

# 2017 JEGI MEDIA & TECHNOLOGY CONFERENCE



Transformational Growth through Innovation + Change

January 12, 2017

Time Warner Center, NYC

#JEGICONF17

## SPEAKER BIOS

### KEYNOTE SPEAKERS



#### Eric Roza, SVP & GM, Oracle Data Cloud, Oracle

Eric Roza led the transformation of Datalogix into the marketing industry's leading big data company, culminating in its sale to Oracle in January 2015, which delivered a 33x return to investors. He currently serves as Senior Vice President of Oracle Data Cloud, which earns over \$2 billion dollars a year in media for the world's leading brands.

Mr. Roza was recently a General Manager with Asurion, one of the country's most successful private companies. In prior roles, he launched a series of innovative digital products, including an integrated media center that was awarded "Best Product" at the 2002 Consumer Electronics Show.

Mr. Roza began his career with Bain & Co. As the 2014 E&Y Entrepreneur of the Year for the Rocky Mountain region, Mr. Roza believes that culture is the most sustainable competitive advantage. Datalogix was named one of the country's "Best Companies to Work For" by both *Fortune* and *Outside* magazines. He is a passionate advocate for health and fitness in the workplace, and owns CrossFit Sanitas, named the nation's fourth-best CrossFit Gym by *Shape* Magazine. Mr. Roza holds degrees from the University of Michigan and the Stanford Graduate School of Business.

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#### Justin Smith, Chief Executive Officer, Bloomberg Media Group

Justin B. Smith is Chief Executive Officer of Bloomberg Media Group, Bloomberg L.P.'s global multi-platform media organization that comprises digital, mobile, television, digital video, radio, print magazines and live events platforms.

Since joining Bloomberg L.P. in September 2013, Mr. Smith has outlined a new vision to build the leading next generation media company for global business by developing a portfolio of digitally-led, multi-platform brands: Bloomberg Markets, Bloomberg Politics, Bloomberg Pursuits and Bloomberg Opinion, with more to come. In 2016, revenue has grown 8% across Bloomberg Media, with an increase of 21% in digital advertising sales and 27% in US television. Traffic to Bloomberg.com has increased 38% in 2016 and Bloomberg has cemented its position as the leader in global business video. Crediting him as an "aggressive digital innovator," he was named to *The Hollywood Reporter's* 35 Most Powerful People in New York Media 2014.

Prior to Bloomberg, Mr. Smith was President of Atlantic Media, where he spearheaded a dramatic revitalization of *The Atlantic* and launched award-winning digital brands such as Quartz, The Atlantic Wire



and Defense One. Under his leadership, Mr. Smith and his teams were recognized by *The New York Times* as "something of a marvel in the publishing world," along with a number of awards, including *Advertising Age's* 2010 "Publishing Executive of the Year," *Advertising Age's* 2010 "Magazine A-List" and *min's* 2010 "Most Intriguing People in Media."

Previously, Mr. Smith served as President and Publisher of *The Week* magazine, where he introduced the US version in 2001. In this role, he was named to *Advertising Age's* 2006 "40 Under 40" ranking. Mr. Smith came to *The Week* from The Economist Group, where he led corporate strategy in London, Hong Kong and New York. He began his career in media at the International Herald Tribune in Paris and Hong Kong, helping to build the global newspaper's conference business.

Mr. Smith is the founder of Breaking Media, a network of websites, events and social media channels that includes Above the Law, Dealbreaker, Fashionista, Breaking Defense, Breaking Energy and Breaking Gov. He was named to the Board of Directors of the Elizabeth Glaser Pediatric Aids Foundation in 2014, is a 2013 Aspen Institute Henry Crown Fellow and a lifetime member of the Council on Foreign Relations. His philanthropic efforts include founding the Bali Purnati Center for the Arts and the Ougadougou Education Project.

Mr. Smith serves on the Board of Directors of Georgetown University, where he earned his BS from the school of Foreign Service in 1991. He commutes between New York City and Washington, D.C., where he lives with his two children.



### **Brian Whipple, Global Lead, Accenture Interactive**

Brian Whipple is Global Lead of Accenture Interactive, heading up all of Accenture Interactive's global consulting domains, including Digital Consulting, Marketing Analytics, Media Management, and Data Management.

Mr. Whipple returned to Accenture in early 2010, building upon a decade of previous experience at Accenture, where he served in a variety of strategy and consulting roles.

