

# Caltech/MIT Enterprise Forum

May 10, 2008

## Online Advertising - Getting Up Close and Personal:

*How will new avenues for advertising influence  
the buying decisions of the consumer?*

### KEYNOTE SPEAKERS

#### **Tim Cadogan**

CEO

OpenX

Former SVP of Global Advertising Marketplaces at Yahoo!

Tim Cadogan is CEO of OpenX. OpenX's purpose is to help businesses worldwide grow by providing compelling, open online advertising products and services that drive revenues. Today OpenX primary product is the world's leading open-source ad server, which is used by over 30,000 publishers on more than 100,000 web sites. More than 200 billion ad impressions run through OpenX software every month. OpenX is used by web sites in over 100 countries and has been translated by its community of users into over 20 languages. OpenX is headquartered in Pasadena with offices in London, New York and Poznan (Poland).

From 2003-2008 Tim was at Yahoo!, most recently as SVP of Global Advertising Marketplaces where he oversaw the primary advertising product lines at Yahoo - including Display, Search and Video. Previously at Yahoo! Tim was VP of Search where he was responsible for both the consumer search and paid search businesses. Prior to Yahoo Tim was VP of Search at Overture (formerly Goto.com) where he spent 4 years (1999-2003). At Overture Tim played several roles, including driving product development and evangelizing the paid search model - originally regarded as highly controversial - to the global search and portal industry. During 1999-2002 Overture transformed online advertising by pioneering the paid search auction marketplace model, securing landmark distribution deals with AOL, Yahoo!, Microsoft and many others and thus successfully building the largest search ad network in the world at the time.

Before becoming immersed in online advertising, Tim was a strategy consultant at The Boston Consulting Group in London and McKinsey in Palo Alto. Tim earned his B.S. at London School of Economics, his M.Phil from Oxford University and his MBA from Stanford University.

#### **Chetan Sharma**

President

Chetan Sharma Consulting and Author

*Mobile Advertising: Supercharge Your Brand in  
the Exploding Wireless Market*

Chetan Sharma is Founder and President of the Chetan Sharma Consulting. He is a recognized industry expert in strategy and implementation of wireless data and pervasive computing solutions. He has served as an advisor to senior executive management of several Fortune 100 companies in the wireless space. Some of his clients include NTT DoCoMo, China Mobile, Disney, KTF, Sony, Samsung, Virgin Mobile, Sprint Nextel, AT&T Wireless, Alcatel-Lucent, KDDI, Cincinnati Bell, Reuters, Qualcomm, Reliance Infocomm, SAP, Merrill Lynch, American Express, Infospace, BEA, and HP. His experience with strategic alliances involved US carriers such as Verizon, Sprint, AT&T Wireless, Cingular, Cincinnati Bell, and others; some of the most prominent carriers in Europe and Asia; IBM, Intel, Telcordia, SBC, Unisys, and many other leading players in the wireless sector.

Chetan is the author or co-author of five books: *Wireless Internet Enterprise Applications* (John Wiley & Sons, 2000), *VoiceXML: Strategies and Techniques for Effective Voice Application Development* (John Wiley & Sons, 2002), *Wireless data services: Technologies, Business models, and Global markets* (Cambridge University Press, 2004), *Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market* (John Wiley & Sons, 2008), and *Wireless Broadband Technology: Conflict and Convergence* (IEEE Press, 2008).

Chetan has an MSEE from Kansas State University and BE from Indian Institute of Technology (IIT), Roorkee. He loves travel, history, and is an avid sports fan. He was captain of the university (IIT Roorkee) badminton team and has won university championships in India and the US.

## PRESENTERS/ PANELISTS

### **John Babcock**

*Partner*

Rustic Canyon Partners

John Babcock has been with the firm since its formation in 1999 and brings over 15 years of technology industry experience to both the firm and its portfolio companies. He focuses on investment opportunities in clean technology, technology-enabled services, outsourcing and advanced construction materials. Before the founding of Rustic Canyon, John was General Manager of online real estate at the *Los Angeles Times*. Previously, John founded the Delta Group, a technology consulting firm. Intel, Compaq Computer and Home Savings of America are among the companies that he has advised. John received his B.A. from Duke University and his M.B.A. from the Anderson School at UCLA.

### **Gregory Markel**

*Founder/President*

Infuse Creative

Gregory Markel is recognized as one of the ten "pioneers of search", and his Infuse Creative search engine marketing company is internationally regarded as one of the premiere, tech-driven, lead generation, ecommerce, branding/awareness and entertainment-focused search engine marketing companies with clients that include; Mazda, Gibson, Pacificare, Artistdirect, Universal, Participant Productions, CBS, EA Sports, Fox Network, New Line Cinema, Sony, Time Warner, and Warner Bros.

Gregory was founder/producer of "ESEMS" ([www.ESEMS.com](http://www.ESEMS.com)), the first entertainment-focused search engine marketing conference, and also, [www.SEMCARES.com](http://www.SEMCARES.com), the SEM industry's first and definitive SEM volunteer services site. Gregory is a perennially featured speaker at Webmaster World Pubcon, CES, OMMA, Digital Hollywood, Ecomexpo, The DMA, SMX, and The Producers Guild.

Gregory and Infuse Creative are also currently developing; 1) a ground breaking lead generation technology working with A. I. (Artificial Intelligence) scientists to create the world's first A.I. driven search engine campaign, lead generation, and conversion tuning engine, and 2) a way to make physical matter keyword searchable.

