

Merage Institute

US-Israel Innovation Bridge
Executive Leadership Program

Cyber Security

Class of 2014
March 23 – April 4

Welcome from the Merage Institute CEO and Executive Director

Dear Participants,

I would like to welcome you to the US-Israel Innovation Bridge Executive Leadership Program for the Israeli executives. Over the past years we have had the privilege and honor of sharing this program with more than **440** Israeli executives who have become Merage fellows.

For me and my family this has been a wonderful and rewarding experience. We have met some of Israel's best and brightest and have established warm friendships with many. But the most rewarding to us has been the response we have received from the executives who have, in many cases, found the two weeks they have spent here "a life changing experience."

We have now further enhanced this program based on comments and observation of the previous fellows. It has been carefully and painstakingly constructed to provide you with real life, practical tools to enhance your strategic understanding of the American market.

I am personally looking forward to meeting you in the coming weeks and welcoming you to the program and to our home.

Paul Merage



CEO and Executive Director
Merage Institute

Welcome from the US-Israel Innovation Bridge, Program Director

Dear Participant:

On behalf of Katherine, Paul, and Lilly Merage I am pleased to send you the schedule for the Merage Institute's Business Leadership Training Program, which will take place **March 23 – April 4, 2014** in California.

The faculty is amongst the best in the United States. You will train with top business school professors, respected CEOs, and leading practitioners. You will also have the opportunity to learn from business experiences of community leaders over evening dinners.

You will find all the pre-reading material and other useful information at the Merage Institute's Website: www.merageinstitute.org. We have planned some leisure activities for you, but your schedule will be intense during both weeks. The schedule below is divided into carefully integrated modules ranging from general marketing to business development principles and strategies applicable to the US market. All sessions will take place at the **Hotel** conference room. Evenings will be informal. Dinners will be generally hosted in private homes, and will be followed by discussions with top leaders in the community.

Throughout the program you will be staying at the Island Hotel (690 Newport Center Drive, Newport Beach, CA 92660). Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **March 23** at **18:30** we will meet at the Lobby of the hotel.

All daytime sessions will be held at **the Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals.

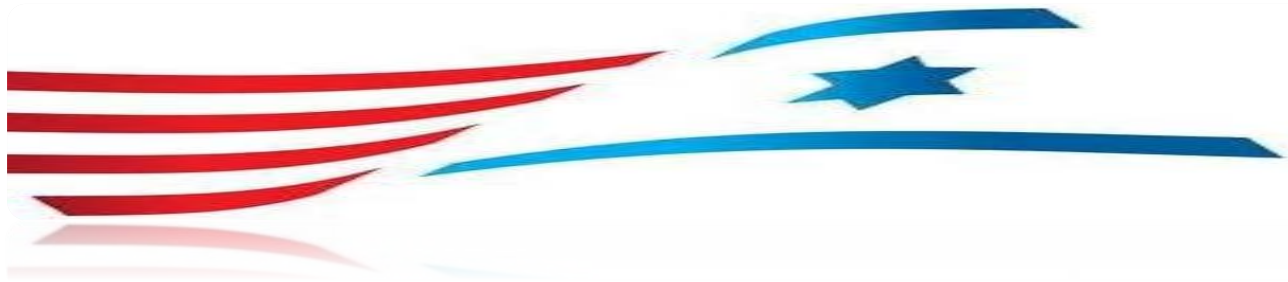
Breakfast during the week will be at 7am. Morning sessions will start promptly at **8am**. *Most evenings we will meet directly outside the hotel.* Vans will pick us up and take us to dinner and evening sessions. Pick up times will be **promptly at 18:30**

If you have any further questions about the program, please feel free to contact us: Yishay Aizik (yaizik@merageinstitute.org) Israel: 03-7229878 California: 949-7017576 or Kristie Eidlhuber (KEidlhuber@merageinstitute.org).

We look forward to your visit.

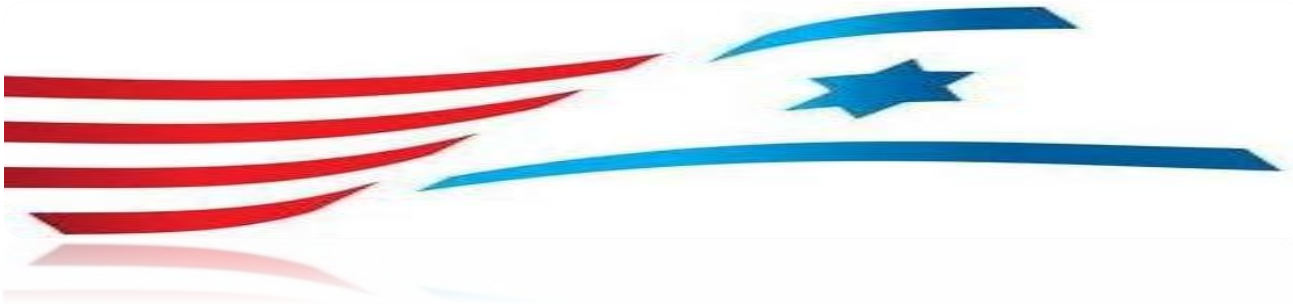
Sincerely,

Yishay Aizik,
Executive Director
Merage Institute,
US-Israel Innovation Bridge



Week One: March 23 – 29

	Morning	Afternoon	Evening
Sun 23	Arriving to Irvine checking in		18:30pm Welcome Dinner at Canaletto with Paul Merage and Faculty
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 24	08:00-12:00 Marketing Imran Currim	13:00-17:00 Marketing - continued Imran Currim	19:00 Welcome Dinner hosted by Merage Institute Island Hotel Presentation: Terrence Yang
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 25	08:00-12:00 Marketing - continued Imran Currim	13:00-17:00 Business Strategy Steven Postrel	19:00 Dinner hosted by Mr. Paul Merage & Mrs. Elisabeth Merage
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 26	08:00-12:00 Business Strategy – continued Steven Postrel	12:20-12:50 Lunch with Michal Miasnik, West Coast Representative, BIRD Foundation	13:00-17:00 Business Strategy – continued Steven Postrel
	Breakfast: HOTEL	Late Lunch: HOTEL	
Thurs 27	08:00-09:55 Wells fargo, Information Security division	10:15-12:00 Brian M. White Chertoff Group Strategic advice on mergers, acquisitions, and private equity investments Cyber security	12:00-14:00 How to get funded with US capital Panel with Tech Coast Angels Amir Banifatemi; Stephen A. Block Margot Shapiro Arie Shen
	Breakfast: HOTEL	Lunch: HOTEL	
Fri 28	08:00-12:00 Strategic networking Bruce Money	13:00-17:00 Strategic networking Bruce Money	18:00 Dinner hosted by Bnei Israel synagogue service & dinner Presentation: Key note Meir Hayun + elevator pitch
Sat 29	<i>Rest or free time for shopping/sightseeing/exercise</i>		19:00 – 21:00 Fellows Lecture to community TVT @ 20:30


Week Two: March 30 – April 4

	Morning	Afternoon	Evening
Sun 30	<i>Rest or free time for shopping/sightseeing/ exercise/dinner</i>		
	Breakfast: HOTEL		Lunch: HOTEL
Mon 31	08:00-13:00 Negotiation Lisa Barron	13:00-17:00 Negotiation - continued Lisa Barron	19:00 Dinner hosted by Liz Merage
	Breakfast: HOTEL		Lunch: HOTEL
Tues 1	08:00-10:15 Doing Business with the United States Government Fred Geldon	10:30-12:00 Homeland Security Procurement Priorities and Opportunities Mod: Marc Frey & Cedric Sims Attendees: Jose Arrieta & Bob Namejko	13:00-17:00 U.S. Homeland Security Market and Lessons Learned Gordon Kesting, Vice President, Command & Control Systems and Homeland Security Solutions, Elbit Systems of America, Land & C4I Solutions
	Breakfast: HOTEL		Lunch: HOTEL
Wed 2	08:00-10:00 CYBER THERTS OC Sheriff Capt. Brad Virgoe Lt. Jason Park	10:00-11:20 Dan Merkle Chairman & CEO of Lexipol	11:30-17:00 LA PORT TOUR Training center and Cyber
	Breakfast: HOTEL		Lunch: HOTEL
Thurs 3	08:00-12:00 Branding Sasha Strauss	13:00-17:00 Effectiveness and Leadership Alan Sellers	19:00 Graduation and Farewell Dinner hosted by Paul and Lilly Merage @ Island Hotel
	Breakfast: HOTEL		Lunch: HOTEL
Fri 4	09:00-13:00 Octane + panel of VCs Investments Evaluation strategy - Matthew Jenusaitis	- THE END -	

Module Details

MODULE: Marketing, Sales and Distribution

Dr. Imran Currim

<http://web.gsm.uci.edu/~currim/>

Monday, March 24, 8:00-12:00 and 1:00-5:00

Tuesday, March 25, 8:00-12:00

Marketing Strategy

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

Text, Articles, and Cases

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.
2. *Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.
3. "What High Tech Managers Need to Know About Brands," *Harvard Business Review*, July August 1999.
- *4. Biopure, *Harvard Business School Case 9-598-150*.
- *5. Invisalign, *Kellogg Business School Northwestern University Case KEL032-PDF-ENG*

*I hope you can read items 4 and 5 before my Monday March 24 session and briefly write your thoughts on each of the questions on the cases (see below). This is important for the group discussion. Items 3, 4, and 5 can be ordered from www.hbsp.com (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from www.amazon.com although they may take some time to ship your order. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

Monday, March 24

8.00 – 12.00 Introduction, Alternative Growth Strategies, Honda Motor Car Company

12.00 – 1.00 Lunch

1.00 – 2.30 Biopure

1. How do you assess Biopure's potential in the human market? The animal market?
2. What are the biggest obstacles to Biopure's success in the human market? The animal market?
3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?
4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

2.45 -5.00 Invisalign

1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.
2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?
3. Are there any gaps in the channel? Are channel members performing functions that Invisalign intends them to? If not, why not?
4. Are channel power sources affecting Invisalign's success? If so, how?
5. What would you do to ramp up conversion from generation of interest to capture?