Prior to Accenture, Mr. Whipple was Chief Operating Officer of Hill Holliday, an advertising and marketing services firm headquartered in Boston. Previously, he was the Managing Director of the northeast region for Computer Sciences Corporation, and before that, he was a Senior Vice President and Managing Director of Rapp Collins Worldwide, one of the world's largest direct marketing agencies.

Mr. Whipple holds an MBA from The Fuqua School of Business at Duke University, where he also earned his Bachelor of Science degree. Mr. Whipple is currently based in Boston, Massachusetts.

## MODERATORS & PANELISTS



### Annie Dean, Co-Founder & Co-CEO, Werk

Annie Dean is the Co-Founder and Co-CEO of Werk, a marketplace of flexible work opportunities for ambitious job seekers.

Prior to founding Werk, Ms. Dean spent six years in Big Law closing billions of dollars of real estate deals for institutional lenders on Wall Street.

She is the mother of two sons, Jack and Walter, and is an advocate for children with special needs. Ms. Dean earned a B.A. in Political Science and Art History from Syracuse University, and a JD from Fordham University School of Law.



### Mike Edelhart, Managing Partner, Social Starts

Mike Edelhart is a pioneering media and Internet start-up executive. Mr. Edelhart became widely known in tech circles as the original Executive Editor of *PC Magazine* and Founding Editor of other Ziff-Davis computer magazines, as well as the Ziff testing lab, testing software, and other operations. Mr. Edelhart rose to be the Executive Vice President of Ziff-Davis. In addition to his Social Starts role, Mr. Edelhart leads The Tomorrow Project, LLC, a companion operating company, which produces The Pivot Conference focused on big brands coping with the Social Construct.

Mr. Edelhart was Managing Director and Founder of First30 Services, a launch accelerator for early stage companies. He has held CEO and executive management positions at a range of start-ups and tech companies, including Olive Software, Inman News, Zinio, and Third Age Media. Mr. Edelhart was a partner at Redleaf, a VC firm. Earlier in his career, at SoftBank, Mr. Edelhart directed content for the Seybold, Interop and Comdex conferences and launched new businesses. He has also worked as an Internet strategies consultant to Bloomberg, Reuters, AARP, and other major media and Internet companies. The author of more than 25 books, Mr. Edelhart earned a BSC in Journalism from the University of Northern Colorado.



### Anders Ekman, Chief Executive Officer, V12 Data

Anders Ekman is broadly experienced in bringing data-driven innovation and revenue growth to clients across a range of industries. As CEO of V12 Data, Mr. Ekman led the transformation of the company into an omnichannel data powerhouse, and the company has since experienced double-digit growth.

Previously, Mr. Ekman was Executive Vice President of MRM Worldwide, serving as Eastern Region head and Chief Growth Officer. While at MRM, he drove the company's evolution by bringing data-driven innovation to clients, such as the US Army, MasterCard and Kohl's. Mr. Ekman has also served as a Senior Vice President at Digitas, building CRM infrastructure and marketing success for the firm's largest clients, including GM and AT&T Wireless. Mr. Ekman is a graduate of Bowdoin College.



**Charles Engros, Partner, Global Leader of Corporate & Business Transactions, Morgan Lewis**

Charles Engros is a Partner at Morgan Lewis and leader of the firm’s media and information team and its corporate practice firmwide. He counsels clients on mergers and acquisitions (M&A), joint ventures, financings, and other transactions. He also advises many non-U.S. companies on acquisitions, financings, and securities law compliance in the United States and other cross-border matters.

Recognized by *Chambers* and *The Legal 500* for his service to clients, Mr. Engros often writes and speaks about financings and foreign investment in the US, as well as trends in the M&A legal arena and the media industry. Media industry deals in which Mr. Engros’s team at Morgan Lewis has been engaged include advising UBM in several transactions, including in the \$841 million sale of PR Newswire and the purchase of Business Journals, Inc.; The New York Times Co. in several transactions, including its acquisitions of The Wirecutter, The Sweethome and Fake Love; The Economist in its sale of a minority interest in CFO, a monthly magazine, to an affiliate of The Wicks Group of Cos; Pearson plc in aspects of its \$1.3 billion sale of FT Group to Nikkei Inc.; Pearson Education Inc. in its acquisition of substantially all of the assets of Integrated Analytics LLC; and CTC Media Inc., a Nasdaq-listed Delaware corporation, in the sale of a 75% interest in its Russian operating business, CTC Investments LLC, to UTV-Management LLC; among others.

