Columbia Mentorship Program for Entrepreneurs: Mentor Bios

Murray Altman
Murray is a Senior Executive with extensive experience in the retail department store business including 20 years in the importing of private label merchandise.

He has advanced through financial and operations responsibilities to Chief Financial Officer, Senior Vice President of May Merchandising, the domestic merchandising and overseas private label division for May Department Stores. While working at May Merchandising, Murray led a $2 billion import division from over fifty countries worldwide. He was responsible for treasury, accounting & control, financial reporting & planning, internal audit and corporate wide merchandise meeting & travel activity. Murray was also a Board Member in the graduate school Hatchery Program for MBA’s at Washington University, part of Columbia University’s Entrepreneurship Mentoring Program, and an Adjunct Professor at Laboratory Institute of Merchandising.

Michael Bertuch
Michael is an expert in turning around and reinventing traditional manufacturing companies. As President and CEO of ViaTech Publishing Solutions he has led a revolution in the way books are produced and distributed in the US.

At ViaTech, Mike recognized that the publishing world was mired in a dated manufacturing model that relied on large printing plants to produce huge quantities of books at ever decreasing prices. With readers clamoring for more specialized publications, and publishers drowning in unsold inventory, Mike has set out to have ViaTech create an entirely new manufacturing process. Based on a business plan Mike wrote while a student at Columbia University, ViaTech uses high tech laser printing hardware and sophisticated software to create inventory free environments for publishers. This frees the publisher to create new and more specific titles while eliminating backlists and spoilage. Today, ViaTech’s ten US manufacturing facilities and 3 international facilities in Mexico, Kuala Lumpur, and England serve thousands of publishers all over the world.

Mike received a B.S. degree in Finance and Marketing from Lehigh University and the MBA from Columbia University. He lectures in turnarounds and entrepreneurship at Lehigh University and Cornell University’s labor relations program. Mike was honored at the Ernst & Young Long Island Entrepreneur of the year competition in 1998 and 1999. Long Island Business News named him to their original list of “40 leaders under 40 years old.”

Additionally, Mike serves on the Board of Directors of WNET channel 13 in New York and WLIW channel 21. Mike advised both stations (the #1 and #4 largest Public Television stations in the US) during their merger in 2002.
**John Cooper**

John Cooper is the Chief Executive Officer of Coverago and is responsible for the direction and strategy of the company. Mr. Cooper has over a decade of experience in finance and software and was most recently an Investment Banker with Bear Stearns & Co. in their Technology, Media, and Telecom group. Prior to that, Mr. Cooper held engineering and sales management positions with Plumtree Software. Mr. Cooper was with Plumtree from the company’s early stages as a Sequoia-backed start-up through its IPO and subsequent acquisition by BEA Systems. John began his career with Sun Microsystems in their Bestof-the-Best program as a Software Engineer.

Mr. Cooper received his BA in Computer Science from Gettysburg College and MBA from Columbia Business School.

**Robert Delman**

Rob Delman is Managing Director of Golden Seeds (www.goldenseeds.com), an angel investor organization targeting women-led ventures with the potential to grow into multi-million dollar business. He is also a Partner in the ARC Angel Fund (www.arcangelfund.com) which invests in seed and early-stage companies with high growth potential. Rob is actively involved at the Columbia University Lang Center for Entrepreneurship as a guest lecturer and mentor. He has co-taught the MBA-level classes “Introduction to Venturing” and as an executive mentor in “Launching New Ventures.” Rob is also a mentor and Ambassador for Astia (www.asitia.org) as well as a contributor for VentureHype (www.venturehype.com) and other online blogs. His current portfolio of investments includes: As President of Delco International Ltd., Rob Delman led a successful manufacturing and distribution company of tableware products for the food service and transportation industries. Rob has earned industry-wide recognition as a business builder, marketing and financial strategist and general operations executive.

Capitalizing on his degree in marketing from Syracuse University and MBA from Columbia University, Rob repositioned the company’s offerings to include a multi-tiered product range catering to major international customers including: Hilton Hotels, TGI Fridays, Delta Air Lines, Regent Cruise Lines, Starbucks, Costco and Sysco. Delco was often a recipient of both the Long Island Top 50 Private Companies and 25 Fastest Growing Private Companies award sponsored by KPMG Peat Marwick and Hofstra University School of Business.

Rob produced all-time highs in profit and revenue for Delco with a team of 125 direct and indirect staff. This led to the successful sale of the company in 2000 to Oneida Ltd, the world’s largest tableware manufacturer. Rob was asked to stay on as a consultant to the new executive management team and did so through 2003.