Tuesday, March 25

8.00 – 12.00 Customization of Marketing Strategies and Group Discussion

8:00 – 8:15 We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.

8:15 – 10.00 Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan

10.00 – 11.00 Group Develops Marketing Strategy for Israeli Exports to the U.S. Each group will come up with:

- (a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and

(b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.

11:15 – 12:00 Group Presentations and Discussion

Each group will present the output of the 9.45-10.45 session, followed by a discussion on how the questions and methodology can be enhanced (15-20 minutes per group).

MODULE: Business Strategy

Steven Postrel

Module Description:

The business strategy module is designed to help managers build capabilities for strategic analysis and decision-making. The goal is to broaden your perspective across different business contexts to enable you to understand how firms in general successfully compete (or avoid competition). These insights should be helpful not only in guiding your own firm but in understanding the behavior of customers, suppliers, partners, rivals, and other relevant players. While there are no predictable paths to superior profitability, there are roads that are more or less likely. Avoiding the latter is often more important than finding the former. The approach of the course is practical and problem-oriented. We will introduce a specific framework for assessing business-unit strategy based on the fundamentals of creating and capturing economic surplus (gains from trade) and apply this framework to specific cases. The framework covers both industry-level and firm-level analyses in a unified manner. We will explore questions about how many firms can fit in an industry, how likely they are to dissipate potential profits through rivalry, what firms can do to create competitive advantage, under what circumstances such advantages are sustainable, and what resources and capabilities are necessary to make such strategies feasible.

Tuesday, March 25 1:00-5:00PM

Introduction to Business Strategy

Our objective is to understand what we mean by a business strategy, what a successful strategy looks like, and how to analyze actual or proposed business strategies to see if they are likely to create competitive advantage or disadvantage. We will introduce, define, and apply the concept of economic surplus as a unifying framework for understanding strategy.

Please read the following before class:

Case: *Wal-Mart Stores' Discount Operations* (9-387-018)

Thought questions:

1. What are the drivers of cost and value where Wal*Mart has competitive advantage over rivals? **Quantify where possible.**
2. What strategic choices and functional policies followed by Wal*Mart have led to this superior positioning?
3. Why didn't rivals make the same choices as Wal*Mart?

4. Will Wal*Mart be able to sustain its success in the United States?

Reading: Postrel, *Notes on Strategic Advantage* (NOSA), Introduction (I-III)

Michael E. Porter, "What Is Strategy?" *Harvard Business Review*, Nov 01, 1996. Prod. #: 96608-PDF-ENG

Discussion: *Wal*Mart Discount Operations*

Lecture: Strategy and Surplus

Individual exercise: Analyze your company's strategy in terms of how it tries to create and capture surplus. What are its intended target segments? What, if any, are its sources of competitive advantage? Can you assess or measure whether it is achieving these advantages and whether it is successfully cashing in on them?

Wednesday, March 26 8:00AM-12:00 Noon

Industry Analysis

We seek an understanding of the factors causing industries as a whole to prosper or decline, paying particular attention to distinction between the surplus that the incumbent members of the industry create and the surplus that they capture. Key questions include what makes firms behave more or less aggressively in trying to take customers from one another, how many profitable players an industry can support, and whether bargaining power plays a role in moving profits move up or down the vertical chain. We will look at a number of examples of different industries and assess the dominant forces in each.

Please read the following before class:

Postrel, *Porter's Five Forces*.

Lecture: Industry Analysis

Group exercise: Characterize the industry in which your company participates in terms of its prospects for surplus creation and capture, specifically applying consonance and five-forces analyses.

Wednesday, March 26 1:00-5:00PM

Feasibility, Resources, Capabilities, and Vertical Scope

It's trivially easy to write down business strategies that would be profitable if one were free to imagine any level of firm capability. Unfortunately, if such capabilities do not exist or cannot be profitably created then the proposed strategy is not feasible. In this session we will study how to assess which resources and capabilities are critical for a given strategy to work and what is the best way of creating and/or accessing them. Specifically, we will consider questions of make versus buy, alliances, and vertical integration (both by acquisition and by organic capacity investment).

Lecturette 1: Feasibility, Resources, and Capabilities

Individual exercise: Assess the feasibility of your firm's strategy relative to its resources and capabilities. Then consider how potentially profitable changes to that strategy are constrained by its resources and capabilities.

Lecturette 2: Vertical Relationships

Further reading: Postrel, Vertical Scope

Group exercise: Is the existing vertical structure of your industry stable? Are

there potential gains to be had by integrating or dis-integrating parts of the surplus chain? Is the incentive structure embedded in customary contracting practices good at maximizing the surplus created in the typical transaction?

MODULE: BIRD Foundation

Michal Miasnik

MODULE: Wells Fargo, Information Security Division

MODULE: Angels Investment Perspective

Amir Banifatemi, Andrew Horowitz, Stephen A. Block & Arie Shen

MODULE: Strategic Networking

Bruce Money

Module Description:

This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

Pre-Readings (*Please read before the module begins.*)

"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review*, January 2007.

"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter*, April 2002, Harvard Business School Publishing.

"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker

Please read through the case and prepare to discuss the following questions:

1. What are the strengths of Roizen's network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?

3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

Seminar Outline

8:00-12:00 The Nature of Networking Concepts

- The "small world" phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of "structural holes"

Networking Tools

- Types of networks
- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the "top dog" syndrome

Networking Vehicles

- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.

1:00-4:30 Putting Networks to Work for Your Business

- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan

Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.). Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

Other Readings

Business Press/Newspaper Articles (among those to be distributed in class)

"The Power of Networks," special issue of *Forbes*, May 7, 2007 (selected articles)

"How to Network—And Enjoy It," *Fortune*, April 4, 2005

"Passengers Are Cleared to Network about the Cabin," *New York Times*, September 14, 2004.

"The Fine Art of Following Up," *Business Week*, October 21, 2002.

"Bridging the Gap," *Entrepreneur*, November, 2004.

Academic Articles (for further reading - can be ordered online from most academic article or library sources, such as Harvard Business School Press)

“Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration,” by R. Cross, S. Borgatti, and A. Parker, *California Management Review*, Winter 2002.

“Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan,” by B. Money, M. Gilly and J. Graham, *Journal of Marketing*, October 1998.

Other Harvard/Stanford Readings (Recommended for further reading—can be ordered online from HBS Publishing website, www.hbsp.com)

“Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation” by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator’s DNA*, Harvard Business School Publishing.

“A Note on Social Networks and Network Structure” by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

“How to Build Your Network” by Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, December 2005, Harvard Business School Publishing.

“Are You Ready to Get Serious About Networking?” by S. Parker, *Harvard Management Communication Newsletter*, February 2003, Harvard Business School Publishing.

“The Science of Networking,” by L. Gary, *Harvard Management Update*, January 2004, Harvard Business School Publishing.

“Note on Industry Peer Networks,” by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.

“Can a Shy Person Learn to Network?” by H. Ibarra, *Harvard Management Update*, September 1996, Harvard Business School Publishing.

Books on Networking (for further reading)

The Hidden Power of Social Networks, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.

Power Networking, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.

Hidden Assets: Harnessing the Power of Informal Networks, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

MODULE: Negotiations

Lisa A. Barron, Ph.D., MBA

Monday 08:00-11:45 and 13:00-17:00

Module Description:

The purpose of this Module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings.

The Module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations.

Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

MODULE: Procurement

Nick Nayak

Module : Branding

Sasha Strauss

Module Description:

A rich introduction to all things branding — from naming and brand architecture to visual design and brand extension. We'll look at why brands matter, who they matter to, how you can build them into your marketing, advertising and public relations strategies. A great start for professional communicators or those simply interested in brand strategy.