Mr. Engros earned a BA from Princeton University and JD from Harvard Law School.



**Deborah Farrington, Co-Founder & Managing Partner, StarVest Partners**

Deborah Farrington is Co-Founder and Managing Partner of StarVest Partners, a New York City-based venture capital firm investing in technology-enabled business services with a focus on Software-as-a-Service, data & analytics and digital marketing. It is one of the largest women majority-owned venture capital firms in the US.

Ms. Farrington was Lead Director of NetSuite, Inc. (NYSE: N), a leading Software-as-a-Service ERP company, where StarVest was the first venture investor in 2000, from its IPO in 2007 to its acquisition by Oracle in November 2016 for \$9.3 billion.

She is a Director and Chairman of the Compensation Committee of Collectors Universe, Inc. (NASDAQ: CLCT). Representing StarVest, she is a Board Member of CrowdTwist, Host Analytics, SnagAJob, Take the Interview and Xignite. She was a Finalist in Finance for the World Technology Awards and has been on the Forbes Midas 100 List of top venture capitalists multiple times and the top woman on the list in 2008 and 2011.

Prior to founding StarVest, she was CEO of private equity firm Victory Ventures, LLC; Managing Director of Hong Kong and New York based Asian Oceanic Group; and an Investment Banker and Division Director of Merrill Lynch International in New York, Hong Kong and Tokyo. She began her career at The Chase Manhattan Bank.

Ms. Dean is a graduate and Trustee of Smith College and holds an MBA from Harvard Business School, where she is a member of its Visiting Committee and has endowed a “Fellowship for Women Entrepreneurs.” She is a Board Member of the HBS Club of New York and a member of the New York Ventures Advisory Council of McKinsey & Company, the International Women’s Forum, and the Business Committee of the Metropolitan Museum of Art. Ms. Dean is also a member of the Board of Directors of the American Friends of the Victoria & Albert Museum in London.





### Stacy Griggs, President & CEO, El Toro

Stacy Griggs is the President and CEO of El Toro. Mr. Griggs leads day-to-day operations at El Toro and is also one of the creators of El Toro's patent for IP Targeting, along with El Toro's five other pending patents on game changing advertising technology. Mr. Griggs has led three different organizations that were recognized by *Inc. Magazine's* Inc. 500 list as the fastest growing, privately-held companies in the US.

Previously, Mr. Griggs was an executive for Cbeyond, a publically traded cloud communications company (Nasdaq: CBEY). He joined Cbeyond in 2010 as part of the acquisition of MaximumASP, where he was Vice President of Sales and Marketing and a shareholder. Prior to MaximumASP, Mr. Griggs held a series of positions at Hosting.com, including Chief Sales Officer, Chief Service Officer and General Manager for their flagship Delaware datacenter, and he was very involved in the acquisitions of Hosting.com by Hostmysite and of Hostmysite by Pamlico Capital. Earlier in his career, Mr. Griggs held leadership positons at several technology organizations, including stints at KForce, Diamond Technologies, TMP Worldwide and the University of Pennsylvania.

Mr. Griggs and his business partner David Stadler were selected as the 2016 E&Y Emerging Entrepreneurs of the Year for the Ohio Valley, and El Toro was just the 12<sup>th</sup> company in the US to be selected to participate in Endeavor at the 63rd International Selection Panel in March of 2016. Additionally, Mr. Griggs, a graduate of the University of Louisville, currently serves as a volunteer firefighter with the Simpsonville Rural Fire District in Shelby County, KY.



### Lindsay Jurist-Rosner, Co-Founder & CEO, Wellthy

Lindsay Jurist-Rosner is the Co-Founder and CEO of Wellthy, Inc., based in New York City. Wellthy is helping the 66 million Americans who care for sick and aging loved ones. With Wellthy, Ms. Jurist-Rosner is building the company she needed throughout the 27 years of caring for her mother.