**Peter Dillane**

Bio Pending

VP at Kerry Group

Area of Expertise: Healthcare, Food Industry

(www.venturehype.com)
Stefan Doering
Stefan is a true innovator demonstrating business acumen in environmental business and sustainability since 1987. He is an expert in teaching and coaching green businesses in three major areas: 1) innovating powerful green business models, 2) crafting and implementing marketing and positioning strategies for bringing green to mainstream, and 3) creating a consistently profitable and sustainable business. Some of Stefan’s accomplishments:

- Developed green intrapreneurship strategy for General Motors that was included in their final bailout plan presented to Congress in December, 2008
- Business coaching a variety of businesses with programs having reached almost 2,000 business innovators in 13 countries landmark courses on green entrepreneurship and intrapreneurship at Columbia University’s Center for Environmental Research and Conservation
- Teaching courses for small businesses at the Industrial and Technology Assistance Corporation
- (ITAC), a leading non-profit in NYC for small business development
- Certified facilitator and “green” advisor for the Kauffman Foundation, the world’s largest nonprofit entrepreneurial training organization.
- Pioneered green retailing, growing it to one of the largest green retail companies in the US, selling over 3,500 different products screening for their environmental impact.
- Guest speaker / panelist on topics ranging from how to start a green company to Corporate Sustainability to “greening” the music industry
- Advisor and/or presenter at NYU/PolyTech’s ACRE, Green Spaces, Green Drinks NYC and Pratt Institute’s green incubators in New York City
- Co-founder of Manhattan Chamber of Commerce’s Green Finance Subcommittee
- In mid-90’s Director of the Board for the Brooklyn Center for the Urban Environment (BCUE), a large urban environmental education non-profit
- In 1990, co-founded the first council for sustainable businesses in New York City
- In 1986 launched One Earth, an environmental education non-profit for early adoption of intensive recycling programs in NYC

Amir Farrokhnia
Amir’s entrepreneurial and multi-disciplinary career encompasses finance, M&A, principal investments, and operations management of established and startup ventures in a variety of industries both domestically and abroad.

He currently serves as the chief finance officer of a financial technology venture, and previously cofounded and managed investments as the General Partner of an emerging-markets' focused private equity fund. Prior to that, he was an investment banker focused on executing global M&A and principal advisory and turnaround deals.

During his graduate studies, he was selected as the Teaching Assistant for various Finance and Entrepreneurship courses, and he continues to be heavily involved with The Eugene Lang Entrepreneurship Center in various capacities. Amir earned both his Bachelor and MBA degrees from Columbia University.
Joseph Ferrara
After an early career as a business development consultant to Fortune 100 companies, Mr. Ferrara pursued an entrepreneurial path and founded his own company in 1987. Ferrara Manufacturing is now the leading contract manufacturer of ladies designer clothing in the United States. In 1997, Mr. Ferrara expanded operations internationally and founded Apparel Group International. After successfully divesting an international private label division in 2005, Mr. Ferrara still has 150 employees in New York City and over 400 employees internationally. During the same period, Mr. Ferrara continued to be active in the business development field as a consultant and as an investor. Mr. Ferrara has a love for business and for entrepreneurship, and has been directly involved in start-ups involving ERP software, alternative fuels, and pre-fabricated housing. Mr. Ferrara is a member of New York Angels, is an active mentor and coach for annual business plan competitions, is appointed to New York City Community Board 5, and serves on the NYC Fashion Incubator Advisory Board as well as other non-profit and for-profit boards. Mr. Ferrara also served on the adjunct faculty at NYU teaching financial statement analysis. Mr. Ferrara earned his BS in management and economics at the NYU Stern School in 1986.

Ravin Gandhi
After beginning his career in 1994 at KPMG Consulting, Ravin Gandhi joined Coatings and Chemicals Corporation (CCC), a manufacturer of nonstick coatings that was founded by his father 11 years earlier. CCC eventually became the sole supplier to most American cookware, bakeware, and electrical appliance manufacturers.

In 2001, CCC was sold to Akzo Nobel, the world's largest coatings company, in a deal conceived of and executed by Mr. Gandhi. Mr. Gandhi was named President of the merged entity Akzo Nobel Nonstick Coatings (ANNSC), which operated facilities in the USA, Italy, China, India, and Brazil.

After leaving ANNSC in 2002, Ravin founded Glenborn Partners L.P., an investment company focused on private equity and real estate. In 2007, Mr. Gandhi co-founded GMM Nonstick Coatings, a new company in the nonstick coatings industry. Today, GMM has facilities in China, India, and the USA, and employs 240 people. Ravin splits his time in his different roles at both Glenborn Partners and GMM, while continually seeking new companies to invest in.

Mr. Gandhi serves on the Board of Directors of Hester Biosciences, a publicly traded manufacturer of pharmaceutical products based in India. Mr. Gandhi holds a BS from the University of Illinois (Urbana-Champaign), an MBA from Northwestern University’s Kellogg Graduate School of Management, and is a Certified Public Accountant (CPA).

John Gannon
John has over 10 years of experience spanning enterprise software, professional services, datacenter operations, infrastructure design, and venture capital. He currently leads customer development, business development and marketing initiatives for VMTurbo, an early stage virtualization and cloud computing startup software company.

Prior to joining VMTurbo, John worked in a variety of roles at companies such as L Capital Partners, VMware, Scient, and FOXSports.com.

