****

**New Media**

**Innovation Bridge Program**

**March 1st – 13th 2015**

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 500 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**

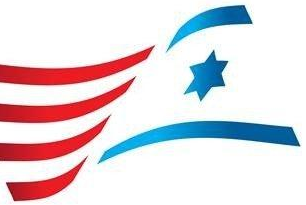


Founder & Chief Executive Officer

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 1-13, 2015** in Irvine, 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](http://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 **Hotel Irvine** (17900 Jamboree Rd., Irvine, CA 92614) Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **March 1** 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 **8:00am**. *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 6:30 p.m**.  If you have any further questions about the program, please feel free to contact us:  **Yishay Aizik** ([yaizik@merageinstitute.org](mailto:yaizik@merageinstitute.org) ) Israel: 03-7229878 California: 949-7017576  **Kristie Eidlhuber** ([KEidlhuber@merageinstitute.org](mailto:KEidlhuber@merageinstitute.org) ).  We look forward to your visit.  Sincerely,  **Yishay Aizik**,  Executive Director  Merage Institute |

****

**Week One: March 1-7**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Morning** | | | **Afternoon** | | | | | | | | **Evening** | | |  |
| **Sun**  **1** | Arriving to Irvine checking in | | | | | | | | | | | ***18:30***  Welcome Dinner at **Big Canyon** with Paul Merage and Faculty | | |  |
|  | Breakfast: HOTEL                           Lunch: HOTEL | | | | | | | | | | | | | |  |
| **Mon**  **2** | ***08:00-12:00***  **Marketing**  Imran Currim | | | | ***13:00-17:00***  **Marketing** - continued  Imran Currim | | | | | | | ***18:00***  Welcome Dinner hosted by  MI: Hotel Irvine | | |  |
|  | Breakfast: HOTEL                           Lunch: HOTEL | | | | | | | | | | | | | |  |
| **Tues**  **3** | ***08:00-12:00***  **Marketing** - continued Imran Currim | | | | ***13:00-14:30***  **Intro to Investors Presentations** | ***14:40-17:30***  **Elevator Pitch**  Joel Calvo | | | | | | ***19:00***  Dinner hosted by  Paul & Lilly Merage | | |  |
|  | Breakfast: HOTEL                           Lunch: HOTEL | | | | | | | | | | | | | |  |
| **Wed**  **4** | ***08:00-12:00***  **Nathan Miller -** developing a strategic communications and business culture differences | | | | ***13:00-17:00***  **Elevator Pitch** - continued  Joel Calvo | | | | | | | ***18:30***  Dinner hosted by  Katherine Merage (PURIM) | | |  |
|  | Breakfast: HOTEL                         Lunch: HOTEL | | | | | | | | | | | | | |  |
| **Thurs**  **5** | ***08:00-12:00***  **Strategic networking**  Bruce Money | | | | ***13:00-17:00***  **Strategic networking** - continued  Bruce Money | | | | | | | ***19:00***  Networking Dinner hosted by  Katherine Kahen LA  Presentation: Gora Datta | | |  |
|  | Breakfast: HOTEL                           Lunch: HOTEL | | | | | | | | | | | | | |  |
| **Fri**  **6** | ***07:50-08:45***  **Template**  Amir  Banifatemi | ***08:45-12:00***  **Negotiation** Lisa Barron | | | ***13:00-17:15***  **Negotiation** - continued  Lisa Barron | | | | | | ***18:00***  Dinner hosted by  University Synagogue -  Dinner& Service | | | |  |
|  |  | | | | | | | | | | | | | |  |
| **Sat**  **7** | *Rest or free time for shopping/sightseeing/ exercise* | | | | | | | | | | | A Happy Purim!Purim Party | | |  |
|  |  | |  |  | | |  | | | | |  | |  | |
|  |  | |  |  |  | |  |  |  |  | |  |  |  |  |

**Week Two: March 8-13**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Morning** | | | | **Afternoon** | | | | | | | **Evening** | | | | | | | |  |
| **Sun**  **8** | [https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcRwu-DEgdIVfE49qS-9WsHNGv8ngb62VzT9FxpyKuHc1leRBrbR](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&uact=8&docid=6zy117CtIe7OqM&tbnid=8e62I8z836VVlM:&ved=0CAcQjRw&url=http://kids-theme-parties.com/kids-theme-parties-beach-party-in-your-back-yard/&ei=v2AsVKKaFIewogS9hoGoDQ&bvm=bv.76477589,d.cGU&psig=AFQjCNES-xGXvr7zaMlRLLaCKugpJv3xAg&ust=1412280863880714)11:30 Beach Party @ The Aronoff’s  **Critical Thinking and Decision Making**  Thomas Eppel | | | | | | | | | Shopping/rest/meetings  Free evening (optional)  **Medal of Valor Recipient and**  **Orange County Lone Soldier**  **Sgt. Sahar E ; 19:00**  Merage Jewish Community Center  1 Federation Way Irvine | | | | | | | | | |  |
|  | Breakfast: HOTEL                          Lunch: HOTEL | | | | | | | | | | | | | | | | | | |  |
| **Mon**  **9** | ***08:00-12:00***  **Strategic Account Management - Sales**  Michael Swenson | | | | | ***13:00-17:00***  **Strategic Account Management - Sales – continued**  Michael Swenson | | | | | ***19:00***  Dinner hosted by  Michael & Nancy Meyer  Presentation:Ashwin Rangan | | | | | | | | |  |
|  | Breakfast:  HOTEL                         Lunch: HOTEL | | | | | | | | | | | | | | | | | | |  |
| **Tues**  **10** | ***07:00-8:00***  ***Short Presentation Rehearsal***  Amir Banifatemi | | **11:30 – 12:00** How Analytics are Changing the Mobile Universe – Russell Ketchum, Google  **12:00 – 12:20** Company Presentations Phind – Rishi Jhunjhnuwala Smudge Laboratories – Kolhane Grooters  **1:00 – 1:30** Customer Acquisition Peter Bohenek, Rhythm Frank Flores, oment M Naushad Huda, XTOPOLY  **1:30–2:00** Customer Retention Mike Brough, M2Catalyst Dave Swartz, MEDL Mobile  **2:00 – 2:30** Monetization Andrew Gerhart, AerServ Naushad Huda, XTOPOLY Fred Theil, Local Corporation Dave Yonamine, MobilityWare  **2:30 – 2:50** A Networked Society – Peter Linder, Ericsson  **2:50 – 3:10** Company Presentations M2AppInsight – David Peterson Game Time – Joshua Jackson  **3:10 – 3:30** Break  **3:30 – 4:00** Mobile Game Marketing Matt Nutt, Glu Mobile Dave Yonamine, MobilityWare  **4:00 – 4:15** How SIRI Rocks Our Virtual World – Dean Weber, SHEnetics  **4:15 – 4:35** App Developers Alliance  **4:35 – 5:05** Wearables Panel Tom Chun, Samsung Tom Ward, MEDL Mobile  **5:05 – 5:30** Growth With the Future of Search & Apps – Vera Tzoneva, Google | | | | | | | | | | | | | | | | ***18:00***  Dinner hosted by MI  AmirBanifatemi  K5-OCtane-TCA  Presentation to:  *Investors* |  |
| ***08:45-10:45***  ***Tour at Blizzard***  Mike Morheim | |
|  | Breakfast: HOTEL                          Lunch: HOTEL | | | | | | | | | | | | | | | | | | |  |
| **Wed**  **11** | ***07:45***  **Leaving to San Diego** | ***09:30-12:00***  **Stuff they never thought of before**  David Brin **Visit The Arthur C. Clarke Center for Human Imagination; tour CalIT2 and CISA** Shedlon Brown | | | | | ***14:00-16:00***  **Visit at Qalcomm**  Mark Better  5775 Morehouse dr.  San Diego 92121 | | | | ***19:00***  Dinner hosted by  OCJF @ Andrei’s | | | | | | | | |  |
|  | Breakfast: HOTEL                          Lunch: HOTEL | | | | | | | | | | | | | | | | | | |  |
| **Thurs**  **12** | ***08:00-12:00* Effectiveness and Leadership**  Alan Sellers | | | ***12:20-12:50 Lunch*** with Michal Miasnik, West Coast Rep, BIRD Foundation | | | ***13:00-17:00***  **Branding**  Sasha Strauss | | | | ***19:00***  Graduation and Farewell Dinner hosted by Paul and Lilly Merage @ Island Hotel | | | | | | | | |  |
|  | Breakfast: HOTEL | | | | | | Lunch HOTEL | | | | | | | | |  | | | |  |
| **Fri**  **13** | **09:00-13:00**  Debriefing presentations, next steps and feedback (voluntary) | | | | | | - THE END – | | | | | | | | | | | | |  |
|  |  | | | | | |  | | | | | | | | |  | | | |  |
|  |  | | | |  | |  |  |  | | | | |  | | | |  | | | | |
|  |  | | | |  | |  |  |  | | | |  |  |  | |  |  | | | |  |

**Module Details**

Monday, March 1, & Tuesday, March 2, 2015

**MODULE: Marketing, Sales and Distribution**

Dr. Imran Currim

[**http://web.gsm.uci.edu/~currim/**](http://web.gsm.uci.edu/~currim/)

Monday, March 2, 8:00-12:00 and 1:00-5:00

Tuesday, March 3, 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. Mednet.com Confronts “Click-Through” Competition, *Harvard Business School Case* 2066-PDF-ENG.