### **William Quigley**

*Managing Director*

Clearstone Venture Partners

As Managing Director with Clearstone Venture Partners, William Quigley concentrates on its internet and communications-related investments. During his first two-and-a-half years with the firm, he worked out of the Idealab incubator and helped launch and lead investments in many companies backed by Idealab including Homepage.com, FreePC, FreeMusic.com and Paymybills.com. A number of his early-stage

investments have gone public, including MP3.com, Tickets.com, Emusic and PeopleSupport, and several have been acquired including InternetConnect (sold to Covad) and Phasebridge (sold to Emcore).

William's current portfolio reflects his belief in the enormous opportunity in the wireless consumer and enterprise markets (AOptix, SoonR, Meru Networks, Novariant). He is also focused on emerging companies offering managed services in the enterprise and consumer sectors (Communicado, Spock Networks). William is a member of the Board of Directors of AOptix Technologies, Communicado, Meru Networks, Novariant, SoonR and Spock.com.

Prior to MAVF, William spent seven years in a variety of business planning and operational roles at The Walt Disney Company. His tenure at Disney included finance roles at EuroDisney, the Disney Store retail chain and Disney's consumer products merchandise licensing division. He oversaw all finance and business planning activities for Disney's licensing business unit, the world's largest consumer products licensor. William also co-managed Disney's merchant banking group where he negotiated and structured equity positions in the company's strategic licensees.

William received his MBA, with distinction, from Harvard Business School, and holds a BS in Accounting, with honors, from the University of Southern California. He is a CPA and a Kauffman Fellow.

## MODERATORS/PRODUCERS

### **Lynn Foster**

*Emerging Technologies Director*  
Greenberg Traurig, LLP

Lynn E. Foster is the Emerging Technologies Director of Greenberg Traurig, LLP, one of the largest law firms in the United States. In this position he advises technology companies on technology transfer, patent licensing, strategic partnerships and raising capital.

Prior to joining Greenberg Traurig Mr. Foster held technology industry positions in corporate, entrepreneurial and government settings, among them managing software development in the aerospace industry, heading a startup, and managing a seed stage commercialization grant program. He serves on the Executive Committee of the Caltech Enterprise Forum and the Advisory Board of Finaventures, a Venture Capital fund focused on early and mid-stage technology ventures.

Lynn is the editor and co-author of "Nanotechnology: Science, Innovation & Opportunity" (Prentice Hall, 2005) and authored the first Nanotechnology Trade Study. He serves on U.S. Chamber of Commerce Nanotechnology and Emerging Technologies Committees.

He also has 21 years of active and reserve service with the US Army including service in the first Gulf War and Bosnia. He holds an MBA and a B.S. in Production and Operations Management.

### **Russell Frandsen**

*Attorney at Law*  
*The Business Legal Group*

Mr. Frandsen, alum of the Duke University Law School, has 31 years experience in practicing business law with major international law firms and in serving as outside general counsel to middle market companies. Russell has developed a diverse range of experience, particularly in corporate finance and securities, corporate transactions, gift certificates and gift cards, technology and venture capital, real estate, and taxation.

With considerable expertise in high technology companies, entrepreneurial businesses and venture capital investing, Frandsen has handled numerous technology start-up firms, mergers and acquisitions, federal and state securities law issues, including public and private securities offerings, intellectual property licensing and technology transfers, technology joint ventures, securing and protecting trade secrets and intellectual property and related general business problems. Mr. Frandsen serves as outside general counsel to a number of clients in the high technology field.

Mr. Frandsen pioneered the way for Internet securities offering. He obtained the IPONET No Action letter, dated July 26, 1996, setting forth the guidelines for securities offerings on the Internet. Mr. Frandsen obtained the definitive opinion of the California Commissioner of Corporations interpreting Corporate Securities Act of 1968, as amended; section 25102(n), including offerings on the Internet. Mr. Frandsen has participated as speaker and panelist at a number of national and local seminars and conferences.

Clients include individuals and companies involved in such diverse technological and nontechnological activities as biotech and pharmaceutical development, various medical devices, uranium enrichment through laser diffusion technology, industrial acoustic imaging, document imaging, storage, and retrieval through systems integration and proprietary software development, electronically controlled and metered fuel injection systems for internal combustion engines, web site software, optical filters, multiplexing and demultiplexing telecommunications devices, genetic diagnostic tools, domestic and foreign technology licensing agreements, industrial equipment manufacturers, restaurants, quick-service restaurant chains, national retailers, entertainment companies, gift card companies, broker-dealers, underwriters, investment companies, and hedge funds.

Mr. Frandsen serves on the Executive Committee of the Caltech MIT Enterprise Forum (Executive Committee, Chair 1998-2000; 2003-2007). He served on the Board of Directors of the Rotary Club of Los Angeles (LA 5), of the Association for Corporate Growth in Los Angeles and as Vice Chair of the Los Angeles County Private Industry Council.

In June 2007, Mr. Frandsen, like his entrepreneurial clients, founded his own law firm, the Business Legal Group. Mr. Frandsen brings all of the expertise gained in the large firm environment to his practice at the Business Legal Group.

## SPONSOR



Greenberg Traurig Los Angeles provides a multi-disciplinary team of world-renowned lawyers with the strategic experience and relationships required to resolve increasingly complex needs of global corporations. Located in the primary gateway to the Pacific Rim and Mexico and at the center of the media and entertainment industry, the company's relationships, experience, technology, and language capabilities supports a broad spectrum of clients ranging from emerging companies to Fortune 500 corporations.

As one of the world's top law firms with locations in key commercial centers, Greenberg Traurig is renowned for delivering cost-effective solutions to result-oriented clients. The company functions as a strategic team across practice groups and geographies. It takes pride in building relationships with company clients, understanding their needs and providing solutions that are business-focused, innovative and pragmatic. A fast-moving, tireless dedication reinforces a commitment to providing value-added service to clients.