He received a B.S. in Computer Science Engineering from the University of Pennsylvania and an MBA
Michael Garrett
Michael Garrett is a seasoned legal and business advisor with diverse global financial services, corporate, nonprofit, consulting and coaching experience. After earning his BA, MBA and JD degrees at Columbia University, Michael received his basic training in corporate and international legal practice as an associate with prominent law firms in New York City. He then served for many years as a partner and Associate General Counsel of Cooper & Lybrand with responsibility for human resource policies and claims; management and benefits consulting; enterprise and industry technology; intellectual property; professional practice problems; and diverse regulatory matters. He then became General Counsel of the global investments division of the Swiss Reinsurance Company. In the wake of the September 11th terrorist attacks, Michael created, managed and grew one of the most successful nonprofit initiatives to benefit family survivors of the attack victims, The Gift of New York. Returning to legal matters, Michael served as General Counsel in Residence of a 700-lawyer national law firm. Currently, Michael is an independent attorney, executive coach, and business and nonprofit strategy advisor.

Michael is also a very active Columbia alumnus, serving as Executive Mentor in the Business School, President of the Society of Columbia Graduates, a Director the Law School Association and of the Stephen Whitney Phoenix Society, and a Member of the Advisory Committee for the Columbia Libraries.

Paul Goldfarb
Paul Goldfarb is the New Business and Marketing Manager of the Center for Advanced Information Management. Paul brings a varied range of experience to the Columbia CAT. A CAT veteran, he previously worked for the New York University CAT in Digital Media as a project director on the Digital Archive project. His prior employment in the entertainment industry includes work with NBC, ABC, Dragon’s Head Productions as well as with the BBC in London. The co-founder of a small production company, Paul spends much of his free time working in documentary film. While working at the Jewish Communal Fund, Paul led the implementation of a new database to manage over $600 million in assets. Paul received his B.F.A. degree from New York University and an M.B.A. from Columbia University.

Neal Goldstein
Neal Goldstein’s career path started at UAlbany selling $1.25 roses and 50 cent carnations on campus during his freshman year. By sophomore year, he was the Rose Man, managing five employees and running the operation.

The experience allowed him to immediately apply what he learned in his business classes. “More than a few times I’d relate classroom theory to flower business reality.” Immediately after graduation, Goldstein started as a Sales Engineer for Dierckx Corp., a company that designed and sold material handling systems to organize warehouses. There, he gained experience by successfully selling systems to businesses across multiple industries, earning his clients’ trust. It paid off. Bellco, a regional pharmaceutical distributor, was a client. In 1990, after he redesigned their warehouse to increase storage capacity and productivity, Bellco hired him. Six years later he was president.

In the 90’s, when Goldstein started, Bellco’s annual revenue was $55 million, small by pharmaceutical standards. Goldstein notes that Bellco was up against huge international companies offering big discounts. Margins were compressing, especially for smaller drug wholesalers. He needed a way to transform the business, and knew it could only be accomplished by engaging staff at all levels. He came up with “The Game”, an Open Book Management program. The Game trained all staff to
understand the company’s financials, and provides a forum for ideas and actions to positively impact future financial performance. Through quarterly interactive Game Meetings and an annual company-wide bonus program, the Game “unlocked intellectual potential and enabled us to exponentially grow both the top and bottom line,” Goldstein said. Goldstein and his team expanded Bellco’s market from metro New York to national, securing a distribution presence in every state, and creating a niche as a distributor to the kidney dialysis market. This diversification led to the formation of the American Medical Distributors family of businesses, under the Bellco Health umbrella.

By 2007, under his leadership, annual revenue grew to over $2 billion. When Bellco Health sold for $190 million in 2007, Goldstein was CEO and had a substantial interest in the company. It’s a long way from selling flowers by the fountain outside the campus center in all kinds of weather. His current venture is the consulting business he formed after the sale of Bellco. Growth Execution Associates is his opportunity to contribute. “I can help companies take the next step; to try to give back what I’ve learned.”

Stephen M. Goodman
Stephen M. Goodman is co-head of the Mergers and Acquisitions Practice at Pryor Cashman LLP. He has extensive experience forming and representing technology-based companies (and their founders) in public offerings; private placements; limited liability company, partnership and joint venture agreements; and complex arrangements for the acquisition, sale, development and commercialization of patents, copyrights and trademarks, in particular for drug compounds and formulations, software and other technology.

Stephen also acts as outside general counsel to a variety of public and private companies, particularly those involved in the development, exploitation, purchase and sale of intellectual property and technology assets, such as publishing and media companies, computer software, and Internet companies, and pharmaceutical and biotechnology companies.

Jon Gordon
Jon is currently a Manager in the Office of Strategy at NewYork-Presbyterian Hospital. In this role, he works on enterprise-wide initiatives and provides decision support to senior management. Prior to joining the hospital, Jon was the COO and first employee of EveryDay Medical, an e-commerce retailer of home and durable medical equipment. Jon has also worked as a consultant with a number of small and large businesses to develop and refine marketing plans and initiatives, to write business plans and create financial projections and to plan financing and growth strategies. Jon holds a BA cum laude from Princeton University in the Woodrow Wilson School for Public and International Affairs, and an MBA from Columbia University.