\*I hope you can read items 4 and 5 before my Monday 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](http://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](http://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 2**

**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 MedNet.com Confronts “Click-Through” Competition**

1.What does an advertiser want? Sales, leads, brand awareness? What are the best metrics for measuring these?

2. What specific consumer behaviors determine whether or not a business model produces the results an advertiser wants?

3. What is the best argument Heather Yates can make to justify charging Windham Pharmaceuticals for impressions instead of click-throughs? Does she have acceptable alternatives?

4. What value to the consumer does a general interest site contribute that a niche site can’t? Which is the more defensible business model?

5. What steps can MedNet take to address emerging competitive threats?

**Tuesday, March 3**

**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).

Tuesday, March 3, 2015

**Intro to Investors Presentations**

Tuesday, March 3, 13:00-14:30

**MODULE: Elevator Pitch**

Joel Calvo

Tuesday, March 3, 14:40-17:30

**Module Description:**

Creating an Unforgettable Elevator Pitch

Almost every entrepreneur has heard of needing an “elevator speech”, a succinct explanation of what you do that is simple enough for your mother to understand and short enough to be delivered in 60 seconds or less.  This concise, carefully planned, and well-practiced description of you and your company is as essential as your business card, but surprisingly few entrepreneurs can actually deliver it.

In this session you will learn to write and present an unforgettable “elevator speech” that will grab your audience’s interest and leave them eager to learn more.

Wednesday, March 4, 2015

**MODULE: Strategic Communications Planning & Crisis Communication**

Nathan Miller

Wednesday, March 4, 08:00-12:00

**Module Description:**

Introduction to Strategic Communications

This interactive workshop provides an overview of strategic communications for business leaders. It introduces a set of principles to guide executives in defining their communications objectives, crafting and delivering messages, and developing successful strategies to reach their target audiences. Participants will leave with a set of tools, techniques, and tactics that facilitate more effective communications – whether you are sitting down for a media interview, presenting to a potential investor, connecting with customers, or navigating a crisis.

**MODULE: Elevator Pitch (Continued)**

Joel Calvo

Wednesday, March 4, 13:00-17:00

**Module Description:**

Creating an Unforgettable Elevator Pitch Continued

Almost every entrepreneur has heard of needing an “elevator speech”, a succinct explanation of what you do that is simple enough for your mother to understand and short enough to be delivered in 60 seconds or less.  This concise, carefully planned, and well-practiced description of you and your company is as essential as your business card, but surprisingly few entrepreneurs can actually deliver it.

In this session you will learn to write and present an unforgettable “elevator speech” that will grab your audience’s interest and leave them eager to learn more.

Thursday, March 5, 2015

**MODULE: Strategic Networking**

Bruce Money

Thursday, March 5, 08:00-12:00 & 13:00-17:00

**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 ho

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.
* Strategic blogging

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* (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 perusal only—to be distributed in class)

“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](http://www.hbsp.com)

“[Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation](http://cb.hbsp.harvard.edu/cb/web/product_detail.seam?E=2951227&R=8377BC-PDF-ENG&conversationId=111214)” by [Jeffrey H. Dyer](http://cb.hbsp.harvard.edu/cb/web/search_results.seam?conversationId=111214&N=4294963013), [Hal B. Gregersen](http://cb.hbsp.harvard.edu/cb/web/search_results.seam?conversationId=111214&N=4294963012), [Clayton M. Christensen](http://cb.hbsp.harvard.edu/cb/web/search_results.seam?conversationId=111214&N=4294963601), 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* (Recommended for further reading—can be ordered online at [www.amazon.com](http://www.amazon.com/) or from other booksellers)

*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](http://www.amazon.com/exec/obidos/search-handle-url/index=books&field-author=Donna%20Fisher/002-9258142-7962406), [S. Vilas](http://www.amazon.com/exec/obidos/search-handle-url/index=books&field-author=Sandy%20Vilas/002-9258142-7962406), 2000, Bard Press, ISBN: 1885167474.

*Hidden Assets: Harnessing the Power of Informal Networks,* by [C. Ehin](http://www.amazon.com/exec/obidos/search-handle-url/index=books&field-author=Charles%20Ehin/002-9258142-7962406), 2004, Springer-Verlag Telos, ISBN: 1402080816.

Friday, March 6, 2015

**Template**

Amir Banifatemi

Friday, March 6, 07:45-08:45

**MODULE: Negotiations**

Lisa A. Barron, Ph.D., MBA

Friday, March 6, 08:45-12:00 & 13:00-17:15

**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.

**Negotiation Curriculum:**

1. What is negotiation?

2. What is a negotiation issue?

3. Distributive vs. Integrative Negotiations

4. Interests and Positions

- explanation

- exercises (these will involve generic situations)

- wide application of interest and position concepts

5. Additional negotiation concepts

Negotiation Issues

BATNA

Target

Reservation price

6. How to prepare - introduction to the prep sheet

7. Negotiation simulation

- prepare in dyads

- negotiate in dyads (privately)

- group debrief

8. “Informal” negotiations – how to use concepts in situations that don’t necessarily present as negotiations

9. Advanced techniques for multiple-issue negotiations

10. Questions, review, wrap-up

Sunday, March 8, 2015

**MODULE: Critical Thinking and Decision Making**

Thomas Eppel

Sunday March 8, 11:30

**Module Description:**

Sound decision making and critical thinking have always been important skills for creating success. In a world that has become increasingly complex and that is changing at an ever increasing pace, these skills are even more important than ever before. Yet, too many individuals and organizations are ill prepared when it comes to making smart decisions and how to critically examine the abundance of data and information that is all around us.

This module gives an overview of the art and science of decision making and critical thinking. It provides the motivation to view decision situations as opportunities rather than problems and to view decision making as a skill that can be learned, practiced and improved upon like any other skill. It also discusses the many pitfalls and psychological biases that have a tremendous impact on our thinking and decision making and have led to new fields such as behavioral economics and behavioral finance.

Monday, March 9, 2015

**MODULE: Strategic Account Management - Sales**

Michael Swenson

Monday, March 9, 08:00-12:00 & 13:00-17:00

**Module Description:**

**Strategic Account Management--Sales**

Strategic account management is the process of finding, developing, and managing customer accounts for the firm. Strategic account management is often the most important promotion tool used in business-to-business markets. We will focus on the determinants of salesperson performance and on the sales force management skills that promote higher performance. To facilitate our learning, we will use readings, cases, and group discussions.

Readings

1. "Drivers of Sales Performance: A Contemporary Meta-Analysis," by Willem Verbeke, Bart Dietz, and Ernst Verwaal, *Journal of the Academy of Marketing Science*, (2011), 39:407-428.
2. "What Entrepreneurs Get Wrong," *Harvard Business Review*, May 2013.
3. "Motivating Salespeople: What Really Works," *Harvard Business Review*, July-August 2012.
4. "Ferguson's Formula," *Harvard Business Review*, October 2013.

Cases

1. FormPrint Ortho500, Harvard Business School Case 5-915-536.
2. Daktronics (B): The Large Sports Venue Sales Channel, Harvard Business School Case NA0234-PDF-ENG.

Optional Readings

1. *Insight Selling*, by Mike Schultz and John E. Doerr, Wiley.
2. *The Challenger Sale*, by Matthew Dixon and Brent Adamson, Portfolio/Penguin,

Monday, March 9

8:00-12:00

Determinants of Salesperson Performance

Salesperson Skill

Salesperson Role

Case--Daktronics (B): The Large Sports Venue Sales Channel

* What is the situation in the Large Sports Venue display market?
* Who are the players in the buying center?
* Describe the needs of the buyers as they make this purchase decision.
* What should be the role of the Daktronics sales force?
* What are the forces pushing buyers toward the use of consultants?
* What options are within Jay Parker's control?
* What strategic options does Daktronics have?

1:00-5:00

Organizing the Selling Effort

Recruiting, Selecting, Training, Coaching

Motivation

Case--FormPrint Ortho500

* How should the Ortho500 go to market: through the Ortho division sales force, through independent sales reps, or through a hybrid effort that involves both? What are the economic implications of this decision? What are the organizational implications?