Module: Effectiveness and Leadership; Winning Consistently in The Life Sciences Space

Alan Sellers

Module Description:

A review of tools to enhance the effectiveness of the organization (including The Four C's, and the Five Elements of The People Model of Business). We will gain a practical perspective on what is required to succeed in growing a NewMedia company in the United States. This is intended to be a hands-on, participative session in which the members of the class will interact with the presenter and explore how to more effectively conduct business in the United States in the field of water, energy and other environmentally-related technologies.

Professors



Stewart A. Baker
Partner, Steptoe & Johnson, LLP

Stewart A. Baker is a partner in the Washington office of Steptoe & Johnson LLP. He returned to the firm following 3½ years at the Department of Homeland Security as its first Assistant Secretary for Policy.

At Homeland Security, Mr. Baker created and staffed the 250-person DHS Policy Directorate. He was responsible for policy analysis across the Department, as well as for the Department’s international affairs, strategic planning and relationships with law enforcement and public advisory committees. This work required a broad understanding of all aspects of the Department’s activities, including maritime regulation, customs enforcement, immigration, identity management, SAFETY Act implementation, money laundering enforcement, government contracts, and regulation of travel and air transportation, and its role in the Committee on Foreign Investment in the United States (“CFIUS”).

While at DHS, Mr. Baker led successful negotiations with European and Middle Eastern governments over travel data, privacy, visa waiver and related issues. He devised a new approach to visa-free travel, forged a congressional and interagency consensus on the plan and negotiated acceptance with key governments.

He also managed the passage and implementation of the SAFE Ports Act, led the Department’s policy effort to reform federal immigration laws, and transformed the Department’s role in CFIUS, helping to drive the first rewrite of the CFIUS law and regulations in a generation.



Amir Banifatemi
Founder, Bayspring Group

Amir is a successful entrepreneur whose work experience includes more than 14 years of advising startups.

His focus has always been identifying and developing future and emerging technologies that can impact society with special emphasis on predictive business intelligence, knowledge sharing & education, and real-time technologies.

Amir likes to work with startups on their product strategy, pricing, business model, go-to-market, and fund raising.

Amir is currently a member and President of the Tech Coast Angels Orange County and actively involved with venture funds and angel investors to help continuous and sustained funding of startups.



Lisa Barron
Senior Lecturer, Negotiations
 E-mail: lbarron@uci.edu

Dr. Lisa Barron is a faculty member of Organization and Management at The Paul Merage School of Business, University of California, Irvine.

Her teaching interests focus on creativity, negotiation, communication, organizational behavior and leadership. She has taught negotiation and leadership techniques to members of large and small organizations including Microsoft, Medtronic, Ingram Micro, State Street, MicroSemi, and Boeing and to executives, career counselors, undergraduate and graduate students, academic staff and faculty. Her current coaching work focuses on helping executives and doctors become more effective leaders, communicators and problem-solvers.

Lisa's research has been published in the journals *Human Relations*, *Career Development International*, and *Journal of Management Inquiry* and has been written about or recognized in *The Boston Globe*, *The Washington Post*, *The New York Times*, *Glamour*, *The Huffington Post*, and the *Orange County Register*. In addition, she has appeared on radio programs for WBUR, KNX, CBS and NPR.

Lisa's negotiation courses and workshops focus on developing people's ability to better understand their underlying interests and negotiate effectively. Her creativity courses focus on developing people's ability to think creatively and to use that thinking to solve problems. She also coaches executives and doctors regarding development of their leadership abilities. Lisa has taught graduate and undergraduate courses in organizational behavior and negotiation at Pepperdine University, The Claremont Graduate School and The Paul Merage School of Business at University of California, Irvine and Executive Education at UCLA and UCI. She has taught negotiation workshops at UCLA, CalTech, UCI, the Keck Graduate School and Utah State University.

Lisa has received sixteen teaching awards for her negotiation and her strategic communication courses. In addition to her academic experience, Dr. Barron has worked as an advisor to undergraduates and as a consultant and trainer at the Data Center at Stanford University. She also has experience marketing IT training programs.

Lisa is a member of the Academy of Management, the American Psychological Association, and the Association for Psychological Types. She is also a certified mediator. She has reviewed for leading journals in the fields of Management and Psychology. She received her Ph.D. in Organizational Behavior from The Anderson School at UCLA.

In addition, she has an MBA from The Anderson School at UCLA and a BA in Psychology and English from Stanford University. She loves to travel, cook (and eat), cycle, read, scuba dive, draw, paint and collect handmade earrings and folk art.



Stephen A. Block
Venture Partner, K5 Venture Partners

Stephen A. Block is a Managing Director of K5 Venture Partners, an Orange County venture fund that operates an accelerator/incubator, and a member of the Tech Coast Angels, Southern California's largest angel investing group, serving on the Executive Committee of the Orange County network. He also mentors entrepreneurs, speaks on Angel and VC investing and entrepreneurship at universities and business conferences, judges/coaches business plan competitions at the University of Southern California Marshall School of Business, Chapman University and Pepperdine University. He also serves as a judge for the regional finals of the Venture Capital Investment Competition.

Steve is a member of the Board of Directors of two public companies: Senomyx, Inc., a biotech based in San Diego; and Chromadex Corporation, a reference standards and ingredient supply company headquartered in Irvine. He also serves on two non-profit Boards: The Leatherby Center for Entrepreneurship at Chapman and the Long Beach Opera. Steve retired as Senior Vice President and General Counsel of International Flavors & Fragrances Inc. in December 2003, having served in that position for 12 years. He has over 40 years of broad legal, management and executive experience and has served on the Boards of both private and public companies and of several industry trade associations and as the President of one. He has drafted legislation, lobbied at both the state and federal levels, and testified before Congressional and state legislative committees. He has taught Securities Regulation at Pace University Law School and lectured in continuing legal and business education programs. Steve holds a JD from Harvard Law School and a BA *cum laude* from Yale University.



Raphael Borrás

Rafael Borrás was appointed by the President and confirmed by the Senate to serve as the Under Secretary for Management at the Department of Homeland Security. He joined the Department in April 2010.

Mr. Borrás exercises leadership authority over all aspects of the Department's management programs as the designated Chief Management Officer and Chief Acquisition Officer. As Chief Management Officer, Mr. Borrás oversees management of DHS's nearly \$60 billion budget, appropriations, expenditure of funds, accounting, and finance.

As Chief Acquisition Officer, he administers control over the Department's approximately \$19 billion in procurement. Mr. Borrás oversees the Management Directorate's six lines of business - financial, human capital, information technology, procurement, security, and administrative. Mr. Borrás has more than 30 years of management experience, including over 20 years in federal government and city government, and 10 years in the private sector. Prior to his appointment with DHS, Mr. Borrás served as a Vice President with URS Corporation, a global engineering services firm.

Prior to joining URS, Mr. Borrás served as the Regional Administrator for the Mid-Atlantic Region of the U.S. General Services Administration where he managed an organization with more than 1,300 employees, providing federal customer agencies with real estate, supply and procurement, vehicle acquisition, and information technology services. Mr. Borrás also served as Deputy Assistant Secretary for Administration in the U.S. Department of Commerce where he was responsible for overseeing the Department's financial, personnel, information technology, budget, administrative services, acquisition, and grants functions.

In city government, Mr. Borrás served as Deputy City Manager in the City of Hartford, CT, where he was responsible for the departments of finance, police, fire, code enforcement, information technology, purchasing, budget, and human relations. He also served as Deputy City Manager of New Rochelle, NY.

Mr. Borrás began his public sector career as Administrative Officer for the Office of the County Manager in 1982 with Metropolitan Dade County Government in Dade County, FL.



Imran Currim
Professor, Paul Merage School of Business, UC Irvine

PhD Business, Stanford University
 MS Statistics, Stanford University
 MBA University of Wisconsin
 BE (Electrical Engineering) Victoria Jubilee Technical Institute, University of Bombay

Imran Currim is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean of the Undergraduate Program. Prior to that, he served as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs and Associate Dean of the Masters Programs.

He is the recipient of two of the highest honors in marketing, the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for the American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research and the European Marketing Academy Award for best paper published in International Journal of Research in Marketing.

Professor Currim received Wall Street Journal's Favorite Professor in an Executive MBA Program and Business Week ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to “recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university.” He also received one of the highest commendations awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.

Professor Currim’s research includes topics such as how customers make choices and how competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice. He has published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at <http://web.merage.uci.edu/~currim/publications.htm>

Professor Currim served as Area and Associate Editor of Marketing Science, and Management Science for 13 years. He also serves/d on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

He has been recognized as an international expert in the area of design and marketing of products and services, and market research. His expertise has been consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations. Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.

Professor Currim received 22 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management.



Marc Frey
Senior Director, Steptoe & Johnson, LLP

Marc Frey is a Senior Director in Steptoe's Washington office, where he helps clients navigate the complexities and policies at the nexus of international business and security.