Gautam Gulati
Gautam has a diversified professional, entrepreneurial, and educational background in clinical medicine, business, public health, and social enterprise.

He is an adjunct faculty member at Johns Hopkins University Carey Business School where he teaches a course entitled “Medical Innovation & Entrepreneurship.” In addition, he operates a faculty-supported, thought leader advisory and investment firm called G Venture Lab where he assists budding healthcare entrepreneurs navigate through the early stages of launching a new venture.
He has recently been appointed Vice President, Science & Medicine Division at Digitas Health – a global healthcare agency providing cutting-edge digital solutions to Life Sciences companies. Prior to Digitas Health, Gautam served as a Life Science Strategy Consultant with The Frankel Group providing clients with recommendations in the areas of new product development, start-up advisory services, commercialization and channel strategies, investment strategies, portfolio management, licensing, mergers and acquisition strategies, and more.

**Nosh Hasan**  
Bio Pending  
President of Ashford Finance LLC  
Area of Expertise: Finance

**Scott Johnson**  
Scott Johnson is the founder and CEO of SJ Partners, LLC, a lower middle market buyout group that specializes in consumer and services.

Scott was trained as a securities analyst and was a member of Institutional Investor rated teams at both Salomon Smith Barney and Merrill Lynch (Merrill team rated #2 on Wall Street, according to Institutional Investor). Scott complements his financial orientation with operating experience, having served as CFO of an early stage media company.

Scott completed his undergraduate and graduate studies at Columbia University. He received an MBA in finance and MIA (Masters of International Affairs). He also holds a BA from Columbia where he was a Martin Fischbein Fellow. He has spoken extensively on private equity and consumer investing and recently published a chapter on leveraged buyouts in finance reference book “Q. Finance.” Scott is an instrument rated commercial pilot, enjoys running and speaks fluent French.

**Stephanie Jowers**  
For more than fifteen years, Stephanie has been an entrepreneur, strategist, and producer of high-stakes initiatives and global campaigns at the intersection of executive leadership, stakeholder management, and constituent relations. Stephanie has a steadfast aptitude for revealing hidden barriers to growth and inspiring clients into action. She offers deep programmatic experience, a broad range of issue expertise, and a long track record of diplomacy with complex issues. Stephanie understands the nuances of unifying brand principles into a multi-faceted media platform for market segmentation.

As COO and Partner of THIRSTY-FISH, Stephanie provides a range of strategic story services to her clients worldwide with breakthrough results. Stephanie works with global brands to align their brand, strategy, story, and culture. Her short-term service offerings include custom strategic retreats, narrative based focus groups, one-on-one executive coaching workshops, and brand storytelling seminars worldwide. Most recently, she has developed a new THIRSTY-FISH practice area called STORY BLUEPRINT. It provides a narrative method to help organizations document their impact in order to solve problems and showcase their accomplishments. Story Blueprint is a one-of-a-kind application of social science methodology that goes beyond anything currently available in “business storytelling” practices or program evaluation.

Prior to joining THIRSTY-FISH, Stephanie was employed as the Director of Membership and Strategic Relations at the National Peace Corps Association in Washington, DC. She served the Peace Corps alumni community of 210,000 and managed agreements with 150+ country-of-service and geographical
affiliates worldwide. In her role, she also negotiated strategic partnerships, managed donor stewardship, and revamped brand communications across the global network.

Oleg Kaganovich
Oleg Kaganovich is a principal of the DFJ Frontier venture capital fund. Most recently, he was CEO of the Sacramento Regional Technology Alliance (SARTA), where he helped startup entrepreneurs advance their businesses. Mr. Kaganovich was a Senior Associate at Sun Microsystems venture group, where he had responsibilities for deal sourcing, due diligence and deal negotiation. His investments included Entercept Security Technologies (sold to Network Associates), ProactiveNet (sold to BMC Software, NYSE: BMC), and Agea (sold to Avalon Digital Marketing Systems, NASDAQ: AVLN). In 1999 he became the first associate at Black Emerald Capital, a Wall Street merchant bank and M&A boutique. In 1992, while still in college he founded a total solution VAR, which he grew for five years and sold before returning to graduate school.

Mr. Kaganovich has spent time performing as a professional jazz saxophonist. He serves on the boards of SARTA, the Sacramento Metro Chamber, and the Sacramento Ballet. He received his MBA from Columbia Business School and a BS in International Business from Aquinas College.

Sean F. Kane
Sean is a member of Intellectual Property practice and a member of the Virtual Worlds & Video Games team at Kane & Associates LLC. Sean has represented clients on transactional matters involving various entertainment, communications and consumer products business segments, such as motion picture (feature and independent films) and television production and distribution, video games, virtual worlds, computer software, the Internet, music publishing and records. He also has considerable experience litigating complex business disputes in federal and state courts at trial, appellate levels and in ADR forums throughout the country.