Review key learning points of the day

Tuesday, March 10, 2015

**Short Presentation Rehearsal**

Amir Banifatemi

Tuesday, March 10, 07:00-8:00

**Tour at Blizzard**

Mike Morheim

Tuesday, March 10, 08:45-10:45

**How Analytics are Changing the Mobile Universe**

Russell Ketchum, Google

Tuesday, March 10, 11:30-12:00

**Company Presentations**

Phine-Rishi Jhunjhnuwala Smidge Laboratories, Kolhane Grooters

Tuesday, March 10, 12:00-12:20

**Customer Acquisitions**

Peter Bohenek, Rhythm Frank Flores, Oment M. Naushad Huda, XTOPOLY

Tuesday, March 10, 1:00-1:30

**Customer Retention**

Mike Brough, M2Catalyst, Dave Swartz, MEDL Mobile

Tuesday, March 10, 1:30-2:00

**Monetization**

Andrew Gerhart, AerServ Naushad Huda, XTOPOLY Fred Theil, Local Corporation Dave Yonamine, MobilityWare

Tuesday, March 10, 2:00-2:30

**A Networked Society**

Peter Linder, Ericsson

Tuesday, March 10, 2:30-2:50

**Company Presentations**

M2AppInsight-David Peterson Game Time-Joshua Jackson

Tuesday, March 10, 2:50-3:10

**Mobile Game Marketing**

Matt Nutt, Glu Mobile Dave Yonamine, MobilityWare

Tuesday, March 10, 3:30-4:00

**How SIRI Rocks Our Virtual World**

Dean Weber, SHEnetics

Tuesday, March 10, 4:00-4:15

**App Developers Alliance**

Tuesday, March 10, 4:15-4:35

**Wearables Panel**

Tom Chun, Samsung Tom Ward, MEDL Mobile

Tuesday, March 10, 4:35-5:05

**Growth With the Future of Search & Apps**

Vera Tzoneva, Google

Tuesday, March 10, 5:05-5:30

Wednesday, March 11, 2015

**Stuff They Never Thought Of Before**

David Brin, Sheldon Brown

Wednesday, March 11, 09:30-12:00

**Visit at Qalcomm**

Mark Better

Wednesday, March 11, 14:00-16:00

Thursday, March 12, 2015

**MODULE: Effectiveness and Leadership; Winning Consistently in Business**

Alan Sellers

Thursday, March 12, 08:00-12:00

**Module Description:**

A review of tools to enhance the effectiveness of the organization (including The Four C’s, and The People Model of Business). We will gain a practical perspective on what is required to succeed in growing a 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.

**Lunch**

Michal Miasnik, West Coast Rep, BIRD Foundation

Thursday, March 12, 12:20-12:50

**MODULE: Branding**

Sasha Strauss

Thursday, March 12, 13:00-17:00

**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.

Friday, March 13, 2015

**Debriefing presentations, next steps and feedback (voluntary)**

Friday, March 13, 09:00-13:00

**Professors and Presenters**

**Eyal Aronoff**

[eyal@aronoffgroup.com](mailto: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](http://finance.yahoo.com/q?s=qsft&d=t)). 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](http://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.

**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**

**Title:** Senior Lecturer, Negotiations

E-mail**:** [**lbarron@uci.edu**](mailto: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.

**Peter Bohenek – President, Rhythm Interactive**

Peter brings more than 19 years of marketing and management experience to Rhythm. As President, Peter is actively involved in all aspects of the business from forecasting and managing financials to planning and monitoring marketing strategies. Peter is always out and about pursuing new business opportunities and takes an active role in recruiting quality Rhythm talent. With all this on his plate, Peter still takes an interest in every client Rhythm works with, ensuring that their objectives and goals are being met. Peter believes in accountability and expects all Rhythm team members, including himself, to deliver top-quality products and service on time, every time.

**Mike Brough – CEO, M2Catalyst**

Michael Brough is the CEO and Co-Founder of M2Catalyst, LLC which develops carrier grade mobile apps and global channels of distribution for mobile software. Michael is a mobile industry veteran with extensive business planning experience. As Sr. Director of Carrier and OEM sales at SMSI (NASDAQ) from 2006-2011 he achieved over $100M in personal software license sales and the best company sales performance for 2011. Michael was also Founder and CEO of NetGUI from 2000-2006.

**Joel Calvo**

Board of Directors, Vancouver Economic Commission

Joel Calvo is a leadership mentor, speaker, and advisory board member, whose career spanned 30 years as a senior-level executive in the financial services industry. His exceptionally broad range of experience includes leadership roles in firms ranging from national mutual fund companies, broker/dealers, municipal finance, commodity firms, and hedge funds to insurance companies and commercial real estate partnerships.

Joel’s decades-long career in finance included positions as President of PNC Investments and PNC Capital Markets, President of Main Street Trading, and ultimately Chairman and CEO of Washington Mutual’s WM Group of Funds and WM Financial Services, where in 5 years he grew assets under management by 110% to $28 billion.

Despite a phenomenally successful career spent in the rarified air of finance, Joel’s mentoring and personal style is surprisingly down to earth and approachable, because his outstanding track record was built on a practical, roll-up-your sleeves approach to business. A maverick kid, who grew up in a blue-collar neighborhood of Seattle, Joel has always maintained that deep subject-matter expertise and experience trump theory in driving business success.

Today Joel brings his energetic and personable leadership style to his role as a mentor, speaker, and advisor to organizations large and small in industries ranging from finance to technology to real estate. He currently serves on the Vancouver Economic Commission, and has also served as a mentor, Board of Director, and Executive Committee Member for several civic organizations including the Merage School of Business at University of California-Irvine, and the Segerstrom Center for the Arts, among others.

In addition to his professional interests Joel is an avid hiker who has climbed Mount Rainier; a pilot who holds both a flight instructor and commercial pilot’s license; a certified rescue diver; and lifelong music fan, who can happily relax hours a day playing his Collings guitar.

**Tom Chun – VP of Strategy & Operations, Customer Development Organization, Samsung Electronics America**

Mr. Chun is chartered with unlocking growth opportunities from the company’s mobile and consumer electronics businesses. Tom has over 15 years of wireless and technology experience from companies such as Samsung, Motorola, Qualcomm, IBM, as well as wireless start-ups. Prior to joining Samsung, Tom held various management roles spanning strategy, market / competitive intelligence, M&A, and business development. Tom holds an M.B.A. from Yale University, a Master of Applied Science degree in Electrical and Computer Engineering from the University of Toronto and a Bachelor of Applied Science degree in Electrical and Computer Engineering from the University of Waterloo. Tom is a professionally licensed engineer.

**Imran Currim**

Imran Currimis Chancellor's Professor at the [University of California, Irvine,](http://www.uci.edu/)and Director, Beall Center for Innovation and Entrepreneurship. He served the Paul Merage School of Business as Associate Dean for the past 6 years overseeing Executive, Health Care Executive, Fully Employed and Full Time Masters and Undergraduate Programs.

Professor Currim 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.
* 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.
* Business Week ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently re-appointed Chancellor's Professor at UCI, 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.

**Research**

* How customers make choices
* 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.
* 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>
* Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
* 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.

**Consulting, Executive Training, and Teaching**

* Recognized as an international expert in the area of design and marketing of products and services, and market research.
* 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.
* Received 25 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.

**Education**

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

**Prior Academic Appointments**

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



**Gora Datta – CEO & Chairman of CAL2CAL**

Gora DATTA, *HL7 International Ambassador*, is an accomplished and visionary executive with 30 years of international professional expertise in the field of Computer & Software Engineering and its application to Healthcare, mobile-Health, eLearning & Social Protection. His global experience spans many countries - Australia, Bangladesh, Canada, France, Greece, India, Indonesia, Japan, Kuwait, New Zealand, Niger, Philippines, Singapore, Switzerland, Tunisia, UK, and USA.

He is the founding Chairman and CEO of CAL2CAL group of companies (estd. 1996 in California, USA: http://www.cal2cal.com) – a multi-national innovative m-ICT (mobile Information & Communication Technology) products and solutions organization with subsidiary and offices in Australia, Canada, India, & USA.

As an US “Electronic Health Record (EHR) Meaningful Use” Subject Matter Expert (http://www.hitechanswers.net/hl7-standards-meaningful-us/) and ICT Expert on eHealth, Public Health & Social Protection/Safety Net Programs, Gora provides consultancy to & collaborates with large governmental organizations (e.g., State of California, County of Los Angeles, Centers for Disease Control & Prevention-USA, Centers for Medicare & Medicaid Services-USA, Food & Drug Administration-USA, National Institute of Standards & Technology-USA; Government of India, Government of Bangladesh, Government of Niger, Government of Indonesia to name a few) and multi-lateral agencies (like The World Bank, ADB, WHO, UNICEF). He focuses on mobile technology driven, global standards based, alternate energy powered, cost effective solutions for health care access & delivery in both developing and developed world; leveraging an e-learning environment for capacity building, employment generation and sustainable growth for social protection & safety net programs.