Prior to joining the firm Dr. Frey was Chief of Staff for the Office of Policy Development at the Department of Homeland Security (DHS). He worked extensively with DHS's agencies – including the Transportation Security Administration, Customs and Border Protection, and Immigration Customs Enforcement – to implement policies regarding aviation and border security, travel and trade facilitation, and international information sharing and law enforcement cooperation.

Dr. Frey previously served in the Department as Director of the Visa Waiver Program (VWP). In that role, he directed the successful interagency effort to enhance the security of and expand the VWP. In addition, he oversaw the development and implementation of VWP policy and program activities within the US Government; led US Government negotiations with participating countries; and managed the statutorily required security assessments of 36 member countries.

He also served as the Senior Advisor to the Department's Chief Security Officer, where he shaped counterintelligence, law enforcement, facility protection, contingency planning, and other security-related policies and programs.

Prior to his service at DHS, Dr. Frey worked as an analyst on national and homeland security issues for both Lockheed Martin and Science Applications International Corporation (SAIC). At SAIC, he specialized in assessments of long-range trends and emerging technologies and capabilities for the Department of Defense.

Dr. Frey is a senior associate (non-resident) with the Center for Strategic and International Studies; serves on the Executive Board of the National Defense Industrial Association's (NDIA) Homeland Security Division; and is a member of the American Council on Germany and the Atlantic Council of the United States. He has served as an adjunct professor at Temple University and is on the board of its Center for the Study of Force and Diplomacy



Fred W. Geldon
Senior Council
Steptoe & Johnson, LLP

Fred Geldon is a senior counsel in the Washington office of Steptoe & Johnson LLP, where he advises clients in connection with government contracts and compliance matters.

For more than 21 years, Mr. Geldon was counsel for EDS US Government Solutions, the business unit of Electronic Data Systems Corporation (now HP Enterprise Services) that performs contracts with agencies of the United States Government. In this role, Mr. Geldon handled and supervised legal matters involving EDS' federal government customers. He regularly represented, counseled, and trained EDS contract administrators and business units concerning all aspects of government contracts including bid preparation, bid protests, contract and subcontract negotiation, contract and regulatory interpretation, claims, terminations, compliance, organizational conflicts of interest, and disputes.

Prior to joining EDS, Mr. Geldon was a partner in private practice, where he specialized in government contracts, energy and commercial litigation. From 1983-1985, he served as Assistant Director of the Environmental and Occupational Disease Litigation section of the Torts Branch, Civil Division of the Department of Justice, where he supported the management of the nationwide asbestos litigation involving the United States. Mr. Geldon began his legal career in 1973 as a law clerk to the Honorable William B. Bryant, Judge of the United States District Court for the District of Columbia.

Mr. Geldon is currently an Adjunct Professor of Computer Science at George Mason University, and conducts frequent training sessions for the Public Contracting Institute and Federal Publications in Compliance, Organizational Conflicts of Interest, Contract Closeout, and a variety of other government contracts topics.



Andrew Horowitz
Angels Investment

A twenty-year telecommunications entrepreneur and founder of Office Telephone Management (OTM) in 1983, a shared-service provider of integrated voice and data communications products and services to tenants of multi-tenant office buildings in Southern California. Sold business to Intermedia Communications (later acquired by Worldcom) in 1995.

Since then, involved in an assortment of domestic and international telecommunications consulting engagements, mentoring activities, and investment opportunities involving local telecom and other startup companies. A member of both the Orange County chapter of the Tech Coast Angels and Investors Circle, Chairman of the advisory board of the Venture Finance Institute of the Claremont Graduate University, founding partner of the LA Chapter of Social Venture Partners, and board member of the Social Enterprise Institute.



**Matthew Jenusaitis,
President & CEO OCTANe**

www.octaneoc.org

Matthew Jenusaitis joined as the president and CEO of OCTANe in June 2009. Prior to OCTANe, Matthew spent 15 years at Boston Scientific, where he served in numerous executive marketing and general management positions.

Matthew was also an executive in residence for the private equity firm Warburg Pincus and President of ev3 Neurovascular, one of Warburg's portfolio companies. Matthew sits on the boards of Avantis Medical in Sunnyvale, California; Creagh Medical in Galway, Ireland; Precision Wire Components in Portland, Oregon; and Pulsar Vascular in San Jose, California.

He also sits on the advisory boards of Cornell's School of Biomedical Engineering, the Chapman University Schmid College of Science and Technology, and the Keck Graduate Institute of Applied Life Sciences. Matthew holds a B.S. in Chemical Engineering, cum laude, from Cornell University, a M.S. in Biomedical Engineering from Arizona State University, and a MBA from UC Irvine.



**Dan Merkle
Founder, Lexipol LLC**

In the late 1990s, Dan Merkle began to realize that California's 600 law enforcement agencies each had different ways of doing business. There were a mind-boggling number of differences in these agencies' policies regarding vehicle pursuit, use of force, harassment, dealing with informants and other areas.

While these agencies were all working under the same state and federal laws, there was no standardization of best practices, so each agency adopted its own approach to law enforcement. The lack of consistency led to confusion when more than one agency was involved with vehicle pursuits, natural disasters and similar situations, and that confusion created safety concerns for the public and for public safety personnel.

Merkle's launched his company, Lexipol LLC, in 2003 to address these inconsistencies. With total capital funding of \$100, the company has grown into a multinational company with more than 1,300 public safety agencies as subscribers.

Ninety-five percent of the police agencies in California now use Lexipol's online Knowledge Management System, which includes law enforcement standardization and training programs,

and the company has exceeded 30 percent growth for each of the last five years, all without infusions of outside capital.

Utilizing cutting-edge computer technology, Lexipol has become the nation's largest network of law enforcement agencies sharing state-specific policy information.

During the past year, Lexipol has begun applying its verified collaboration process to jail operations and to fire service agencies.

The company was recently chosen to assist in the reorganization of the troubled New Orleans Police Department.

And in the coming year, Lexipol will begin providing its system to 911 emergency dispatch operations.



Michal Miasnik,
West Coast Representative, BIRD Foundation

BIRD Foundation (www.birdf.com) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis. Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives. Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.



Bruce Money , PhD
Department Chair and Fred Meyer Professor of Marketing and International Business
Email: moneyb@byu.edu

Dr. Bruce Money is Chair of the Business Management Department and Professor of Marketing and International Business at Brigham Young University's Marriott School of Business. He is an internationally recognized expert in strategic networking and has been a visiting professor at business schools in Austria, Greece, and Singapore. Dr. Money has also received 7 outstanding teaching awards at undergraduate, MBA, and Executive MBA levels.

Prior to his academic career, Dr. Money worked in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. and managed a corporate loan portfolio of \$200 million.

Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program. Dr. Money also directed \$1 billion in Japanese debt and equity relationships for The Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer.

He has taught in over 70 executive education programs, for the University of Southern California, National University of Singapore, and the University of South Carolina, among others. He has acted as Training Consultant for Bayer Pharmaceuticals, CSX World Terminals, Blue Cross Blue Shield, Fuji Film, Nissan, Robert Bosch Corporation, and Sonoco. He holds an undergraduate degree from Brigham Young University, an MBA from the Harvard Business School, and a PhD from the Paul Merage School of Business at University California Irvine, where his dissertation subject was strategic networking and national culture.



Nick Nayak
DHS Chief Procurement Officer

Nick Nayak has over 24 years of senior private, public and academic leadership experience. He has been a dynamic figure in the field of federal acquisition – helping to professionalize the federal acquisition workforce; implement methods to obtain acquisition savings; and recruit the next generation of acquisition professionals.

In 2011, Dr. Nayak issued the Department's first Chief Procurement Officer's Strategic Plan for Fiscal Year 2012-2014, which serves as a roadmap for connecting the DHS contracting workforce with the Department's mission by instituting four priorities: Quality Contracting, Quality People, Quality Program Support, and Quality Industry-Government Communication. To advance these goals, Dr. Nayak and his team established a Procurement Health Assessment to ensure the procurement workforce remains on track in achieving the Strategic Plan's objectives.

In February 2013, he released the Annual Progress Report for Fiscal Year 2012, the Strategic Plan's companion publication, which highlights the DHS procurement workforce's accomplishments and provides further direction on future priorities, objectives and initiatives. In addition, he initiated a customer satisfaction survey to gauge the Department's delivery of quality service across all DHS contracting activities. Within two years of Dr. Nayak's service with the Department, the Office of Management and Budget, the General Accounting Office and the General Services Administration have recognized DHS as a leader in federal strategic sourcing, a program enabling agencies like DHS to leverage its buying power for commonly used products and services.

The Department has also garnered broad recognition for its commitment to providing maximum opportunities for small businesses. In 2012, the Government Technology & Services Coalition honored DHS as the Federal Small Business Champion of the Year for demonstrating a commitment and tangible results towards improving the business environment for small businesses in the federal marketplace. In addition, the Coalition for Government Procurement honored Dr. Nayak and the DHS procurement workforce with its 2012 Excellence in Partnership Award for fostering

open communication between government and industry and effectively breaking down barriers to create a more collaborative procurement environment.