Sean is a member of the American Bar Association Section of Intellectual Property Law (Chair of the Computer Games and Virtual Worlds Committee), as well as a member of the Section of Science & Technology Law (Chair of the Virtual Worlds and Multiuser Online Games Committee). He is also a member of the American Arbitration Association IP Panel of Neutrals. Sean is a member of the Board of Editors of the LJNI publication, Internet Law & Strategy. He also is an adjunct professor at Fordham University School of Law.


Ray Lapof
Mr. Lapof was President and owner of a $10 million business employing 250 people with four unions at three locations, designing, manufacturing and selling X-ray accessories, hospital casework and wood folding partitions. These activities incorporated manufacturing skills in sheet metal, woodworking, sewing, plastic casting, electro-mechanical and refrigeration assembly.
He has been involved in many phases of the computer industry since the late 1960’s when he graduated from the IBM Executive Training Course. He designed systems and supervised programmers for a group of manufacturing control systems which Westinghouse Data Systems called “the most sophisticated systems of their type available anywhere, and are likely to retain that distinction for a number of years.” Subsequently, as a US Aid volunteer, Mr. Lapof consulted on 10 assignments in various Russian cities, Thailand, the Balkan nations and Kosovo in assorted fields from nuclear shielding to magnesium mining. In his ten years as a SCORE counselor, Mr. Lapof has counseled thousands of entrepreneurs in an extraordinarily wide range of fields, calling on his business background in corporate structure, marketing, cost analysis, manufacturing, as well as his wide-ranging expertise and experience in information technology. He was mentor to one of the four 2010 Lang Fund Competition recipients as well as mentor to one of the six winning teams in the Columbia Venture Competition 2010.

Elizabeth Leahy
Elizabeth Leahy is the co-founder and CEO of Section 101. She has led the company from its inception as an interactive marketing firm with a focus on the Music Industry - working with clients that include Duran Duran, The Moody Blues, Diane Birch, Junip, Radio Woodstock and others - to its recent launch of the Section 101 platform, a leading self-service marketing technology product for the Entertainment Industry. Prior to Section 101, Liz was Executive Vice President at Bigfoot interactive a top email marketing company. As one of the first employees she was instrumental in the development of company, its email platform and in growing the client base to include Disney, Capital One, News Corp., New Line Cinema, MCI, Cox Communications, Time, Newsweek, AT&T Wireless and others. Liz has had tremendous success in leading companies to achievement in both the interactive marketing and customer retention sectors.

An expert in e-marketing, Liz has recently moderated panels at both the SXSW and NXNE music conferences, and held a TED-style lecture at the New Music Seminar. Her experience and success with musicians in the online space has solidified Liz as a knowledgeable resource in marketing, branding and fan management. Liz is also a mentor for emerging entrepreneurs with the Eugene Lang Center at Columbia Business School. She has a BA cum laude from Georgetown University and an MBA with honors from Columbia Business School.

John-Paul Lee
John-Paul Lee is the CEO of Tavalon Tea which he founded in 2005 after leaving his job as a management consultant at Accenture to pursue his dreams as an entrepreneur. Mr. Lee found that not only was there a void in the tea market but the image of tea needed to be revitalized and its market broaden to appeal to the young as well as the young-at-heart and everyone in between.

The company is positioned to make tea more accessible to the masses and create a quality brand within the world of tea. Mr. Lee entertained the idea of working with VC’s to raise capital but then came across a seasoned entrepreneur who advised him that “the closest a man ever gets to experiencing motherhood is when he starts his own company.” Taking the advice to heart, Mr. Lee sold his car, his house, liquidated stock options and 401K to bring Tavalon Tea to life.

Tavalon Tea products can be found in over 1100 locations worldwide and now operates offices in the New York City, New Jersey and expanded into the Asian market with its headquarters in Seoul, Korea. John-Paul has been profiled by many publications since he founded Tavalon Tea in 2005. Most recently, America.gov featured John-Paul in their gallery of successful start up entrepreneurs alongside Bill Gates,
Michael Dell, Russell Simmons, Larry Page, Sergey Brin, Kevin Plank, & Mark Zuckerberg.

Mr. Lee holds a certification by the Specialty Tea Institute and is a Siebel 7 Certified Consultant. In 2010 he was honored with the Outstanding 50 Asian Americans in Business Award hosted by the Asian American Business Development Center (AABDC). His business was also recognized by the US Pan Asian American Chamber of Commerce (USPACC) and honored with the Top 10 Asian/American Business Award in 2011.

**Jerry Marcus**
Jerry Marcus, retired in 2003 after serving as Vice President of Metromedia Fiber Network Inc. (MFNX) from 1998. MFNX is a global fiber optic infrastructure company currently operating as AboveNet Inc. (ABVT) traded on the NY Stock Exchange. During his tenure at MFNX he initiated and created a joint venture with BCT-Telus (BTS) to establish MFNX-Canada of which he was President. Additionally he established strategic/contractual relationships at the President - Board of Directors level with SBC Communications (T), Sprint Communications (S), EMC Corporation (EMC), Sun Microsystems Inc. (SUNW), Comdisco (CDCO), Keyspan Corporation (KSE), Lucent Technologies (LU), Nortel Networks Corp. (NT), and Cisco Systems Inc. (CSCO).