Gora is an author of multiple technical papers published in international journals. He is also invited to speak as a thought leader and subject matter expert on e-health & mobile ICT. He has presented at various international conferences, workshops & seminars; & has spoken at leading Universities around the globe. As a representative of International Chambers of Commerce to the UN World Summit on Information Society (WSIS: Tunis 2005), he was quoted by press across the world on his thoughts on business opportunities in the emerging markets. Gora has won many international awards e.g., the HL7 International 2009 Volunteer of the Year, IEEE 2009 & 2008 Certificate of Appreciation, 2005 Best paper Award at HL7 International Healthcare Conference in Taiwan.

Gora is a Senior Member of both ACM and IEEE.

He is also a “Advisory Board Member” of www.Quampus.com - online learning delivery platform organization.

As a global healthcare IT standards expert, Gora volunteers his time to various Standards Organizations:

* Health Level Seven (HL7) International
* International Ambassador & HL7 Tutor
* Co-Chair of mobile Health Work Group,
* co-Lead EHR Interoperability Group
* EHR (Electronic Health Record) Work Group, PHR (Personal Health Record) Work Group, PHER Work Group (Public Health & emergency Response), Education Committee & International Mentoring Committee
* US Country Delegate to ISO TC215: Health Informatics Committee
* Co-Author of ISO Technical Report TR-14292 (Personal Health Record: Scope, Definition & Context)
* co-Lead (and USA representative) to ISO/TC215 Public Health Task Force
* USA Expert on eHealth Enterprise Architecture for Emerging & Developing Countrie
* IEEE: Senior Member
* Vice Chair, IEEE Orange County Section (2014 – current)
* IEEE Speaker
* IHE International: member Quality, Research & Public Health (QRPH) Work Group
* US ONC S&I Framework
* EU-US eHealth Cooperation Initiative: EHR Interoperability & Workforce Development Work Groups
* HIMSS: HIMSS14 Speaker, Ambulatory Committee Member (2014-15), mHIMSS Task Force member
* IEC TC62: Member

**Thomas Eppel**

**Title:** Full Lecturer

**Email:** [teppel@uci.edu](mailto:teppel@uci.edu)

**Personal Website:** <http://www.tomeppel.com>

Dr. Thomas Eppel holds a Ph.D. in Mathematical Psychology from the University of Southern California. He taught at Purdue University, Pepperdine University and GISMA Business School. Since 1995, he has been teaching at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis, fields in which he also has considerable consulting experience. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching.

His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students.

**[](http://www.octaneoc.org/wp-content/uploads/2015/01/flores.jpg)Frank Flores – CEO and Co-Founder, Moment M**

Frank is pioneer in formulating solutions that drive growth in the evolving landscapes of the Internet age. Since the earliest days of online commerce, Frank has led and managed teams of talented and experienced marketers, software architects, and advertising executives, to build and execute integrated advertising campaigns for some of the nation’s largest brands. He has provided fundamental strategic direction that address current and emerging markets and customer demands for businesses cross-industry, from finance and education to travel and hospitality. His strong experience in multi-screen, cross-channel advertising has allowed him to seamlessly and effectively integrate digital and traditional media formats that significantly contribute to client ROI. Prior to co-founding moment | M, Frank was a managing partner and provided executive leadership for a prominent independent media agency, in Irvine Ca. Frank worked with his technical, marketing, creative and executive leadership teams to develop enterprise software tools that precisely measure cross-platform media performance in real-time, positioning the agency to the forefront of integrated media buying and planning.

**Andrew Gerhart – COO, AerServ**

As Chief Operating Officer of AerServ, Andrew oversees the companies day-to-day operations, ensuring that clients, employees, and partners have the right captains steering the innovation, solutions, and services needed for success in a mobile world. Andrew holds well over a decade of senior management experience in digital publishing. Previously, Andrew served as COO of Aerify Media. A longtime colleague of AerServís CEO Josh Speyer, Andrew formerly worked with Josh at Source Interlink Media (now rebranded as TEN: The Enthusiast Network), where he managed the SEO team and coordinated the SEO efforts for all web properties to maximize organic traffic and search engine exposure including Automotive.com, MotorTrend.com, Automobilemag.com, and 200 others.

****

**David Glickman – CEO, Ultra Mobile**

For over 20 years, David Glickman has been a telecom innovator, serial entrepreneur, financier and visionary of multinational telecom companies. Prior to establishing Ultra Mobile, he founded and served as CEO of three other successful telecom businesses, including TelePacific, a competitive local exchange carrier which attracted $225 million from leading investors and grew into a $500 million company; Justice Technology, an international telecom company that was ranked as the number one fastest growing private company and Hometown Telecom, a global telecom company with the flagship offering IndiaLD, a leading service for international long distance calls to India and a three- time winner of the Best-of-Telecom Award from the US Commerce Association. Mr. Glickman is a graduate of the Wharton School of Business and earned a Master of Arts from the University of California, Los Angeles.

**Naushad Huda – CEO & Co-Founder, XTOPOLY**

Naushad Huda, CEO and Co-Founder of XTOPOLY, graduated from UC Berkeley in 2001 with a degree in English. Soon after he went on to extend his education by attending and graduating from Whittier Law School. He earned many awards while attending Law School including the CALI award and Judicial Clerkship. Naushad’s passion for entrepreneurship and everything mobile became apparent during his final year at Whittier when he bootstrapped the start-up mobile company XTOPOLY. Through his efforts, XTOPOLY has become a multi-award winning mobile interactive agency focusing on the fusion of creativity, innovation and technology. While spearheading the triple digit growth of a full-service mobile interactive agency in just a few short years, Naushad is regarded as a leader in the mobile space. His experience is in creating integrated mobile strategies and tactics that cater to holistic marketing campaigns to extend brand stories. His experience ranges from solutions for small start ups to big brands such as Google/AdMob, Yamaha, Paramount Studios, T-Mobile, Cars.com, TracFone, HRBC, and many more. Naushad has also spoken or featured on a variety of panels and events by Variety Magazine, OMA, American Advertising Federation, AdWeek and many others.

****

**Gary Jabara – Founder, Chief Executive Officer, Mobilitie**

Prior to founding Mobilitie, Gary was a Partner at Deloitte & Touche and the firm’s Partner-in-Charge of Wireless Real Estate and Infrastructure. Gary leads the firm in its quest to fulfill its mission and vision of being the most innovative and open infrastructure firm in the world. While at Deloitte, Gary oversaw the negotiation of over $10 billion of telecommunication infrastructure assets on behalf of the Big Six Wireless Carriers. He also led the firm’s National Practice for Capital Projects Advisory Services, and advised Global Fortune 100 firms on the efficient deployment of their capital. Gary has 23 years of experience in the mobile communication industry, starting with the Los Angeles Cellular Telephone Company, a McCaw Cellular/BellSouth joint venture, where he led the firm’s real estate division and was responsible for all aspects of site acquisition, budgeting, engineering, and development.

**[](http://www.google.com/imgres?sa=X&biw=1440&bih=805&tbm=isch&tbnid=P33B2Rjno7pE-M:&imgrefurl=http://www.octaneoc.org/about-octane/octane-management-team/&docid=qfR0FEyJ4XtxEM&imgurl=http://www.octaneoc.org/wp-content/uploads/2012/07/2012-05-15-OCTANe-portraits-Version-2.jpg&w=854&h=1280&ei=hRmUUYOrD6GFiAL19oHQBA&zoom=1&ved=1t:3588,r:0,s:0,i:83&iact=rc&dur=2953&page=1&tbnh=194&tbnw=119&start=0&ndsp=35&tx=68&ty=75)Matthew Jenusaitis,**

**President & CEO OCTANe**

[www.octaneoc.org](http://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.

**Rishi Jhunjhnuwala – Co-Founder and CEO of PHIND, Inc.**

Rishi Jhunjhnuwala is the Co-Founder and CEO at PHIND Inc. and leads PHIND’s vision, technology and values. Rishi believes strongly in creating disruptive technology that truly makes a difference in people’s lives by providing solutions that improve one’s experiences. Rishi has integrated Visual Meta Search along with Location Based Services to create the foundation of the product. Prior to PHIND, Rishi created a geo based social mobile application, Kaboo, and the experiences from it have greatly contributed to the execution of PHIND. He led the technology teams, and headed product and business development as well as the overall vision of the company. Rishi was also EVP of Business Development and Acquisitions at Plantation Bay Hotels, LLC, where he was responsible for mergers and acquisitions, partnerships, and key growth solutions in global markets.