Prior to founding Wellthy in 2014, Ms. Jurist-Rosner was in the advertising technology and media industries with functional responsibilities in marketing, product and sales. She served as the Senior Vice President of Marketing at NY-based advertising startup, Simulmedia. Before that, Ms. Jurist-Rosner ran Marketing Research at Machinima; worked in product and strategic marketing at Microsoft; worked in marketing at LA-based startup, Spot Runner; and ran the west coast advertising and marketing relationships for The Atlantic. Ms. Jurist-Rosner received an MBA from the Harvard Business School and a BA in Economics-Operations Research from Columbia University. She lives in New York City.



### Doug Kaczmarek, EVP, Audiences & Measurement, Wiland

As Executive Vice President, Doug Kaczmarek manages all aspects of Wiland's data management, analytics and product fulfillment functions. His more than 20 years of experience in consumer marketing includes stints in both the client and service worlds, at Sears, as Director of Analytical Services at Experian, and Director of Database Marketing at America Online.

He holds a Masters in Applied Statistics from the University of Michigan.



**Ben Kaplan, President & CEO, CashStar**

Ben Kaplan brings twenty years of experience to CashStar in senior operations, marketing, and product roles at software, e-commerce, loyalty marketing and payments companies.

Before joining CashStar as CEO, he was Chief Operating Officer at Cartera Commerce, a leading provider of card-linked marketing solutions for merchants, banks, and loyalty programs. Prior to Cartera, Mr. Kaplan was Vice President of Marketing for KNOVA Software and Vice President of Marketing for North Systems, directing marketing and product management at both companies.

Earlier in his career, he held product marketing and product management positions at Broadbase and Commerce One. Mr. Kaplan is a graduate of Harvard College.



**Jed Kleckner, Chief Executive Officer, delivery.com**

Jed Kleckner is the CEO of delivery.com, a leading on-demand e-commerce web and mobile platform that enables customers to order online from their favorite restaurants, liquor stores and other local merchants.

Mr. Kleckner previously held roles at Netscape Communications and AOL, co-founded CrowdBurst, an Internet-based software company (acquired by Informative), worked in investment banking at Banc of America Securities, and served as a venture partner at Cantor Ventures. He is also a mentor for Venture for America’s Fellowship program, through which he advises some of the nation’s

best and brightest aspiring entrepreneurs.

Mr. Kleckner holds a BA in Economics from Northwestern University, an MBA from The Wharton School at The University of Pennsylvania, and an MA in International Relations from The Lauder Institute at The University of Pennsylvania.



**Frank Liddy, Head of Strategic Accounts & Partnerships (In-Store), PayPal**

Frank Liddy is an operator, advisor and investor in the FinTech community with over 20 years of experience and expertise helping clients and partners create value above and beyond profit.

Presently, Mr. Liddy is Head of Strategic Accounts and Partnerships at Paydiant, recently acquired by PayPal, where he helps retailers, banks and partners develop and monetize great mobile experiences on PayPal’s open platform for commerce.

His past affiliations include senior leadership roles at Capco (FIS Global), KPMG Consulting, Unisys and Citi.

An active contributor at industry conferences, Mr. Liddy is also a contributor to the Federal Reserve Bank’s Mobile Payment Industry Workgroup and has been quoted in leading publications such as *The Wall Street Journal*, *Newsweek*, *American Banker*, *PaymentsSource* and *Bank Systems and Technology*.

As an investor and advisor to early- and growth-stage companies, he is on the Board of Directors at SpendSmart Payments Company (OTC: SSPC), a member of the Board of Advisors at Transactis (an Inc.500 company); and a deal advisor at Gauge Capital.

As a citizen-soldier in the US Army Reserve, he served for more than 20 years in both command and general staff officer assignments. Most notably, he was an Operations Officer on the Army's Crisis Action Team in support of Iraqi Freedom, Enduring Freedom, Noble Eagle, and Joint Task Force Katrina.

Mr. Liddy has an AB in International Political Economy from Fordham University and attended both the MBA program at Pace University and the US Army Command and General Staff College.



### **Bart Lorang, Co-Founder & CEO, FullContact**

Born and raised in Bozeman, Montana, Bart Lorang is a proven entrepreneur, executive and manager in the global technology industry. He is active in the startup technology community as an investor, mentor, writer and speaker. He began his technology career by achieving his first exit at age 16 and his second exit with Dimension Technology Solutions, at age 29. His wife Sarah's immaculately-organized address book served as his inspiration for starting his third company, FullContact, in 2010. Mr. Lorang has since grown the company to over 75 employees with offices in Denver, Dallas and Riga, Latvia.

