has helped CPG companies to drive retail, media and product innovation using their proprietary NFC and beacon platform and ecosystem.

Mr. Meyer has a BS from Villanova VSB and an MBA from Fordham University. He is a member of the Dean's Board for the Villanova Business School. He also helped found the Villanova Innovation, Creativity & Entrepreneurship Center and The Meyer I.C.E. Award, given out annually, and most recently awarded to Apple CEO Steve Jobs. Mr. Meyer is a keynote speaker on various Business 3.0 topics (including mobile, social, retail) and author of two new books: "Steve Jobs & The World Of Mobile" and "Apps: The Inside Scoop".

Robert Locke, VP & Managing Director, Tyco Ventures



Robert joined Tyco in October of 2008 with the acquisition of Vue Technology, where he was CEO. He is now responsible for corporate venture capital at Tyco, reporting to the CEO.

Mr. Locke has over 25 years of experience in operations, finance and M&A. He has held a number of executive and entrepreneurial positions, including Venture Partner at J.P. Morgan Capital and founder of Kelmscott Communications, a \$100 million graphic arts company that was sold to Consolidated Graphics in 2005. Early in his career, Mr. Locke spent six years in sales with IBM. He graduated with distinction from U.C. Berkeley with a B.A. in Economics.

Christian Sowul, Principal, Vista Equity Partners



Christian Sowul joined Vista Equity Partners in 2001 and is a Principal in Vista's San Francisco office. He currently sits on the boards of Advicent, MRI Software, Omnitracs, Sirsi-Dynix, STATS, and Taxware.

Prior to joining Vista, Mr. Sowul worked in the High Technology Group at Goldman, Sachs & Co., where he advised clients in a variety of verticals, including software, Internet and media, direct broadcast satellite, IT services, and telecom equipment, among others.

Mr. Sowul received a dual-degree from the University of Pennsylvania, a BS in Economics from the Wharton School, and a BS in Engineering from the School of Engineering.

Curtis Feeny, Managing Director, Voyager Capital



Curtis Feeny has invested in enterprise software, data center systems, wireless infrastructure, and Smart Grid technologies. He also has expertise in SaaS, open source, and capital efficient software companies. Mr. Feeny has served on 14 boards, both public and private, and has been a Managing Director at Voyager Capital since 2000, when he opened the Silicon Valley office. Since 2000, he was on the board of Trammell Crow Company (TCC:NYSE), which was purchased by CB Richard Ellis (CBG:NYSE) in 2006, and has remained on the board since. In 2006, Mr. Feeny was also appointed by President George W. Bush to be a Trustee of the Presidio Trust.

Before joining Voyager, Mr. Feeny was the first Executive Vice President of the newly-formed Stanford Management Company, helping oversee the University's endowment from 1992 to 2000, when assets under management grew from \$1.5 billion to \$9 billion. He was responsible for investing and managing real estate and other asset classes, including private equity and venture capital. Before joining Stanford, Mr. Feeny was Managing Partner for Trammell Crow in Seattle, with \$700 million of assets under management. Previously, he worked in energy R&D and the semiconductor industry. Mr. Feeny has an MBA from Harvard Business School, and a BS in mechanical engineering, magna cum laude, from Texas A&M University.