**Russell Ketchum – Senior Product Manager, Head of Google Analytics for Apps and Google Tag Manager, Google**

Russell Ketchum is a Senior Product Manager at Google and the Head of Google Analytics for Mobile Apps and also Google Tag Manager. With Google Analytics for Mobile Apps, Russell works with a dedicated team to make in-app and campaign-related data more actionable for developers and marketers. Prior to joining Google Analytics, Russell was the Vice President of Product Management for Brand Affinity Technologies where he designed and launched multiple iOS and Android apps along with engaging web experiences. Russell has a BA degree in Communication from the University of Southern California. He and his wife live happily in San Clemente, California.

**[](http://www.octaneoc.org/wp-content/uploads/2015/01/ChelseaLA.jpg)**

**Chelsea Larson-Andrews – Director of Marketing, App Developers Alliance**

She is responsible for brand enrichment, events, and coordinating marketing opportunities for Alliance members. Before arriving at the Apps Alliance, Chelsea co-founded design3, a game development software training portal with thousands of online training tutorials. Chelsea earned a master’s in Women’s Studies (emphasis in multi-cultural education) and a bachelor’s in Applied Design from San Diego State University.

**Peter Linder – Vice President and Head of Engagement Practice Fixed Broadband & Convergence, Ericsson Region North America.**

Peter has worked 21 years at Ericsson in Global and American positions. He is currently based in Dallas and address the North American. Market for network solutions in the IP and Transport domain. He is also Ericsson’s Networked Society Evangelist #7. In his role as evangelist he address the broader industry transformation issues associated with the market shift from connecting 5B phones to connect 50B devices for consumer and business applications. He blogs weekly at www.ericsson.com and can be followed as @OneLinders on Twitter.

**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.

**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 startup 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.

**Michal Miasnik,**

West Coast Representative, BIRD Foundation

Ms. Michal Miasnik is the West Coast Representative of the BIRD Foundation.

BIRD Foundation ([www.birdf.com](https://ntmail.birdf.com/exchweb/bin/redir.asp?URL=http://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.

**Nathan Miller – Principal, Miller Ink.**

Nathan Miller is the principal of Miller Ink – a strategic communications consultancy. He has served as a strategist and speechwriter for executives at the highest levels of business and government, helping them to navigate a range of complex issues and crises.

From 2010-2013, Nathan served as the Director of Speechwriting for Israel’s Permanent Mission to the United Nations. As a senior communications adviser and the chief speechwriter for Israeli Ambassador Ron Prosor, he was instrumental in crafting some of the most acclaimed and highly scrutinized speeches delivered on the floors of the UN in recent memory.

Nathan has been recognized by Israeli newspaper *Maariv* as one of “ten young Jews who will change the world” — and by OC Metro as one of Southern California’s 40 most inspiring entrepreneurs under 40. His work has appeared in the pages of the New York Times, Wall Street Journal, LA Times, and many other international publications.

Previously, Nathan served as the policy director of the Homeland Security Advisory Council and as a Goldman fellow at the Transatlantic Institute, a think tank in Brussels, Belgium. Nathan holds a Masters in Public Policy and Bachelors in History, summa cum laude, from the University of California, Los Angeles.

**Bruce Money, PhD**

**Title:** Department Chair and Fred Meyer Professor of Marketing and International Business  
**Email:** [moneyb@byu.edu](mailto: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 50 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.

**[](http://www.octaneoc.org/wp-content/uploads/2015/01/nutt.jpg)Matt Nutt – General Manager, Glu Mobile**

Matt Nutt is the General Manager at Cie Games, a leading developer and publisher of mobile and social games with over 70 million game installs, including Racing Rivals and Car Town. In his role, Matt oversees all aspects of the companies operations including game development and publishing. Prior to joining Cie Games, Matt held management positions at Blizzard Entertainment, Square-Enix, Expedia, among others. At Blizzard Entertainment, Matt was involved in the publishing of record breaking titles including DiabloIII, StarCraftII, and World of Warcraft expansions. At Square Enix, Matt was part of a newly formed studio focused on free-to-play mobile and PC online titles based on new IP. Matt was also a founding shareholder and early member of the Expedia team that built industry changing online travel service within Microsoft and eventually took the company public.

**Rabbi Arnold Rachlis**

Rabbi Rachlis is the spiritual leader of University Synagogue in Irvine, California. Born in

Philadelphia, Rabbi Rachlis received a B.A. from the University of Pennsylvania, and M.A. from Temple University and ordination and a Doctor of Divinity degree (honoris causa) from the Reconstructionist Rabbinical College.   
  
Rabbi Rachlis has taught at Temple University and Spertus College, and has published scholarly articles, opinion pieces and poetry in a variety of publications, including *Judaism, Reconstructionist, National Jewish Monthly, Chicago Tribune, Chicago Sun-Times, Los Angeles Times, Orange County Register, Jewish Journal, Maj’shavot Pensamientos and A Psychology – Judaism Reader*.

Rabbi Rachlis has served in Washington, D.C. as a White House Fellow and as a Senior

Foreign Affairs advisor in the State Department. He was appointed a regional panelist for

the President’s Commission on White House Fellowships in both Democratic and Republican administrations, and was also selected as a Fellow in Leadership Greater Chicago. The former rabbi of the Jewish Reconstructionist Congregation in Evanston, Illinois, Rabbi Rachlis was the youngest rabbi ever elected president of the Chicago Board of Rabbis. His service to the community includes the boards or advisory boards of Jewish Fund for Justice, U.S. Inter-religious Committee for Peace in the Middle East, Americans for Peace Now, China Judaic Studies Association of Nanjing University, University of Illinois Fund for Gerontology Research, National B’nai Brith Hillel Commission, the American Jewish Committee, New Israel Fund, Orange Coast Interfaith Shelter and the Reconstructionist Rabbinical Association, of which he is a past president.

He has also served on the executive committee of the Southern California Board of Rabbis and as a member of the Orange County Board of Rabbis. Rabbi Rachlis has served on the board of Mazon, A Jewish Response to Hunger, for over 16 years and is now its Chair.

For nine years, Rabbi Rachlis hosted *Of Cabbages and Kings on ABC-TV*, as well as a syndicated cable television show on contemporary Jewish issues, *Hayom*. He has appeared as a guest on *National Public Radio, CBS, CNN and PBS*, and has been interviewed frequently by such publications as the *New York Times*, *Newsweek* and *Time*. He was profiled in the award-winning documentary film, *The Legacy*, and has served as a Judaica consultant for *Compton’s Encyclopedia*.

**Ashwin ("Ash") Rangan - CIIO**

Ashwin serves as chief innovation and information officer (CIIO) at the Internet Corporation for Assigned Names and Numbers (ICANN). ICANN operates the global Internet's Domain Name Service (DNS), allocates Internet Protocol (IP) addresses, accredits generic top-level domain (gTLD) name registrars, and facilitates the voice of volunteers worldwide who are dedicated to keeping the Internet secure, stable and inter-operable. ICANN helps develop Internet policy globally, and is responsible for executing and implementing policies developed by the ICANN community and adopted by the ICANN Board.

Ash has had a challenging career-arc of 25+ years, with a primary focus on managing Information and Communications Technologies (ICT), especially all aspects of the Internet. Before starting with ICANN, he served Edwards Lifesciences as CIO. Prior to that, Ash served as a CIO-strategy consultant with the Bank of America (bofa.com). Before that, he was a general manager with Wal-Mart (walmart.com). Prior, he was CIO of Conexant Systems, a spin-out from Rockwell International (Modem chip-sets). Ash's foundational career was with AST Computer, a division of Samsung (PCs).

Ash is a Certified Corporate Director from the Anderson School at UCLA. He serves on the Boards of Directors and advisors of a handful of young and nimble companies. He also serves on the Boards of Advisors of the UC Irvine Center for Digital Transformation; and the Chapter Board of the American Red Cross (Orange County, CA).

Ash has authored 2 book in the field of Technology management: “Tomorrow’s CIO" @2008 - Insightful Group; and "The C-Suite CIO" @2015 - Outskirts Press. He is a sought-after Keynote speaker.

Ash has a master’s degree in industrial engineering and management from NITIE in Bombay, India; and a bachelor’s in mechanical engineering from the Bangalore University, India. He is highly accredited: by the American Production and Inventory Control Society (APICS); the Institute for Certification of Computing Professionals (ICCP and ISACA); and the International Standards Organization (ISO). Ash is a long-standing member of the International MENSA.

 Alan B. Sellers  
**Title:** Senior Partner at SAIL Capital Partners

<http://www.sailcapital.com>

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.