Mr. Lorang serves on the board of the Colorado Technology Association, Rapt Media, and Education Funding Partners.

In 2012, Mr. Lorang was recognized as the Colorado Technology Association's Technology Entrepreneur of the Year. In 2013, he was an Ernst & Young Entrepreneur of the Year Finalist and was named by *ColoradoBiz* as one of Colorado's Top 25 Young Professionals.

Mr. Lorang is a regular guest on FOX Business channel and has been featured by ABC, CNN, NBC, FOX News, MSNBC, *Forbes*, *FastCompany*, Yahoo, Inc. Magazine, and TechCrunch.

He holds a BS in Computer Science from the University of Colorado in Boulder and an Executive MBA from Daniels College of Business at the University of Denver, where he graduated with the highest of honors.

Mr. Lorang lives in Boulder, Colorado with his wife Sarah, son Greyson, and their dog Parker. He is a diehard Broncos, Rockies, Buffs, Nuggets and Avalanche fan and loves to ski, golf and read.



### **Scott Marden, Managing Partner, CIP Capital**

For over two decades, Scott Marden has been a recognized leader in the information services, media and publishing industries, with leadership experience balanced between senior operating and financial roles. Before forming CIP Capital in 2010, he led the investment activities in the information, media and services sectors at DLJ Merchant Banking Partners. Mr. Marden has over 18 years of experience in private equity and financial services. In addition to his two most recent roles at CIP and DLJ, he also led the information and media investment banking practices at Bear Stearns & Co. and Bankers Trust Company.

Mr. Marden has held a number of senior executive roles in leading information and media companies, serving as President of the Information and Media segment of The McGraw-Hill Companies, Inc., one of the Company's three operating segments; President and Board Member of Marvel Entertainment Group, Inc.; President and CEO of Philips Media, a division of Philips Electronics N.V., where he held worldwide operating responsibility for Philips' digital, broadband and service businesses; and President of the CBS International Publishing division of CBS, Inc.

Mr. Marden has served on a number of corporate and non-profit boards, including Marvel Entertainment Group, Inc., Metro Goldwyn Mayer, Inc., NAVTEQ, Inc., United Pan European Communications N.V., Advanstar, Inc., General Magic, Inc., Whittle Communications, Inc., the Museum of the Moving Image, and the Museum of Television and Radio. He currently serves on the Board of Directors for RevSpring, Inc., Community Investors Inc., Carco Group, eDriving.com, and OnCourse Learning.

Mr. Marden holds a BA from Fordham University, completed PhD coursework at the University of Chicago, and earned a Master's degree from the University of Chicago's Harris School, where he serves as a member of the Visiting Committee.



### **Peter Martin, Head of Payment Risk Product, Google**

Peter Martin is the Head of Payment Risk Product at Google, responsible for payment risk management on \$100 billion of annual volume and 50+ products at Google, including Ads, Play, Cloud and Mobile payment products.

Before joining Google, Mr. Martin was Director of Seller Risk at Groupon and Director of Risk at PayPal, managing risk teams for merchant services, credit and seller risk product. In addition, he managed payment, identity and credit risk for Wells Fargo's Consumer Deposits Group for 10 years.

Mr. Martin received a Liberal Arts Certificate in Medieval and Renaissance Studies from Keble College, a constituent college of the University of Oxford, and holds a BS in International Business and Finance from the University of San Francisco.



### **Andres Nicholls, Senior Partner & Global Executive Creative Director, Prophet**

Andres Nicholls leads the Global Design Practice at Prophet. With over 15 years experience, he brings his passion for design and engaging brand experiences to life with some of the world's greatest brands, such as Abbott, AbbVie, Destination Hotels, Emart, Vitamin World, Target, Harley Davidson, UBS, Scholastic, Orbis and Caradigm.

Previously a design partner at Lippincott, Mr. Nicholls' work there included The Art Institute of Chicago, Citibank, Citizens Bank, Gore-Tex, RadioShack, Walmart, Vale, Samsung and Taca Airlines.

A native of Colombia, he began his career as an architect, and with a breadth of experience in retail, he later joined Interbrand as a Design Director for the environmental design group. There he was able to transition from a pure architect to a well-rounded creative brand consultant by combining the multidimensional thinking from architecture with the acute sensibility for brand design.