Prior to Metromedia Fiber Network, Inc., he was Vice President at ICon CMT Corporation (ICMT) from 1995 to 1998 which provided Internet infrastructure and system integration. ICon CMT was acquired by Qwest Communications International (Q) in 1998. He managed the company's sales and business development organizations as the company grew from under $2M to over $100M in revenues. Prior to Icon CMT he held various senior management roles with Sun Microsystems (SUNW). Serving on the Executive Compensation Committee he participated in planning and implementation of policies to maximize the human resources of the field organization in the United States. In 1992 he was recognized as the top manager in the firm and headed efforts by Sun Microsystems to establish alternative distribution channels. Additionally he managed the day-to-day operations of a field organization that encompassed over 300 professionals that included sales, technical support, marketing and maintenance functions.

**Joëlle Mekers**
Joëlle Mekers is currently based in New York and is the Managing Partner of Venture First Analytics, a consultancy firm assisting start-up and small businesses in formulating their vision into a convincing business opportunity.

She has extensive international investment banking experience in project and structured finance, and has provided considerable advisory work in the media & telecommunications sector. She has assisted major global clients as well as start-up and medium-size businesses in the US and around the world in seeking debt and equity financing solutions. Her experience includes structuring, negotiating, and syndicating numerous high-profile cross-border transactions across a variety of industries, such as media and telecommunications, infrastructure, and mining sectors.

Ms. Mekers has held senior positions at major global financial institutions, including Commonwealth Bank of Australia (New York and Sydney), Bank of America (Hong Kong), Chase Manhattan Bank (Hong Kong and Singapore) and Paribas (Singapore and Paris). She holds a Master of Science Degree in Mathematics from Universite Libre de Bruxelles and a Complementary Master in Management from Solvay Brussels Business School.
Richard Mgrdechian
Richard Mgrdechian is the founder and president of Terabit Media Corporation, a multi-media technology and content development group located in New York City.

Over the course of his career, Mr. Mgrdechian has held positions as an investor in distressed situations, a securities analyst at Bear Stearns, a member of the restructuring advisory team at The Blackstone Group, and president of a boutique corporate finance advisory firm providing strategic and financial advisory services to clients in the telecommunications and consumer electronics industries.

In addition to his work in the financial industry, he was the founder and CEO of two Silicon-Valley companies in the areas of telecommunications and social networking, the second of which was acquired by Yahoo, where the Java/J2ME software he developed will comprise a core element of their next generation mobile offering.

Prior to his work in business and finance, Mr. Mgrdechian was a member of the technical staff at NASA’s Jet Propulsion Laboratory (JPL) where he was a design engineer on the Cassini mission to Saturn. Mr. Mgrdechian holds a Bachelor’s Degree in Electrical Engineering from the California Institute of Technology (Caltech), and an MBA from Columbia University. He is a member of the Turnaround Management Association (TMA) and the Institute of Electrical and Electronics Engineers (IEEE).

Brad Miller
Brad Miller joined Awareness Technologies in March 2010 as CEO and Chairman. Prior to that, he was the CEO of Perimeter eSecurity where he pioneered Security-in-the-Cloud. Brad grew Perimeter from under $1MM to $60MM in revenues for a compound annual growth rate of over 600%. This outstanding growth rate earned Perimeter numerous awards including Deloitte Fast 50 and 500 5 years in a row. Leveraging these accomplishments Brad secured over $100MM in capital for Perimeter from Goldman Sachs, Bessemer Venture Partners and others.

Prior to his time at Perimeter, Brad was COO of Production Resource Group, which he grew from $30mm to $350mm in 2 years via the acquisition of 24 companies. During that time, Brad raised over $275mm in capital for PRG.

Brad has won several personal awards including Innovator of the Year and was an Ernst & Young Entrepreneur of the Year finalist. Finally, he and his business accomplishments have been featured in several books including The Business of Software by renowned MIT Sloan Business School professor Michael Cusumano.

Brad started his career at Schroders, an international investment bank, where he focused on Mergers and Acquisitions and founded the Financial Sponsors Group. Prior to that, he received his MBA from Columbia University where he is now a Mentor in the Entrepreneurship Institute helping current students advance their business plans. Brad has served or currently serves on the Boards of Palomar Technologies, Production Resource Group, Perimeter eSecurity and Awareness Technologies.

Brian S. Model
Brian has twelve years operating experience as a retail executive and entrepreneur responsible for both online and physical retail locations throughout the country. Brian joined Stonehenge Growth Capital in 2000 and manages growth equity investments for the New York funds. Prior to joining Stonehenge, Brian started a company called “B. Stuart & Co.”, an e-tailer of men’s clothing. As a technologically
savvy retail entrepreneur, he became interested in the e-commerce opportunities made possible by the emergence of the Internet in 1995.