Before joining DHS, Dr. Nayak served as the Deputy Director for Internal Revenue Service (IRS), and in several other high-impact leadership positions, including Director of Strategic Acquisition Initiatives, Deputy Director of the Office of Information Technology Acquisition, Project Executive for the IRS Commissioner’s Security Readiness Project, and Director of the Treasury Acquisition Institute (TAI). Dr. Nayak has a Ph.D. in Administration and Management, an M.S. in Management and a B.S. in Finance and Economics. He has served as an adjunct professor for several universities and taught over 45 undergraduate and graduate business courses. Dr. Nayak’s hobbies include playing tennis, where he has won more than 100 Washington metropolitan area amateur tennis tournaments and was rated as high as 5.0 on the United States Tennis Association’s rating system.



David M. Ochi
Executive Director
UC Irvine ANEntrepreneur Center

UC Irvine-

1999, MBA, Paul Merage School of Business

1997, BA, Political Science, School of Social Sciences

1997, BS, Biological Science, School of Biological Sciences

Keller Graduate School of Management

2009, Masters in Project Management

Mr. Ochi has over 20 years experience in early-stage companies having started his first enterprise – a tutoring company called *A’s Unlimited* - at the age of 13. Mr. Ochi ran this company for 11 years while attending high school, college and graduate school. Mr. Ochi utilized this experience to become an adjunct faculty member at the University of California, Irvine in 1999.

Mr. Ochi entered the world of technology in 2000 with the co-founding of *Strevda LLC*, a technology incubator. Mr. Ochi campaigned successfully for two rounds of investment funding for the nine projects. In 2004, Mr. Ochi co-founded *Websonic LLC*, a small business technology consulting firm focused on assisting small businesses utilize technology in a strategic manner. In 2006, *Websonic LLC* was sold so that Mr. Ochi could co-found *Alpha Sprouts*, an early-stage consulting company. The charter client was the master licensee of Disney Consumer Products for Cambodia, Laos and Viet Nam. Mr. Ochi lived in Viet Nam for nearly two years while consulting for Disney Consumer Products and other companies in a variety of industries including mining, energy, education, and mobile technology. In 2010, Mr. Ochi co-founded what is now *Sunnox Corporation*, an innovator of sustainable energy solutions for private and municipal street lighting. Mr. Ochi is the recipient of the 2011 *Green For All* Business Academy Entrepreneurial Concept Award. Mr. Ochi is the Executive Director of the ANEntrepreneur Center at the University of California, Irvine and is operating the Blackstone Launchpad program.

Mr. Ochi currently sits on the Board of Directors of a half-dozen companies and is actively involved in the growth of 7 early-stage companies. Mr. Ochi is also very actively involved on the Board of 4 alumni organizations at UC Irvine, the UC Irvine Chancellor's Club Board of Directors, Alumni Advisor for UC Ideas program at the Don Beall Center for Innovation and Entrepreneurship at the Paul Merage School of Business as well as the membership director of Tech Coast Venture Network (TCVN) in Orange County. Mr. Ochi also serves on the Board of Advisors for the Mobile Excellence Awards in Hollywood, CA.

Mr. Ochi holds a B.A. in Political Science, a B.S. in Biological Sciences, and an M.B.A. from the University of California, Irvine. Additionally, Mr. Ochi graduated from the Keller Graduate School of Management with a Masters in Project Management. In his spare time, Mr. Ochi enjoys reading, participating in triathlons and traveling as much as possible.



Steven Postrel
Lecturer, Paul Merage School of Business, UC Irvine

Steven Postrel has previously taught at UCLA, Northwestern University's Kellogg School, UC Irvine's Graduate School of Management, and Southern Methodist University's Cox School of Business, and has instructed undergraduates as well as full-time, part-time, and executive MBAs. He has published empirical and theoretical research on knowledge specialization and integration, organizations and impulse control, the usefulness of game theory in business strategy, retail pricing, and technology standards competition. He also has strong research interests in positioning analysis and theories of competitive advantage, as well as problems of product design and development. His work has appeared in *Strategic Management Journal*, *Organization Science*, *Industrial and Corporate Change*, *Marketing Science* and the *Journal of Industrial Economics*. He is an active reviewer for a number of journals and a frequent presenter and discussant at strategy conferences.



Alan B. Sellers
Chairman & CEO, SAIL Capital Partners

Alan Sellers is Chairman & CEO of an emerging high tech, medical device company. He has devoted his career to helping promising companies grow, and working with entrepreneurs, founders and CEOs. For decades he has observed and studied recurring patterns in business. Sellers has a history with financier/industrialist/entrepreneurs who are members of the Forbes 400, and with multiple founders, entrepreneurs, CEOs, scientists, engineers, visionaries and inventors. He has been involved for decades at the highest levels with companies that are high tech and low tech, domestic and international, private and public, large and small.

Sellers specializes in technology start-up companies, and is accustomed to rolling up his sleeves in emerging businesses. He has 30 years of senior leadership roles in operations, private equity and Boards of Directors, including multiple emerging growth companies. Sellers has served in numerous C-level operating roles, including Chairman, Chief Executive Officer, Chief Legal Officer, Chief Financial Officer, and Chief Administrative Officer at NYSE (\$5 Billion), NASDAQ (\$25 Million), and/or numerous private companies of varying revenue levels from start-up to mid-size.

He has 20 years of Partner-level private equity and venture capital experience in growing companies and capital structure. He practiced law and public accounting at internationally ranked law and accounting firms. Alan has deep expertise in Mergers & Acquisitions, in deals ranging from \$1 Million to \$5 Billion, and in Special Ops, including dispute resolution and governance.

Alan holds a BS in Economics from Yale University, an MBA from The Wharton School, a law degree from Columbia University, and a CPA from the State of New York. He is a member of the California Bar. In his spare time he serves on the Executive Committees at both the Business School and Center for Innovation & Entrepreneurship at University of California Irvine (Advisory Boards), and as Professor at The Merage Institute's Executive Leadership Program for CEOs in Orange County, California.

His outside interests include law enforcement and the military. He has been involved leading programs for the FBI and the United States Marine Corps, and has participated in programs for the United States Air Force, and invited by the Secretary of Defense to the prestigious Joint Civilian Orientation Conference.



Margot Sherr Shapiro
Partner, LMN Venture Capital

Margot Shapiro started her career in investment banking at Goldman Sachs, followed by several years at a private equity firm in New York with a portfolio of 30 companies and \$6 billion in revenues. She was a founding member of Kaplan Interactive, the start-up book, software and internet publishing division of Kaplan Inc., owned by The Washington Post Company. She has also helped to raise money for private wealth teams in the Midwest office of Goldman Sachs. Margot served as a Board Member/Advisor to the Wolverine Venture Fund for 6 years at the University of Michigan's Ross School of Business.

Currently she is a Partner at LMN Ventures, a seed venture fund. She has invested in and served on the boards of a wide range of companies in industries including medical devices, consumer goods, education, manufacturing, and hospitality. Margot holds a B.S. in Applied Earth Science and an M.S. in Petroleum Geology from Stanford University.



Arie Shen

Software creation and implementation, Executive Sales and Business Development, Branding and Marketing, Technology Project Management, Entrepreneur and Investor.

For more than two decades, Shen managed and lead software projects, software creation and Implementations, and ran P&L operations with sales responsibility for publicly traded software vendors. Subsequently, Shen has enjoyed a diverse and successful consulting career growing companies and leveraging business opportunities. With his broad international background, experience and training, he has successfully guided a wide range of companies, including B2B, B2C and non-profit organizations. In addition to technology project management, Shen is expert in creating and implementing management strategy: developing and executing market penetration, defining strategies for growth and allocating resources to achieve them, and selecting and negotiating joint venture opportunities.



Dr. Cedric J. Sims

Partner, Evermay Consulting Group, Inc.

Dr. Cedric J. Sims is a Partner in Evermay Consulting Group, Inc. an advisory firm that provides strategic acquisition guidance to private sector clients focusing on Homeland Security and other federal agency mission areas. The company assists small, medium, and large companies with world-class government services, products and technology solutions. Driven by strong dedication to public service, Dr. Sims has more than 20 years of experience in the fields of acquisition and risk management, cyber security, capital planning, portfolio and program governance, and systems engineering applied to homeland security missions.

Dr. Sims formerly served as Executive Director of the Office of Program Accountability and Risk Management (PARM) within the U.S. Department of Homeland Security's (DHS) Office of the Under Secretary for Management from late 2010 until 2012. As Executive Director, Dr. Sims led efforts to promote better accountability of DHS acquisition investments and to mature the acquisition risk management process. This focus evolved the DHS acquisition process through enhanced operational governance and vigilance over the department's tolerance for risk in the execution of \$18 billion of acquisition investment programs.