A frequent world-traveler and popular keynote speaker at brand conferences, Mr. Nicholls is always on the lookout for new inspiration and experiences to keep ideas fresh and innovative. When he's not spending time with his clients and Prophet's multiple design studios, he can be found sharing time with the two loves of his life: his family and his motorcycle. Mr. Nicholls holds a BA in Architecture and Urban Planning from the Universidad Pontificia Bolivariana in Medellin, Colombia.





**Matthew Porzio, VP, Strategy & Product Marketing, Intralinks**

Matthew Porzio is responsible for the global strategy of Intralinks Dealspace®, including virtual data room and full deal lifecycle solutions for the M&A, private equity, advisory, corporate development, and restructuring communities.

Before joining Intralinks, he was a Senior Associate at Metzler, a German advisory firm, focused on cross-border M&A transactions. Prior to Metzler, Mr. Porzio served as an Analyst and Associate in the Equity Capital Markets and Business Services Investment Banking groups at First Union Securities (later Wachovia).

Mr. Porzio is widely recognized as a leading authority on M&A trends and technology. He has appeared on CNBC and Fox Business television broadcasts and been quoted in a variety of national and international print and online publications, including *The Australian*, *Bloomberg News*, *The Boston Globe*, *The Financial Times*, *Forbes*, *Investor's Business Daily*, and *The New York Times*. Mr. Porzio has spoken at numerous industry conferences and events around the globe. He holds a BA from Colgate University.



**John Rose, Senior Partner & Managing Director, Boston Consulting Group**

John Rose is a Senior Partner and Managing Director in the New York office of The Boston Consulting Group. He leads BCG's Americas Media practice and helps lead its Big Data practice. Until recently, he was also responsible for BCG's US Private Equity practice. Mr. Rose joined BCG from EMI PLC, where he was Group EVP, responsible for strategy and corporate development, digital distribution, global operations, and government affairs. Prior to EMI, he spent 20 years at McKinsey & Co., where, as a Director, he led the global media practice and was deeply involved in serving tech, telecom, and private equity clients.

Mr. Rose's consulting work includes a multi-year effort for World Economic Forum on big data; transformation of a leading newspaper and broadcasting company; growth strategy for a leading cable Multiple System Operator (MSO); multi-screen content strategy for a US telecommunications company; digital strategy for a leading cable network; acquisition of a major TV station group; ad sales effectiveness efforts and cost restructuring for newspaper, broadcasting, and magazine companies; incubation of new social/interactive TV studio; growth strategy for a leading web and mobile content services company; and incubation and build of a leading sports Internet portal.

Mr. Rose holds a BA in Mathematics, summa cum laude, from Wesleyan University, where he was awarded the Graham Prize for natural science. He earned a Master's Degree in Public and Private Management from Yale University. Outside of work, he serves on the Board of Trustees of WNYC and Young Audiences.



**Justin Sadrian, Managing Director, Warburg Pincus**

Justin Sadrian joined Warburg Pincus in 2000 and is based in New York, after leading the firm's West Coast office from September 2012 until June 2016. Mr. Sadrian focuses on Internet, software, and information investments.

Prior to joining the firm, Mr. Sadrian worked at J.P. Morgan in their investment banking and private equity groups. He is a Director of A Place for Mom, Avalara, Endurance International, The Gordian Group, MultiView, OfferUp, and PayScale. In addition, Mr. Sadrian is a Vice Chair of Friends of Hudson River Park and a Director of Building Educated Leaders for Life. He received a BA from Dartmouth College and an MBA from Harvard Business School.



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### **Ray Shu, Managing Director & Head of Originations, TMT, Capital One**

Ray Shu joined Capital One in April 2016 and currently serves as Managing Director and Head of Originations for Capital One's Technology, Media & Telecom lending platform. Prior to joining Capital One, he served as Senior Managing Director and Team Leader for GE Capital's Telecom, Media & Technology business. In this position, Mr. Shu led his team in providing senior secured financing to middle-market companies and sponsor-based activities in various TMT sectors.

Mr. Shu joined GE Capital in October 2000, where he held several senior positions, including Managing Director, Risk, charged with overall underwriting and portfolio management responsibilities for the business unit's loan portfolio in the media sector. As a Senior Vice President, he also co-founded GE Capital's Technology Lending Group, which focuses on debt investments for early stage, venture-backed technology companies.