**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.

**[](http://www.google.com/url?sa=i&rct=j&q=sasha+strauss+innovation+protocol&source=images&cd=&cad=rja&docid=5IFgd5kjCUkVnM&tbnid=kK_Mp1OY-eb3dM:&ved=0CAUQjRw&url=http://www.innovationprotocol.com/about/&ei=wCwMUZ6hH5HhiwLew4DQDA&bvm=bv.41867550,d.cGE&psig=AFQjCNE0qVJjwX_BaePFoj5nCPcxxPxcjQ&ust=1359838777752510) Sasha Strauss**

**Title:** Managing Director Innovation Protocol Strategic Brand Development

**Email:** sstrauss@innovation protocol.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 over 17 years 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 30 strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry International, ADP, Evite and 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 and Annenberg School for Communication. After only five years of teaching, both courses have a year waiting list and remain the most impacted courses in both programs.

On the other side of town at UCLA’s Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBAs 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), an Eagle Scout and a swooning husband.

**Dave Swartz – co-Founder & Chief Creative Officer, MEDL Mobile and co-Founder & President, Hang With, Inc.**

MEDL Mobile is a custom mobile development agency that has architected, developed and launched hundreds of mobile applications for companies that range from Taco Bell, Teleflora, Hyundai and Experian to Marlee Matlin, Sarah Silverman, Real Madrid and Cheech & Chong. Hang With is the company behind the Hang w/ mobile app – a new rapidly growing “live-streaming social media” that allows people to “Hang With” each other through live video around the planet. The Hang w/ app reached the 1,000,000 download mark in only 9 short months and is being used by celebs such as 50 Cent, Timbaland, Kaskade, Larry the Cable Guy, Lucy Hale, Jamie Kennedy and Terrell Owens in order to build a more authentic social media relationship with their fans.

**M Michael Swenson, PhD**

**Title:** Ford Professor of Marketing

**Email:** ms@byu.edu

Michael Swenson is the Ford Professor of Marketing at the Marriott School, Brigham Young University. He holds a Ph.D. in Marketing from the University of Oregon. Professor Swenson’s research interests include sales force performance, marketing strategy, and marketing new ventures. He has published over 50 articles in journals and conference proceedings. In addition he has published two books--*Marketing Fundamentals* and *Startup Marketing Essentials*. He served as associate editor of *The Journal of Personal Selling and Sales Management* from 1995 to 2001 and he was a member of the journal’s editorial review board from 1993 to 2010. Professor Swenson is an active member of the American Marketing Association.

Prior to his academic career, Professor Swenson worked in business-to-business sales for Xerox and Digital Equipment Corporation (DEC).

Professor Swenson is a recipient of various "teaching excellence" awards. He has taught in executive education programs across the country and around the world.

**Fred Thiel – Chairman & CEO, Local Corporation**

Fred has more than 25 years of experience leading companies in the technology, data communications, Internet, Big Data, digital media and software industries. He was named chairman in January 2014, after joining the board in January 2013. Fred served as managing partner at Triton Pacific Capital Partners where he managed the software IT investment portfolio and served on the boards of four of its portfolio companies. Prior to Triton, Fred was founder and managing partner of TechStarter Ventures, a venture capital and technology incubator focused on developing Web 2.0 technologies and web properties. He also served as CEO of GameSpy Industries where he led the company from losses to almost double revenues in less than one year and was responsible for leading the sale of the company. While chairman and CEO for Lantronix (LTRX), Fred led a repositioning, doubled the company’s revenue growth in four years, led four acquisitions and the initial public and secondary offerings that raised $120+ million.

**[](http://www.octaneoc.org/wp-content/uploads/2015/01/vera2.jpg)**

**Vera Tzoneva – Strategic Product Partnerships, Search and Platform, Google**

Vera Tzoneva currently works on Strategic Product Partnerships for Search and Platform at Google. Her team at Google helps developers with discoverability and reengagement integrations across Google Search on mobile. Previously, she worked at Meebo, an instant messaging and social networking service provider that Google acquired in 2012. She holds a degree from Yale University and resides in New York City.

**Stuart Volkow**

Digital Media Maven and sought after consultant Stuart Volkow, is a multi-faceted talent who has been working in feature films, television and digital media technology for over 15 years.

He is currently VP of Media and Entertainment Technology, Strategy, and Business Development at The Institute, an award-winning broadcast and feature film production company ([www.theinstitute.tv](http://www.theinstitute.tv)).

Prior to joining The Institute, he was a consultant to EMI Music Publishing, and President of One Llama Media Inc. ([www.onellama.com](http://www.onellama.com)) A software technology developer at the Univ. of IL, specializing in machine learning, semantic analysis, and collaborative filtering. One Llama recently sold to URFILEZ.com. Mr. Volkow has worked for the Defense Advanced Research Projects Agency (DARPA), is a consultant to the Office of the Director of National Intelligence (ODNI), and a Participant in its Summer Hard Problem program.

****

**Tom Ward – Senior iOS Developer, MEDL Mobile**

Tom has been involved in many aspects of software development. He started his career in the video game industry, working on titles for a variety of game consoles. Later, Tom became a freelance game and app developer. During this time, he taught game development courses at the Art Institute and CS Fullerton. This combination of experiences lets him mix the concepts of desktop and embedded software on any platform. Currently residing at MEDL Mobile, Tom focuses primarily on developing mobile apps and solutions combining custom software and hardware.

****

**Dean Weber – President and CTO, SHEnetics**

Dean started SHEnetics with a passion spanning over 20 years to create a virtual assistant that works from all the devices you use every day. He is a serial entrepreneur and inventor with extensive voice technology, artificial intelligence and human machine interface experience in the mobile and telecom industries. He is a proven leader with a successful track record in launching leading edge technology and solutions. Dean has broad international experience including launching next generation Dialtone 2.0 services throughout Mexico and India. Dean brings strong IP experience with patents sold to Apple and is referenced on patents from numerous industry leaders. In the late 1990s, Dean founded One Voice Technologies which launched the industry’s first virtual assistant. His background includes software development at Xerox, United Technologies (Hamilton Standard Space & Sea Systems) and Northrop Grumman with a DOD top secret clearance on the NASA Spacesuit, Space Station and US Air Force B-2 stealth bomber projects.

****

**Dave Yonamine – Co Founder, MobilityWare**

MobilityWare initially focused on enterprise mobile applications, MobilityWare pivoted with the launch of the Apple App Store in 2008. MobilityWare unveiled a number of apps the day the App Store opened, such as Blackjack and Solitaire, that became among the most popular apps of their time – and remain so today. Subsequently, MobilityWare launched leading versions of their apps in the Google Play and Amazon Market. Now, consumers have downloaded nearly 250 million instances of MobilityWare apps. Having led the business and marketing aspects of MobilityWare, Dave brings a long-term perspective to the mobile app business topped off with direct experience in marketing campaigns. Dave has a Bachelor’s of Science in Electrical Engineering from the University of Hawaii and a Master’s of Science in Electrical Engineering from Stanford University.

**Staff**

**Yishay Aizik,** Executive Director

[yaizik@merageinstitute.org](mailto:yaizik@merageinstitute.org)

949-701-7576 ; 03-7229878

**Kristie Eidlhuber,** Operations

[KEidlhuber@merageinstitute.org](mailto:KEidlhuber@merageinstitute.org)

949-474-5810

**Rhiannon Gillette,** Administrative Assistant

[RGillette@migmgmt.com](mailto:RGillette@migmgmt.com)

949-474-5814

**Yael Sverdloff**, Head of New Media chapter, ISR Coordinator

[yael@yaelsverdloff.co.il](mailto:yael@yaelsverdloff.co.il)

054-4289540

**Einat Duvdevani**, Head of Medical Devices chapter

[einat@easy-lap.com](mailto:einat@easy-lap.com)

052-6717051

**Haim Gil-Ad**, Head of HLS chapter and Head of Life Science chapter

[haim@novellusdx.com](mailto:haim@novellusdx.com)

052-8118606

**Tali Aben**, Head of Life Sciences chapter

**Ilan Haber, Hanna Azulay, Yossi Dashti**, Head of 45+ program

**Amir Lerman**, **Silvia Stolarski** co-chairs Merage - MAYO program

**Gal Nachum, Dror Daliot, Setla Diamant**, Social Media Team [gal@ringya.com](mailto:gal@ringya.com)

**Hanna Azulay**, Legal advisor [hanna@galaw.co.il](mailto:hanna@galaw.co.il)

**Uri Kiri**, Science and Technology advisor (Israel) 052-8617103 [kiris.ideas@gmail.com](mailto:hanna@galaw.co.il)

**Participants**

**Amir Tsrouya**

*Founder; CEO*

Tukuoro Ltd.

[**amir@tukuoro.com**](mailto:amir@tukuoro.com)

**Bio:**

A services and product seasoned professional. Over 15 years of experience, from various companies and form different domains - from information security to video processing. Amir brings experience, vision and leadership while gathering a team of passionate experience professionals in a creative path.