Dr. Sims' portfolio included policy, governance, support services, program management certification and training, and risk management strategies related to program execution. He chaired the Centers of Excellence Council and provided strategic leadership to Component

Acquisition Executives. Dr. Sims led the merger to PARM of the legacy Acquisition and Program Management Division (APMD) and the Cost Analysis Division (CAD).

Dr. Sims was selected in May 2009 to serve as Executive Director of the Enterprise Business Management Office (EBMO) within the DHS Office of the Chief Information Officer (OCIO). As Executive Director, Dr. Sims oversaw enterprise strategies for governance of \$6.4 billion of IT investments across DHS. He developed and executed portfolio and program management strategies aligned with the DHS Enterprise Architecture and business processes for Capital Planning and Investment Control, departmental budget formulation and acquisition reviews.

Before joining DHS Headquarters, Dr. Sims served at the U.S. Secret Service (USSS) from 2001 until 2009. Dr. Sims' leadership experience at Secret Service includes assignments as Branch Chief of Network Management, DHS Senior Infrastructure Officer, and interagency communication coordination roles at the Salt Lake City Winter Olympics, G8 Summit in Sea Island and various United Nations General Assemblies. In his last assignment, Dr. Sims was the key Secret Service leader responsible for defining, developing, and implementing a concept of future operations to provide context for investment decisions.

Additionally, he facilitated the development of the Secret Service's first, portfolio-based, five-year budget that aligned with agency, departmental, and presidential objectives. From 1990 to 2000, Dr. Sims served in various management and research roles for the Texas A&M University System to include modernizing a Department of Defense command simulation system; promoting federal, state, and local interoperability through the Advanced Law Enforcement and Response Technology (ALERT) program.

Dr. Sims received a bachelor of science in Computer Science and a bachelor of science in Journalism and holds a doctorate in Engineering from Texas A&M University.



Sasha Strauss

Managing Director Innovation Protocol Strategic Brand Development

Email: sstrauss@innovationprotocol.com

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide; from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s. He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek.

With nearly two decades in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Mr. Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry

International, ADP, Eviteand PayPal. Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at USC's Marshall School of Business. His courses have a year waiting list and remain the most impacted courses in the program. On the other side of town at UCLA's Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBA's in corporate and professional brand development. Via these professorial roles, Mr. Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell.

Mr. Strauss holds a bachelor's degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), and an Eagle Scout.



Brian M. White

Managing Director and Chief Strategy Officer, Chertoff Group

Counselor to the Deputy Secretary, Department of Homeland Security (2007 – 2009)

Chief of Staff, Office of Policy, Department of Homeland Security (2006 – 2007)

Director of Cargo, Maritime & Trade Policy, Department of Homeland Security (2006)

Professional Staff Member, Senate and House Committees on Homeland Security and Governmental Affairs (2004 – 2006)

Mr. White, based in San Francisco, leads the West Coast office for the Chertoff Group. At the Chertoff Group, Mr. White primarily focuses on cyber security and innovative technology; and works with large and small technology companies and equity investors that are looking to bring innovative products and services to Government customers. Mr. White has been involved in several key M&A deals since joining The Chertoff Group including advising Waud Capital on their merger of Point One and Summit Solutions as well as Veritas Capital on their acquisition of EIG, now known as the SI.

Mr. White joined the Chertoff Group from Lockheed Martin, where he was a Senior Manager in the Electronics System business. In this role, Mr. White led a \$50 million international and domestic business development and strategy team and assisted in coordinating homeland security business across Lockheed Martin.

Prior to joining Lockheed Martin, Mr. White was a senior official at the Department of Homeland Security, where he served in numerous capacities. As a Senior Counselor to the Deputy Secretary, Brian was substantively involved in all policy and operational issues at the Department, including the development and execution of the Comprehensive National Cyber Initiative. Mr. White also served as Chief of Staff of the Policy Office, where he managed the day-to-day operations of a \$35 million office and served as the primary policy advisor to the Assistant Secretary; as well as served as the Director of Maritime, Trade, and Cargo Security, where he coordinated supply chain security issues across the Department.

Mr. White came to government from the private sector, where he was a management consultant with Booz Allen Hamilton. As an Associate with Booz Allen, he principally advised the Department of Defense on various technology issues including biometrics and the use of commercial satellites.

Mr. White holds an MPA from the Maxwell School of Citizenship and Public Affairs at Syracuse University; and a B.S. from Syracuse University where he was a Division 1 student-athlete. Mr. White currently serves as a Senior Associate with the Center for Strategic and International Studies (CSIS); a practice associate at the Institute of National Security and Counterterrorism (INSCT) at Syracuse University; a guest lecturer at the Naval Postgraduate School, and frequent speaker on cyber security issues. Mr. White was also a German Marshall Fund Manfred Woerner Scholar.



Terrence Yang
Founder, Yang Ventures
terrence@yangventures.com

Terrence Yang is based in Anaheim and travels often to exotic locales for startup work, including Irvine, Pasadena, West L.A., Silicon Valley and San Francisco.

Terrence mentors and seed invests (including indirectly through VCs) in dozens of startups with traction and growth. His first angel investment was in the 1990s and he took a long break after the dot com crash.

Terrence is the main adviser, first investor and board director of Infobitt.

Wikipedia founder Larry Sanger founded Infobitt, which crowdsources quality information.

Terrence is a key adviser to ImageSearcher in L.A. ImageSearcher owns CamFind and Tap Tap See. CamFind is a top-rated iOS app that is the best in class for visual search. Tap Tap See adds great value to many vision challenged people.

Terrence is a 2013 Top Writer for Quora, primarily because of his writing on VC and angel investing. He is speaking 3 times just this month on startup investing to founders.

Before focusing on startups full time, Terrence was a Wall Street officer, financial innovator, deal manager, lawyer and salesperson.

Born in Los Angeles, Terrence attended public schools in L.A. and Orange County before earning a Bachelor of Science from USC. He holds a J.D. from Harvard Law School.

Presenters and Hosts



Eyal Aronoff

eyal@aronoffgroup.com

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:[QSFT](#)). Eyal's current focus is energy and philanthropy.

He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the Fuel Freedom Foundation which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort.

At the Fuel Freedom Foundation we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it. www.FuelFreedom.Org Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach, CA.



Katherine Merage

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish

Community in Israel and the U.S. Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem. Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre. Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

Lilly Merage

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.

Liz Merage

Louise “Liz” Merage is retired from the Merage business empire where she specialized in real estate investments.

Liz serves on the Board for Angels of the Arts, supporting the Segerstrom Center for the Arts, and as a philanthropic leader for the Hillel Foundation of Orange County at University of California, Irvine.

Liz manages her own private foundation which supports other various charities to include AIPAC, Pacific Symphony, Mind Institute and various projects at University of California, Irvine.



Paul Merage

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a start up frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for \$2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital. Paul is also highly focused on a mission to “give back to America.” Paul and his family created The Merage Institute. The Institute’s programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine’s Paul Merage School of Business as the Chair of the Executive Committee of the Dean’s advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.

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Tali Aben, Head of Life Sciences chapter

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Amir Lerman, co-chair Merage - MAYO program

Gal Nachum, Dror Dalot, Setla Diamant, Social Media Team gal@ringya.com

Hanna Azulay, Legal advisor hanna@galaw.co.il

Participants



Eyal Adar

Founder; CEO

WCK GRC software

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Eyal Adar is a leading expert in Security Risk Management, Critical Information Infrastructure Protection (CIIP) and IT security. Mr. Adar is the founder and CTO of White Cyber Knight Inc. (WCK), a start-up company that provides a comprehensive platform for business driven cyber-security risk management for Critical Infrastructures. Mr. Adar has been involved in the field of Critical Infrastructure Protection since 2002, believing all along that it would grow as important as it ultimately did.

Today, Mr. Adar is one of the key researchers in this field. He was asked to join academic research teams in recognition of the work he did with key cyber security projects in Israel and Europe, and for his ability to bridge research and business. Mr. Adar was the founder and CEO of **iTcon** Ltd (1995 – 2008), an information security consulting firm specializing in security architecture. iTcon had a rich experience in the finance, government, communication and energy sectors throughout Europe and Israel, employing 30 security architects.

Partial client list: Leumi Bank, Discount Bank, Credit Suisse, UBS, Novartis, and La Cixa. iTcon was sold in 2008 to Aman group, one of the largest private IT services companies in Israel. Mr. Adar served as a senior security architect, in Israel and in Europe working with DuPont, Hoffman La-Roche, and Ministry Of Finance (1987-1995). He joined the Israeli Defense Forces, and served as networking and security engineer (1981-1986). Mr. Adar studied Electricity Engineering and Computer Science; and holds a B.Sc degree in these fields (1977-1981).



Shai Arbel

COO & CFO

Terrogence Ltd.

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Mr. Arbel, one of the top Israeli WEBINT and OSINT specialists, is the COO&CFO of Terrogence Ltd, and also a member in the board of Directors for Terrogence Ltd. He earned his B.A. in Economics and Management for executives from Ruppin Academic Center (cum laude), and is a graduate of the Directors and Officers course from the Inter Disciplinary Center in Hertzliya.