Prior to GE Capital, Mr. Shu was with Bank of America Commercial Finance's Healthcare Leveraged Finance Group, as well as with the Franchise Finance Group at NationsBank, N.A. Also, Mr. Shu was with PriceWaterhouse's Corporate Finance Group, where he focused on the execution of buy- and sell-side mandate transactions, capital raising, IPO advisory and bankruptcy restructuring services.

Mr. Shu earned a BBA in Finance from the University of Georgia and an MBA in International Finance from Georgia State University. He also received his "Chartered Financial Analyst (CFA)" designation in 1997.

## **JEGI LEADERS**



### **Wilma Jordan, Founder & CEO, JEGI**

As leader of the most successful independent investment bank for the media, information, marketing, software and tech-enabled services sectors since 1987, Ms. Jordan has been instrumental in completing more than 500 M&A transactions for global corporations, private companies, entrepreneurs, and private equity and venture capital firms.

Ms. Jordan's Best Practices approach to M&A advisory services has been influential in forging the firm's reputation for overall excellence, integrity, and the ability to maximize value for its clients. Her experience includes having founded, owned, managed, advised and served on the Boards of Directors of media, marketing, interactive and technology companies.

Ms. Jordan was one of the founders and initial shareholders of the 13-30 Corporation. She also participated as shareholder, chief operating officer and principal negotiator in the revitalization and 1986 sale of the Esquire Magazine Group. Ms. Jordan has served on the Boards of Directors of four public companies – Lin Broadcasting (NYSE), Lin Television (NASDAQ), Clayton Homes (NYSE) and Lin TV (NYSE). She recently joined the Board of Directors of Fenimore Asset Management, a preeminent wealth management group. In addition, Ms. Jordan is a Trustee of Guideposts, Inc. and a Distinguished Speaker at the University of Tennessee's Neel Corporate Governance Center; she received the University of Tennessee's Accomplished Alumni Award in 2016.



### Scott Peters, Co-President, JEGI

As Co-President, Mr. Peters represents a wide array of business information, marketing services, media and technology companies in an M&A advisory capacity. He offers a unique blend of traditional investment banking, investing and direct operating experience. Having successfully completed more than 100 transactions since joining JEGI in 1997, Mr. Peters offers clients a comprehensive understanding of the key markets that the firm serves.

Before rejoining JEGI, he was the co-founder of AngelSociety, an information, communications and online community provider serving the early stage investing or 'angel' investing market. Prior to his initial employment with JEGI, Mr. Peters was with Veronis Suhler Stevenson, where he served as Director of Research and later, Director of Business Development.

Mr. Peters currently serves as a Media & Entertainment Sector advisor to The New York City Investment Fund ("NYCIF"), which was founded by Henry R. Kravis and is a \$100 million, New York City-based private fund with a civic mission. He also serves on the Board of Opus Agency, the Advisory Board of Dinner Lab and the Advisory Board of Columbia Business School's Social Enterprise Program. Mr. Peters received a BBA from Babson College and an MBA from Columbia University.



### Tolman Geffs, Co-President, JEGI

Representing technology-driven media, marketing, information and business services companies, Mr. Geffs' particular areas of expertise include marketing software, digital advertising, and retail promotion and technology.

Mr. Geffs brings a unique combination of experience as a CEO and business builder in both traditional and new media companies, and in corporate finance and M&A. Before joining JEGI in 2004, he 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.

Mr. Geffs began his career in the M&A department of Lehman Brothers, and also consulted for media companies with McKinsey & Company. He also has held senior executive positions in magazine publishing. He holds an MBA from Harvard Business School as a Baker Scholar, a BA in English and a BS in Engineering Physics with Honors from University of California at Berkeley. Mr. Geffs is a certified FINRA representative.



### Amir Akhavan, Managing Director, JEGI

As a Managing Director, Mr. Akhavan advises technology, interactive, data, information and marketing services companies in mergers, acquisitions, divestitures, recapitalizations, and capital raises. He is known for delivering high-value strategic advice to entrepreneurs, private equity and venture capital firms, and strategic corporations, as they evaluate and seek to stay at the forefront of rapidly changing markets.

Mr. Akhavan is also a member of JEGI Capital, the firm's PE fund, which provided a strong return to investors and had successful exits, including Aprimo (board observer, acquired by Teradata) and I-Behavior (acquired by WPP). 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 Tech, Media and Telecom.