Brian is also active in the regional venture investing community, serving on the Board of Director of the Upstate Venture Association of New York (UVANY), and speaking at events sponsored by the Business Council of New York, YoungStartup Ventures, FundingPost the Long Island Capital Alliance, the Silicon Alley Entrepreneurs Club and Columbia Business School.

**Stephen Mills**

Stephen is currently an Assistant VP in one of the Private Equity Groups at Citi. Prior to that he was a Consultant in the Private Equity Fund of Funds Group at Goldman Sachs & Co. and spent the first part of his career as a Research Associate at an independent research and advisory firm providing strategic advice and ongoing intelligence for emerging technologies.

He was a consultant and advisor to StudentBusinesses.com, a selective resource that connects the most promising student entrepreneurs at the top schools in the U.S. with resources to help them succeed. The company was founded by two students at Harvard in 2007 and was acquired by the Kauffman Foundation in 2009. He also advised and launched Food Demos, Inc., a food services company that provides food demonstrations, merchandising and market research. He is also on the Associate Board of the Jericho Project, a leading non-profit that’s mission is to end homelessness through a range of services. Stephen received his B.S. in Finance in 2004 from the Lender School of Business at Quinnipiac University and attended the Private Equity and Venture Capital Program at Harvard Business School in 2008.

**Kathy Nalywajko**

Kathy is a Principal at Legg Mason Investment Counsel in NY. As a seasoned financial services professional with over 20 years of industry experience, she works with affluent private clients, families, corporations, endowments and foundations on various aspects of their financial needs. Her main focus is on developing optimal investment plans and on coordinating broader fiscal and wealth management issues for her clients with their other advisors.

Community-minded, Kathy serves on the Board of Directors of the Yorkville Common Pantry and the Ukrainian Institute of America. She is also on the Advisory Boards of Pace University’s Leinhard School of Nursing and The Paul Chester Children’s Hope Foundation. Over the years, Kathy has been actively involved in fundraising for the New York Race for the Cure and the Muscular Dystrophy Association. Kathy provides investment and fiduciary guidance to not-for-profit organizations and has lectured on matters related to Planning for Retirement and Finances & Women. She holds a Masters in Business Administration from Columbia Business School and a bachelor’s degree in Applied Mathematics from Barnard College. She is a Certified Trust & Financial Advisor (CTFA) and previously served as a member of the Institute for Certified Bankers’ CTFA Advisory Board.

**Paul Orlando**

Paul Orlando has worked in media and technology since 1996. He started his career at AT&T as an “entrepreneur,” where he innovated and sold several new voice and data products, led international business development with telecom carriers in developing markets, and produced 70% of his department's revenues in the process. He then worked in management consulting until 2009 when he joined Chatfe, a new media startup which helped transform the way online community members communicate with each other, serving as Co-founder & CEO. In this role, he generated revenue from
business users, was awarded “Best Business Viability” by Microsoft BizSpark and was interviewed and written about in the New York Times.

Paul now runs a course series called Startups Unplugged for current entrepreneurs and also for students at Columbia University. He has a BA from Cornell and an MBA from Columbia. Paul has presented data and entrepreneurial stories at events including BizSpark, the Levin Institute, Columbia, TechCrunch Disrupt Hackathon, DorkBot, and Web2NewYork. He is fluent in Mandarin.

William Reinisch
William Reinisch is the CEO and Founder of XIV River Consulting LLC. XIV River Consulting specializes in strategy, venture capital, technology, due diligence and innovation for high tech startups and companies that are pioneering new markets and venture capital firms.

Reinisch served as the Vice President in Motorola’s strategy and technology organization. In this role, he was responsible for positioning Motorola for growth in emerging new market segments in addition to intellectual property, standards and the corporate technology portfolio and part of Motorola Ventures (Motorola’s Venture Capital Group). Previously, Reinisch was vice president of strategy and new initiatives. He joined Motorola in 2004 as a strategic advisor to the Chief Strategy Office, working to define and develop technology, intellectual property and investment strategies for the corporation. Prior to joining Motorola, Reinisch was Senior Vice President of operations and engineering at Magnolia Broadband, where he led efforts in engineering, operations and radio frequency integrated circuit development for the company until 2004. Before that, he led the global technology organization at Multilink Technology Corporation, a company focused on high-speed component solutions for advanced optical networks. Reinisch has also held various positions at ANADIGICS, Inc., including manager of strategic technology alliances. Prior to 1992, he worked for Analog Devices in the company’s semiconductor division.

Experienced in many different aspects of the industry in both technology and operations, Reinisch has authored several publications, presentations, three U.S. patents and several patent applications. He holds a master of business administration degree from Fordham University and a bachelor’s degree in microelectronic engineering from Rochester Institute of Technology in New York.

Rafael Rodas
Rafael Rodas is Co-founder and President of The ROCi Group, LLC, a marketing company that owns and manages the TUCOCINA and TUCASA brands of cookware and household products. The company is committed to providing affordable alternatives to consumers through the quality and variety of its product lines.