Professional highlights

Responsible for Customer, Service and Product management, with emphasis on CRM systems.

Director, Professional Services at BriefCam, video synopsis Startup Company. Managed company’s professional services; from large US companies to Chinese safe cities. Handled ww customer services and supported sales activity, mainly in North America and China.

Director, Product & Service - Nyotron – information security startup. Actively designed the product as PM and establish QA and Services departments. Worked closely with founders to bring product to beta maturity and handled the company’s first pilots.

Managed Worldwide Support & Integration at Aladdin Knowledge System (later purchased by SafeNet).

Holds a bachelor’s degree from the Tel Aviv University.

Lt. Col. (Ret) in the IDF Home Front Command.

Amir volunteers at the Jewish Agency for several years (project ConnectTLV) helping young OLIM CHADAHIM (new immigrants) finding their first job in Israel.

**Eran Katz**

*Co- Founder; CEO*

Sodyo Ltd.

[eran@sodyo.com](mailto:eran@sodyo.com)

**Bio:**

I have 25 years of experience in an executive level direction of high-tech startup companies. I lead and participated in 3 entrepreneurship endeavors from pre-seed-money stage to exit.

I have a technology background (B.Sc. in Mathematics & Computer Science from the Tel-Aviv University) and I have spent the first 12 years of my professional carrier in R&D activity starting as a SW engineer at Daisy system and up to a VP of R&D at BVR Systems. **BVR Systems [Nasdaq IPO in 1992]** provides highly sophisticated operational training and simulation systems for the global Defense market.

I have shifted to business activity after graduating MBA (honors) from the Tel-Aviv University.

After graduating MBA (honors) from the Tel-Aviv University, I have joined Interwise and have established and lead Interwise International division for 6 years as the GM of Inverwise International. **Interwise Inc. [acquired by AT&T Inc. (AT&T) in 2007]** provided unified communication conferencing solutions (voice, web and video) for the enterprise.

I join forces with a couple of technological innovators as the CEO of **Dblur Technologies Ltd.** **[acquired by Tessera Inc. (TSRA) in 2009]**. Dblur provided innovating imaging solution (chips, ip-cores and optics) to the mobile phone handset industry that enable expanded functionality in cellular cameras.

On 2010 I have co-founded **Ametrine Technologies Ltd.** and serves as the Chairman. Ametrine develop manufacture and sale multispectral camouflage dual-use technology for military purposes and civilian commercial applications.

On 2012 I have co-founded **Sodyo Ltd.** and serve as the CEO ofSodyo. Sodyo develops a disruptive imaging technology for mobile devices that creates a quantum leap in the way we interact with our surroundings via our smartphone.

I am a certified mediator and volunteer as a community mediator at the Community Mediation Center in Ramat-Hashron.

**Gili Golander**

*Co-Founder; CMO*

Bazaart

[gili@bazaart.me](mailto:gili@bazaart.me)

**Bio:**

I live and work in Tel-Aviv, focusing on my startup Bazaart, a photo collage editor for mobile devices. Our mission is to help people around the world tap their creativity in a free, easy and fun way.

Daughter to a high-tech entrepreneur and a fashion and beauty professional, my career path is a delicate dance between those two extremes. I am enthusiastic about design, style, art, fashion and all things visual and beautiful and love how technology can enhance and democratize them.

My studies included a BA in Computer Science & Management from Tel-Aviv University and MSc in Human Factors Engineering, focusing on Human Computer Interaction, from Ben Gurion University. My Master's thesis on trends in web design has produced award winning publications.

For many years, I have been developing and designing user experience for software products at startups (Onset Technologies, Wydeband) as well as corporates (Nasdaq: ITG). In addition, I was founding editor of the fashion section at Megafon, an Israeli online magazine.

As Bazaart's co-founder and Chief Marketing Officer, I am mixing the two worlds. Exploring business opportunities, concocting exciting collaborations, negotiating partnerships, curating visual content, writing messages, managing community, social media and PR, handling localisations, performing AppStore Search Optimization, monitoring analytics, and nitpicking the user experience are all things I do and love doing.

In my spare time, I serve as a volunteer mentor for women entrepreneurs at the “Google Campus for moms” program, and do my best to help new entrepreneurs. Oh, and I’m also a proud mom of 3 kids.

**Igal Loevsky**

*Co- Founder; CTO*

VIBE

[igal@vibe-technologies.com](mailto:igal@vibe-technologies.com)

**Bio:**

Igal holds vast experience in conducting development of multi-disciplinary systems involving Computer Vision and Robotics, especially for industrial use. He holds a B.Sc in Industrial Engineering and Management, and a M.Sc in Robotics and Computer Vision – both from the Technion, the Israel Institute for Technology

Igal has developed advanced applications in the fields of Robotics and Computer Vision in the leading R&D laboratories of the Technion Research Institute – mainly for NICE, a worldwide leader in the field of technological solutions that capture and analyze video and audio data.

Later he joined Mobileye, technological leader in the area of road safety, developing computer vision applications for vehicles and pedestrians detection and tracking.

In 2009 he managed R&D projects in the Computational Vision Laboratory of prof. Lior Wolf in Tel Aviv University, mainly for the Israeli high-tech leaders Verint and Elbit.

Since 2011, Igal leads the development of Technology and Intellectual Property in VIBE Technologies ltd.

**Keren Golan**

*CEO*

Shareloc

[keren@golan.cc](mailto:keren@golan.cc)

**Bio:**

Karen Golan has held varied positions within several high technology companies over the last 20 years, after a career at the Israeli Air-Force Intelligence as an officer and a team leader, Karen brings leadership and experience in high management levels, multidisciplinary in both, Technology and skills.

Professional highlights include the following:

CEO & co-founder at Shareloc, a startup company, dedicated to the development and production of a generic GPS system for any and all GPS devices.

Prior to that, she founded & was the VP of R&D at Pixel: World-Imaging focused on Developing the first of its king flight simulation with real terrain. (R&D, Production, Process and product engineering, planning, maintenance, quality control etc.) and business development (business planes, Funding etc.). Special focused on promoting products from R&D to production.

Karen served as the Deputy Director of Technology at Israeli National Bank - She had the responsibilities of the project of conversion of the provident fund system Mainframe environment to a new data information system by the subordination business and financial laws.

Over the years Karen helped found and brought to life several large operation

Karen holds a BSc in computer science & business from The Tel-Aviv University. Keren also attended a continuing education programs in many academic programs including the Israeli Air Force.

Keren is the deputy chairman of the regional PTA and serves as a volunteer for many years in "Tocayer" boarding school / orphanage for boys.

**Keren Hummel-Alon**

*Co- Founder; CEO*

BizzAppGlobal

[keren@bizzappglobal.com](mailto:keren@bizzappglobal.com)

**Bio:**

Keren Hummel Alon is a serial entrepreneur, a mobile-junkie, a blogger, a professional speaker and (yes!) a passionate ballet dancer.

Keren believes that ideas are the most powerful engines a society can have. Her passion is to help people in her community and herself make those ideas come into light and shine.

Keren recently founded BizzAppGlobalMobile, a young and innovative company with top professionals in app development, marketing and branding. Keren also owns and manages Shachaf Solutions, established over 15 years ago. Shachaf Solutions provides a broad variety of internet solutions, specializing in cloud technology, IT management, internet based management systems and eCommerce.

Keren acts in those senior executive roles with successful track of records in growing business profitability and accomplishing technical and management goals.

Keren is also a professional consultant and lecturer on digital marketing, social media and business networks.

**Kfir Adam**

*CEO*

LiNguisTech Solutions Ltd.

[kfir@lnts.com](mailto:kfir@lnts.com)

**Bio:**

My name is Kfir Adam, and I’ve been working in the hi-tech industry in Israel since 1987.

I started as an electrical engineer and spent the first 10 years of my career as an engineer and R&D manager in private companies that dealt with multidisciplinary products (electronics, software and mechanics).

As an R&D manager, I faced the full product life cycle from idea to development, transfer to production and post-sale customers service.

Since 1996 I have initiated 6 start-up companies, always as entrepreneur and CEO.

I hold a B.Sc. in Electrical and Computers Engineering from BGU and an ME in Biomedical Engineering from the Technion.

Currently I'm the CEO of LinguisTech Solutions LNTS Linguistech Solutions. I took the company at 2007 and performed a full turnaround of the company. LNTS holds unique Speech Recognition Technology.

Prior to LNTS I founded EPRS who deals with marketing prepaid products electronically. As part of my duties, I raised fund from all types of investors (VCs, angels and banks), managed sales teams in Israel and Turkey and prepared a prospectus for IPO in TASU.