Mr. Akhavan earned his Master's from the University of Virginia as an Ernst & Young YMP scholar and his Bachelors Degree in Corporate Finance from the University of Southern California (USC). He is a member of the USC Board of Governors and received the USC Alumni Association's Presidents Award. Mr. Akhavan is a certified FINRA representative, a CPA, and a Big Brothers Big Sisters of New York mentor.



### **Sam Barthelme, Managing Director, JEGI**

In his role as Managing Director with JEGI, Mr. Barthelme focuses on vertical software, interactive marketing services, business information and technology companies, in mergers, acquisitions, divestitures and capital raises.

Prior to joining JEGI in 2007, Mr. Barthelme worked in corporate finance at AIG. His direct media and technology experience includes strategic planning and corporate finance roles at entertainment technology provider Production Resource Group and at Time Warner/CNN. Mr. Barthelme also served as an advisor to Video Volunteers, a non-profit social media network that provides solution-based media

for marginalized and poor communities around the world.

Mr. Barthelme holds an MBA and a BS in Finance from New York University's Stern School of Business. He is a certified FINRA representative.



### **Jeff Becker, Managing Director & Co-Head of Technology Banking, JEGI**

Mr. Becker joined JEGI in 2014 and holds roles as Managing Director and Co-Head of Technology Banking. He has more than 20 years' experience as a technology banker, with particularly extensive experience in the enterprise software, tech-enabled services and human capital management solutions sectors. Mr. Becker has completed well over 100 technology transactions during his career, including more than 40 strategic advisory or private capital raising assignments.

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. 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.

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. He earned an MBA with Distinction from New York University's Stern School of Business, and a BS in Finance from Lehigh University. Mr. Becker is a member of the Board of Trustees for the Make Some Noise: Cure Kids Cancer Foundation, and a member of the operating committee for the Cycle for Survival events in New Jersey. He is a certified FINRA representative.



### **David Clark, Managing Director, JEGI**

In his role as Managing Director, Mr. Clark provides M&A advisory services to traditional and technology-enabled marketing services companies. His focus and transaction experience also includes companies in adjacent markets, such as marketing information and analytics, customer experience management, SEM and SEO, marketing application software and information technology services.

Mr. Clark has 25 years' experience in investment banking and industry consulting. Before joining JEGI in 2004, he was a Managing Director at Deloitte & Touche Corporate Finance and a senior member of Deloitte's global TMT (Technology, Media & Telecom) industry practice. While there, Mr. Clark acted as financial and strategic advisor on cross-border M&A assignments, joint ventures and growth capital financings for US and international companies. Previously, he served as Vice President of the Bank of Tokyo's New York Investment Banking Group where his responsibilities included managing the bank's US venture capital, private equity relationships and investment portfolio.

Mr. Clark is a former board member of the Massachusetts Information & Technology Exchange (MITX), the leading industry association bringing together digital technology, marketing, and media professionals. He earned an MBA from the University of Virginia-Colgate Darden School of Business, an MA in International Studies from the University of Virginia College of Arts and Sciences, and a BS in Economics from Washington University in St. Louis. Mr. Clark is a certified FINRA representative.



### **Joseph Sanborn, Managing Director & Co-Head of Technology Banking, JEGI**

Mr. Sanborn joined the firm in 2014 as a Managing Director and Co-Head of Technology Banking. He has extensive strategic advisory experience across mobile, software, financial technology and tech-enabled services, having established and built successful M&A practices at two other firms previously. With more than 20 years' investment banking experience, Mr. Sanborn has advised clients on numerous transactions, including mergers, acquisitions, divestitures, recapitalizations and strategic investments.

During his career, which began at J.P. Morgan, Mr. Sanborn has completed deals involving major corporations, such as Samsung, Research in Motion, Siemens, Xerox, First Data Corporation, Honeywell, 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. Previously, he 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.

Before moving into finance, Mr. Sanborn served in the White House and the United States Senate. He received a BS in Business Administration from Georgetown University and a Masters in Public Policy from Harvard University. In addition, Mr. Sanborn is a Trustee/Board Observer for the Massachusetts Technology Leadership Council, the region's leading technology association and network for technology executives, entrepreneurs and investors. He holds Series 24 and Series 7 registrations from FINRA.