With over 14 years of experience in the Intelligence world, most of them the fields of Open Source Intelligence and Web Intelligence, Shai's role includes overall responsibility for the company's product vision, strategy, product marketing, competitive positioning, business opportunity assessment and road-map planning and execution. Being one of the creators of the HIWIRE product for WEBINT purposes, based on his unique methodology that he implemented in the company

(Called “Virtual Humint”), his role in product design was to collaboratively work with the R&D team to determine product life-cycle processes and identify new business opportunities, alongside additional custom intelligence services, such as training and reports. With a ‘hands on’ experience in multiple fields, such as Intelligence, R&D, marketing and sales, analysis, pre-sale and post-sale, Mr. Arbel ability to understand the full puzzle using a small number of pieces, is rapid and with high quality.



Ram Dor

CEO

RDeYe solutions Ltd.

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Ram Dor is the former IDF CISO. Retired from active service in 2009, Ram is still serving in the reserves. Ram is a senior intelligence officer; served most of his 25 years of intelligence career in operational units in combat zone.

During his career he was also assigned for 3 years of intelligence duty in Washington D.C. Ram has vast experience in counter terror, cyber warfare, cyber security & information security. In 2009 he joined Rontal Engineering Solution executive team, and in 2010 founded RDeYe Integrated Security Solutions, a company specializing in design and implementation of integrated intelligence, security & cyber protection campaign in order to improve capabilities of states, security organizations and private companies to counter varied security challenges in the areas of intelligence, HLS, terror, severe crime, crisis management, corruption and other national security threats.

The company has a 4 years track record in complex cyber services, boasting customers such as: law enforcement agencies, private companies, the Israeli MOD, cyber start-ups and more. Ram Dor holds BA in Economics & Social Science from "Bar Ilan" University and M.B.A from Tel Aviv University (Executive Program, Leon Recanati Graduate School of Business Administration)



Aki Eldar

Founder; CEO

Secure Islands Technologies Ltd.

aki@secureislands.com

Aki Eldar is the CEO and the Founder of Secure Islands Technologies Ltd. - Secure Islands is innovative Information protection and control vendor supplying orchestration of classification and protection (Information Rights Management) processes to unstructured data for the borderless enterprises.

Since the end of 2006 and after a successful capital raising Aki is responsible for leading Secure Islands' towards success. In the last few years Aki led Secure Islands' significant growth, its deals with Fortune 500 companies and its partnerships with one of the biggest ITC companies in the

world. Aki Eldar has more than 22 years of management, sales and business development experience in communications, security, and software. Until 2006 and prior to founding Secure Islands, Aki was VP Sales and head of a Business Unit at Bynet Data Communication, where he was responsible for developing annual sales in excess of \$50 million.

During his tenure at Bynet Data Communication, Aki successfully developed and applied new business strategies that significantly enhanced the company's leading role in the local and the global market including opening overseas office and winning high profile international tenders. Prior to joining Bynet, Aki worked for the Israeli government in the field of national security initiatives.



Yehezkel (Hezi) Erez

CEO

PineApp Ltd.

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Mr. Hezi Erez is a 1986 graduate of the - Israel Institute of Technology, the Technion. Hezi holds a B.Sc. degree in electronics and computer science, specializes in telecommunications, microelectronics, computers and optics.

Mr. Erez has 25 years of extensive experience as an executive in Hi-Tech companies operated in Israel, the USA, Japan, Europe & Africa.

Prior to PineApp, Mr. Erez established and managed his own company, SOL, dealing with physical security and video analysis. Before SOL, Mr. Erez held several key positions in leading Hi-Tech companies in Israel; Orbotech as R&D engineer and managing the Far East operation – positioning in Japan for 5 years and in VCON – VP sales and OEM relations. In PineApp; Mr. Erez applied Patent application – System and Method for Spam Detection in Image data. Based on; noise ratio in Spam picture VS real picture. Hezi served in the IDF for 5 years, Major Res, in a unique combat unit and 3 years in other “prime minister” organization.



Itay Glick

Co Founder; CMO

Votiro Ltd.

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Itay Glick is the CEO and co-founder of Votiro Ltd, a startup company that develops and licenses solutions that protect networks and infrastructures from external cyber threats. Votiro's solutions have been implemented at government and law enforcement agencies and at numerous customer sites in finance and banking, defense, telecom, pharmaceuticals, and other industries.

After completing a BSc in electrical engineering and electronics at the Technion, Itay gained extensive experience designing and developing security components for networks and

operating systems during his military service in an elite intelligence unit of the Israel Defense Forces. As a group leader, he oversaw the operations and integration of projects valued at over \$10 million. He went on to round out his education with an MBA at Bar-Ilan University, where he concentrated in finance. At Verint Systems, a well-known company in the field of cyber security, Itay served as a systems architect.

Responsible for several projects valued at \$50 million each, Itay gathered customer requirements, designed the appropriate solution for addressing the requirements, allocated the tasks to developers, and managed a unit of 50 people.

The expertise and leadership experience that Itay gained from his military service and his role at Verint helped him acquire the skills and systems perspective that prepared him for founding Votiro and leading the company today as its CEO.

Along with one co-founder, Itay started Votiro from scratch in 2009, with no outside funding. Within one year, he had brought the company to profitability, enabling it to sustain 10 employees to this day and carry out worldwide sales.



Tal Goldstein

Israeli Prime Minister Office – National Cyber Bureau

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Tal Goldstein is a graduate of the elite academic Talpiot program and holds a B.Sc. in physics and mathematics from the Hebrew University of Jerusalem, and a M.A. in economics from Tel-Aviv University.

During his military service, Mr. Goldstein has gained 8 years of experience in cyber-related systems analysis and strategic planning.

In the past two years, Mr. Goldstein has taken a leading role in the establishment of the Israeli National Cyber Bureau, including the analysis of various cyber issues on the national level, so as to improve the government's understanding of cyberspace and its role in it.

Mr. Goldstein is responsible for developing Israeli strategies on the different aspect of cyber security, such as national defense, economy and technology. Among other issues, Mr. Goldstein is involved in the government's effort of encouraging the cyber security industry in Israel.



Meir Hayun

Head of the Cybercrime Unit

Israel National Police

meir.light@gmail.com

Meir Hayun has more than 14 years of experience in Cybercrimes. He is the head of the National Cybercrime unit at the Israeli Police Force. Meir has joined the computer Crime squad of Israeli Police in the year 2000.

He led investigations teams for 8 years and conducted some of the most sophisticated cybercrimes investigations at that time. In 2008 he established the cyber branch at the Sigint division (signal intelligence), while developing unique tools and methods of work.

Since 2013, Meir has been leading the new National Cybercrime Unit. The unit is responsible for the most significant cybercrimes investigations in Israel; Offenses that threaten critical infrastructure or have a potentially widespread damage and Cybercrimes that require time, resources, expertise and sophisticated means. Meir is a lawyer (LL.B) and holds a Bachelor degree in accounting from HA- Michlala Leminhah. He also holds an M.B.A from the Tel- Aviv university Recanati business school.



Zori Kor

Senior Director

ASERO Worldwide

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Mr. Zori Kor recently joined ASERO Worldwide after 25 years of service in the Israeli Security Agency (ISA) in a number of counter-terrorism and protective security posts. Mr. Kor advises ASERO's clients on strategic solutions for cyber security and critical information infrastructure defense and provides internationally recognized training on all aspects of security including crisis response planning in the IT and cyber field.

Mr. Kor served as the Head of the Technology Department in the National Information Security Authority in Israel, where he focused on IT and cyber security, including IT and Industrial Control System (ICS) audits, training, guidance, technical aspects and standards of IT and Cyber security systems and devices, as well as policy management and risk assessment.

Prior to this position, Mr. Kor held senior field positions in ISA duty areas including intelligence, aviation security, installation security and cyber security. In recent years, Mr. Kor has led and implemented numerous state-of-the-art technology-related projects which dealt with remote sensing, screening techniques, IT and cyber security, complex security systems in civil environments, among others.

Mr. Kor is a regular guest speaker at various international homeland security forums and cyber security conferences, including his recent appearance at the financial sector conference in Geneva, Switzerland.

Mr. Kor was the keynote speaker at the GovWare2013 conference in Singapore, and most recently, he has given cyber security lectures to companies within the Norwegian and Dutch gas and oil sector. Mr. Kor holds a B.Sc. in Physics and a M.Sc. in Applied Physics from Tel Aviv University. He also received an Executive Master of Business Administration from Tel Aviv University.



Yacov (Koby) Krips

Senior Director- Head of R&D group

Elbit EW & Sigint - Elisra/ Elbit Systems Ltd.

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Koby Krips is head of Elisra R&D group . Has a very rich experience (over 10 years) in leading systems development from a variety of disciplines: large scale image processing systems, RF signal processing, and DSP software.