When I sold the company, its total revenue was USD 30 million a year. As part of our international activity, I founded and managed a subsidiary in Turkey.

Prior to EPRS, I founded Adamtech developed a cellular payphone, which integrates a smart card as a payment method. In 2000, the company switched to developing a mobile payment system using a cellphone. Experts say the company was ahead of its time by 10 years.

In my military service I have served as an officer in Sayeret Matkal.

I am characterized by creativity, high-level decision-making capabilities, integrity and common sense.

I am a big believer in hard work, teamwork and integrity.

**Limor Yaron**

*CCO (Chief Creative Officer)*

Lingui.ly

[limor@lingua.ly](mailto:limor@lingua.ly)

**Bio:**

Limor holds several roles at Lingua.ly, including defining and managing Lingua.ly's products, as well as being in charge of UX and Creative.

Limor's versatile background includes User Experience architecture, project management and her own product design studio. Her products have featured in international design exhibitions and have been published in magazines and books.

Limor is passionate about UX and design. She holds both a B.A. in Computer Science and Economics from Tel-Aviv University, and a B.Design in Industrial Design from the School of Design HIT (Holon Institute of Technology).

Limor is innovative, enthusiastic and creative. She was born and raised in Israel and has been living in central Tel-Aviv for the past 15 years.

**Michael Vertheim**

*Co- Founder; COO*

TransSpot

[michael.vertheim@transspot.com](mailto:michael.vertheim@transspot.com)

**Bio:**

Mr. Vertheim, co-founder of transSpot, has been engaged in electronic commerce since 1999, and complements the team with his knowledge and experience in information systems, management, product design and the online marketing & advertising industry.

Mr. Vertheim is in charge of product development at transSpot including defining product requirements, product design, user experience (UX), user interface (UI), writing product requirements documents (PRDs and MRDs), prioritizing requirements and working closely with the development team. In addition Mr. Vertheim is also in charge for all the operational activities in the company.

Prior to transSpot Mr. Vertheim served as a financial analyst & consultant at @Z where he worked with leading institutions such as the Israeli Export Institute and LAPAM (the Government's Advertising Agency).

Before that Mr. Vertheim was responsible for the development and operation of an online auction platform and an eCommerce shopping mall at Tapuz.

Mr. Vertheim holds a bachelor degree in Economics and Management studies from the academic college of Tel Aviv, Israel.

**Noam Shpalter**

*Manager*

iRejuvenation

[noam@irejuvenation.co.il](mailto:noam@irejuvenation.co.il)

**Bio:**

Adv. Noam Shpalter is a serial entrepreneur and established and initiated several projects in Israel and abroad.

Noam has an extensive experience in senior management and leading strategic business development processes domestic and international organizations.

He has many knowledge and expertise in creating business relationships, business development and marketing.

Noam is a senior lecturer for over 10 years, including in the academia and many private colleges, banks, investment houses and insurance companies.

He lectures in the fields of finance, securities law, economics, directors and management courses.

So far, Noam has published four textbooks in finance, Security Analysis, economics, company and securities law, and even had a weekly economic radio show.

**Professional highlights include the following:**

Noam was the CEO of a private medical plastic surgery and aesthetic center, where he was in charge of the strategic and marketing plans and the re-organization of the center.

Noam was a board member and the CBDO in **ACONSt tRADING tECHNOLOGIES**, a technology company specializing in the development of automated trading systems and advanced tools for risk management.

For 7 years, Noam was the co-founder and CEO of **Orin-Shpalter Finance Education group**. He was in charge of the Business development and marketing. The group owns and operates a leading private college in Israel with more than 10 branches and 2,500 students a year. Under his management, the group bought and merged several local schools and colleges and developed a leading on-line study website with thousands of video hours, in the fields of economics, finance, accounting, securities analysis, insurance and law.

Noam holds an MBA and a BA in Business administration, LLb in commercial and company's law and is a qualified mediator.

Noam is a reserve Captain in the IDF, serving in the Home Front Command HQ.

**Omer Efrat**

*CEO*

Sensegon

[omere@sensegon.com](mailto:omere@sensegon.com)

**Bio:**

An elite military technological unit alumnus with 12 years of technological professional experience in both established enterprises and startups, including 9 years as a manager and 5 years as CEO of a startup company with 12 employees.

A proven track record in commanding a global, market-facing startup company, from conception to fruition. Holds extensive understanding of market trends and technologies, as well as an in-depth understanding of online advertising, audience clustering and targeting, mobile engagement and behavioral analysis.

Specialties: entrepreneurship, business development, advertising technologies, online advertising, mobile, audience targeting, big data and product management.

**Rony Sperling**

*Managing Director*

Digital 360

[rony@digital360.co.il](mailto:rony@digital360.co.il)

**Bio:**

Rony Sperling has held managerial sales and marketing positions within several high- tech companies over the last 15 years. Rony brings innovation, creativity thinking leadership and experience in taking ideas and making them reality.

Professional highlights include the following:

Managing Director & co-founder in Digital360- a young startup generating communities oriented web platforms and providing new media marketing consulting for large companies.

Digital360 is a startup company, dedicated to the development systems which are aimed to create large amount of traffic and include value added services to companies seeking to reach buyers or personal globally. Among the projects which the company is developing -

* [www.mangulator.co.il](http://www.mangulator.co.il) and [www.bbplanner.c](http://www.bbplanner.c)om – The award winning sites (Ynet) for BBQ lovers.
* [www.iandroid.co.il](http://www.iandroid.co.il) – won the 1st prize, by MAKO for the best Israeli technology portal, iAndroid is the prime portal for the Israeli Android community.
* [www.law-exams.co.il](http://www.law-exams.co.il) – The biggest Israeli site for law exams – 100% students contributed content
* [www.b2blatina.com](http://www.b2blatina.com) - The biggest marketplace of its kind portal for demand and supply for business in Latin America.
* [www.confisafe.com](http://www.confisafe.com) – professional platform aimed for the community technology vendors targeting critical infrastructure facilities as end users for their technology.
* [www.Kulanu1.org-](http://www.Kulanu1.co.il-) non-profit web platform unifying Israeli social projects.
* [www.b2biznet.com](http://www.b2biznet.com) – new startup creating software to enable queries for business users reaching business contacts all over the world in a free and simple way.
* [www.pingwish.com](http://www.pingwish.com) – new initiative related to fulfilling dreams and helping society. Currently on hold until reaching possible partner and funding..

Prior to that, Rony founded & was the CEO at B2Blatina- a business development service company including a web platform to generate business leads. ([www.b2blatina.com](http://www.b2blatina.com) ).

Rony served as General Manager in Costa Rica for the HQ office of TTI Telecom (2006-2011) and before that in ECI Telecom as Projects team leader managing $M technological projects of large Telco’s around the world. Rony holds a BA in Media and Management from the Tel Aviv business academic college. He also dedicates his time to the local community where he lives managing media platform to promote local activities related to the union of the Israeli people.

**Tuval Biran**

*Co- Founder*

WriteRight

[tuvalb@gmail.com](mailto:tuvalb@gmail.com)

**Bio:**

Tuval Biran has held varied positions within several high technology companies over the last 17 years, after serving as an officer in the Israeli Navy. Tuval brings leadership and experience in global companies, multidisciplinary in both, skills and education.

Professional highlights include the following:

CEO & co-founder at WriteRight, a startup company, dedicated to the development of digital playground for kids to master literacy skills. Prior to that, 15 years of experience in various companies in product and project management positions, running products from inception to launch, with multi-million dollars budget.

Tuval holds a B.Tech in Software Engineering from Shenkar College and MBA from Haifa University.

Tuval founded and runs a community knowledge-enrichment program and serves as a volunteer mentor for teen agers in "Young Entrepreneurs".

**Uri Kareev**

*Co-Founder; CEO*

Safer Place

[Uri.kareev@saferplace.com](mailto:Uri.kareev@saferplace.com)

**Bio:**

Uri is a seasoned entrepreneur in the hi-tech industry with over 17 years of management and R&D experience.

Prior to founding Safer Place, Uri founded and served as the CEO and VP R&D of AIseek, who pioneered and introduced the world’s first hardware accelerated Artificial Intelligence for video games. Prior to AIseek, Uri worked as a System Architect at Pulsicom Technology developing the world’s most accurate real-time location system, based on a groundbreaking usage of ultra-wideband technologies in unlicensed bands.

Uri held several other multidisciplinary R&D positions working on projects ranging from chip design for one of the first ADSL modems to software management of client-server web applications.

Uri holds a B.Sc in Electrical Engineering suma cum laude from the Technion’s (Israeli Institute of Technology in Haifa) prestigious “Excellence” program for exceptional students. Uri also won the Fintzi award for outstanding achievements.

Uri is a major (ret) of the IDF Core of Engineers, R&D department.