Currently is a leader of a unique development group of 30 scientists and engineers developing the company IP in algorithm and system engineering and form the company startup incubator. This distinctive group is initiating and developing the future Elbit product lines. Cyber is one of the most rapid evolving domains – having a special angle threw connecting it to Elisra wide IP in RF DSP and machine learning algorithms.

Koby was Elisra representative in international convention in Europe and has experience in technical – business negotiations with international customers.

He also published several articles in the field of image processing and navigation.

Koby has a BA in physics from Technion – Israel institute of technology and BSc in Electronic engineering from Tel Aviv university. He is father of three living in Rehovot.



Amir Nadan (Brig. Gen. Res.)

Co-founder; CEO

Amiron group Ltd.

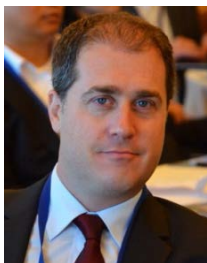
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Amir Nadan is Co-Founder & CEO of Amiron Group Ltd, specializing in the development of life saving technologies and products. Brigadier General Nadan has completed 29 years of military career in the Israel Defense Forces (IDF) and has an extensive managerial and Leadership experience. In his last position, Amir served as the Deputy Inspector General for Military Auditing at the Israeli Ministry of Defense. He managed the military Inspection division and inspecting the programs for increasing military readiness for war and cyber warfare.

Amir was IDF Liaison Officer to the United States Joint Forces Command (JFCOM) and was responsible for the strategic and operational relations as well as common thinking between the IDF and US-JFCOM.

BG Nadan served as Joint Operational Branch Officer of the IDF Northern Command; Brigade Commander on the Lebanese border; Head of the Joint IDF's Command and Staff course and in other positions of command in the Paratroopers brigade.

Amir holds a MA in Diplomacy and Security from Tel Aviv University, graduated Command and General Staff course at the University of the Marines, Quantico, VA, U.S.A. and Directors' course at the Tel Aviv University.



Gil Picovsky

Managing Partner

Cukierman & Co. Investment House

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Gil Picovsky is heading the Technology Media & Telecom Investment Banking division at Cukierman & Co. Investment House, where he serves Israeli and International High-Tech clients in various industry segments, addressing a wide range of Corporate Finance issues and leading cross border transactions and commercial activities.

Prior to this position, Gil has been involved in entrepreneurial and consultancy practices, both in Israel and Abroad. He also held managerial positions in the Israeli industry (Keter Plastic Ltd.), in Investment Banking (Singer Barnea & Co.) & in Auditing (Price Waterhouse Coopers, Paris). Gil holds an MBA from EDHEC Business School, a leading "Grande Ecole" in France. Born and educated in France, he lives in Israel for the last 20 years.



Alon Refaeli

VP Sales & Business Development

YazamTech Ltd.

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I have more than 15 years' experience in successfully identifying market needs, trends and building, marketing and selling innovative products and solutions in the information security sector.

- Experienced marketing executive with success managing global programs with measurable results.
- Expertise developing and implementing marketing programs, go-to-market strategy, and managing teams.

- Self-starter with enterprise sales experience and a team-oriented approach.
- Innovative, problem solving, hands-on attitude
- Self-motivated, results driven and a solid team player.
- Technology & Business savvy.
- Strives in an entrepreneurial, innovation-driven environment.

Specialties:

- Product Marketing
- Strategic Marketing
- Channel Marketing
- Partner Management
- Lead Generation
- Project Management
- Information Security and Technology

Linking between technologies and market's needs.

Carrying out competitive analysis and total cost of ownership for information technologies and information security technologies for enterprises in EMEA and APAC. International Business Development.



Avshalom (Avi) Shavit

Head of Homeland & Cyber Security Sector

Chief Scientist – Ministry of Economy

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Based on his 25 years of experience, industry deep-rooted recognition, and personal well-established networking, Avi Shavit is the Head of Cyber and Homeland Security Research Activities at the Chief Scientist Office (CSO), Ministry of Economy. At the beginning of 2006 Mr. Shavit was nominated as the Israeli expert in the EU Program Committee Security Research.

Mr. Shavit was one of the leading experts in a special taskforce convened by the Prime Minister of Israel to formulate national plans that would place Israel among the top five countries leading the cyber field. This taskforce examined the components essential for Israel's preparedness in cyberspace, as well as analyzing the national benefit with regard to the economic, academic and national security aspects.

In 2010 Mr. Shavit initiated a new Cyber research project (a consortium of 9 industrial organizations and 10 Academic researches) with a visionary approach, to develop a Multi Tiered technology for assessment, detection, analysis and understanding of computer attacks.

Mr. Shavit was also the Managing Director of VULCAN Program (Video Understanding Learning Content And Notification), a generic research consortium that consisted of 7 industrial members and 7 academic researches for security purposes. Previously Mr. Shavit served as

Managing Director of another research program in the field of sensors, signal processing, and data fusion for security purposes. Mr. Shavit also serves as a security expert in the European Commission. His professional skills have spanned over the security, software, and communication landscapes.

Mr. Shavit has extensive experience in all aspects of software and communication product development, marketing, and business development. His background started in the Israeli Air Force, where he was responsible for developing C3I systems and other sophisticated solutions of computer security. Several systems Mr. Shavit was involved in developing received rewards, including the highest rank of Israeli Security Reward given by the Israeli President.

Mr. Shavit also served as a CTO in a VC specialized in Information Technology. To conclude this short BIO, Mr. Shavit's business knowledge, together with his vast experience with due diligence (over 500 companies), provides him a unique perspective on the use of State-Of-The-Art technologies to produce affordable solutions in the Homeland security themes, particularly in the cyber arena.



Sharon Shlomo

VP for Marketing & Sales

Commcontact Ltd.

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Sharon Shlomo has joined Commcontact in 2007 following 10 years of international marketing and business development experience at Israel Aerospace Industries (IAI).

Shlomo's last position in IAI was as the President of South Korea Office. He joined Commcontact as a career shift to work in a dynamic, technology driven innovative small company; challenging his capabilities and networking to expand the company business activities and as a result its growth. During the last few years, he lead the negotiation team for technological partnership with a multi-billion dollars company and lead the company into new business area of cyber defensive systems.

Sharon Shlomo holds a BA degree in Business Administration for Executives from the College of Management, the Academic Studies, and a Master of Business Administration (MBA) degree (magna cum laude) from the College of Management, the Academic Studies. Sharon is married to Angie and a father to 2 daughters.



Boaz Shunami

CEO

CYFORT Ltd.

Boaz@komodosec.com

Mr. Shunami is the managing director of CYFORT LTD and is one of the leading experts in the fields of Cyber and Application Security.

Having 2 decades of experience in the Information Security and Hi-Tech industries, specializing in Application Security and Cyber security, Boaz's experience is diverse with a range of positions from Senior Management Positions in leading companies such as RSA Security and Comsec Consulting through to high positioned development roles in various companies such as ECI and several startups and entrepreneurs. Throughout the years, Boaz led and managed many projects in Europe and Israel and has a very keen understanding of the Banking, Insurance and Hi-Tech verticals.

Boaz earned a Master's Degree in Neurosciences (Psycho-Biology) and a Bachelor of Sciences Degree in Computer Sciences and Business from TAU (Tel-Aviv University).

Boaz also owns an information security consulting company that supports the development and assists in Demo customers for CYFORT's products.



David Yaish

Co-founder; CEO

Lingacom Ltd.

david@lingacom.com

David has over 26 years of experience in information technology as both entrepreneur and executive manager with expertise in the fields of Wireless, Semiconductors, Signal processing, RF & Analog, Cyber Security, and Software. David received MSc EE degree with emphasis in communication in 1993 from Tel-Aviv University and BSc EE degree in 1987 from the Technion, the Israeli Technical Institute. David held several leading positions at the elite technological unit of the intelligence Corps of the Israeli Defense Force between 1987 to 1997, where he led several projects started as a System Engineer, Team Leader, Section Manager and Project Manager managing over 100 engineers in several projects as building in house ASIC design capability.

In 1995 David received the "Israeli National Security Award" from the President of Israel for an innovative wireless project he developed at the intelligence Corps of the Israeli Defense Force.

David held the position of CEO at DSPC Systems (Formerly CTP Systems) from 1997 till 2000 the acquisition of DSPC Cooperation by Intel. David managed at DPSC systems over 120 employees

and multi-disciplinary wireless projects in the cellular domain (TDMA, CDMA and W-CDMA) and Wireless PBX (US-PCS, ISM and DECT). David co-founded Wisair and held President & CEO position from 2001 till 2012 when Wisair chip design group merged into Broadcom. David led the UWB & Wireless USB worldwide regulation, standard, complete single chip technology and in house mixed signal chip capability up to the design of complete CE products.

David led the CE accessories activity and was involved with major design wins to Tier 1 OEM's with over \$30M sales over the years. David founded at 2012 together with Yossi Kolkovich and Professor Jacques Goldberg Linagcom and holds the position of the CEO.