From its location in northern New Jersey, the company works with stores, supermarkets and wholesale distributors to satisfy the needs of Hispanic consumers along the east coast of the United States. Prior to founding The ROCi Group, Mr. Rodas worked as a consultant in Supply Chain and Operations Management for manufacturing companies in the consumer packaged goods industry.

Mr. Rodas holds a BS in Industrial and Systems Engineering from Rutgers University, and an MBA from Columbia Business School.
**Erik H. Rudolph**
Erik Rudolph is a Managing Director of Farlie Turner & Co. Prior to joining Farlie Turner, Mr. Rudolph was a Partner and Managing Director of Aquetong Capital Advisors, an investment bank offering advisory services to closely-held, middle market companies. At Aquetong, Mr. Rudolph completed numerous sell-side transactions in a variety of industries, including oil & gas services, food & beverage, specialty packaging, branded consumer products, consumer retail and health care.

Mr. Rudolph started his investment banking career at Goldsmith Agio Helms, now Lazard Middle Market, where he was a Director in their New York office. After Goldsmith Agio Helms, Mr. Rudolph joined the Steven Goldsmith Group as a Partner and Managing Director, where he advised on industrial distribution, food & beverage, and transportation companies.

Mr. Rudolph received a B.A. in Political Science from New York University, and a JD from the Benjamin N. Cardozo School of Law. Mr. Rudolph is a member in good standing of the State of New York Bar.

**Mary Pat Ryan**
Mary Pat Ryan, is President and Cofounder, of Global Consulting Services, a strategic marketing consultancy that assists Fortune 100 companies and enterprising start-ups in building sustainable global growth and Brand innovation strategies, with a focus on customer experience re-design.

Ms Ryan is a seasoned marketing and operations executive with a depth of experience in Business Strategy, Operations Planning and Brand Asset development, with a particular focus on bringing new products or services to market successfully and profitably.

She has consistently demonstrated groundbreaking results for consumer acceptance of new technologies and for maximum profitability from subscriber bases. She has held management positions at REELZChannel, Sirius Satellite Radio, IMAX, Ltd., Lifetime Entertainment Services, U.S. Satellite Broadcasting, and Draft Worldwide.

Today, these technologies and brands are a foundation for entertainment in the US: SiriusXM Radio, IMAX, DirecTV, HBO...and soon to be, REELZChannel.

**Peter Schatzberg**
Bio Pending  
President of FreeFoods, NYC  
Area of Expertise: Retail

**Pete Slosberg**
Pete is the founder of Pete’s Brewing Company in 1986, and the creator of Pete’s Wicked Ale. A $70 million publicly held company at its height, Pete’s carved a permanent niche in America's gigantic beer industry, and Inc. magazine named it one of their “Top 100 Fastest Growing Companies" for three straight years.

After spending a couple of years with the acquiring company and doing some not-for-profit work, Pete wondered what passion was next for him. He reminisced about his many travels to Belgium, the differences between American and European chocolate, and his passion for great chocolate...and that’s
where it all began. He then started Cocoa Pete’s with a mission similar to the one he had for his beer company: make world-class chocolate accessible to the mass market and elevate people’s expectations as to what constitutes the really good stuff.

Matthew C. Tindall
Matthew is a result-driven business professional with more than 12 years experience in general management, strategic business and corporate development, project and alliance management and sales and marketing. He has a unique combination of both scientific knowledge and business acumen targeted to high growth biopharmaceuticals sector with demonstrated ability to build businesses, motivate and manage teams.

Matthew is Founder and President of GPM Health Group, a personalized medicine holding company. He is responsible for setting the business strategy, building and managing firms, financing and developing companies in the personalized medicine space.

Prior to GPM Health Group, Matthew worked as VP of Business Development, Venture Group, at Paramount Biosciences, an investment bank and drug development firm. He was responsible for identifying licensing opportunities, performing strategic analysis and negotiating the rights to technologies for in-license.

Seth A. Tropper
Seth is an experienced entrepreneur with a proven track record in operations, finance, and strategy. He is currently the CEO and co-founder of Switch2Health Corp. which is the leading enabler of improved Health & Wellness through motivating and rewarding people for physical activity. Prior to Switch2Health, he was a founding partner of high-tech startup, PlasmaSol Corp., acquired by Fortune 100 medical device maker Stryker Corp.

He has twenty years experience in management of research, development, engineering and operations of technology organizations from concept to advanced product/service development through product support. Previously as an entrepreneur in residence at Stevens Institute of Technology and a technology commercialization consultant to Rutgers University, along with former employment at AT&T Business Services and IBM Global Services; Mr. Trooper’s career includes government and commercial business development; strategic planning, intellectual property management, technology transfer, finance and capitalization, as well as the design and optimization of information technology architecture, applications and infrastructure. Seth held several Board positions to include director to the New Jersey Technology Council (NJTC); chair the NJTC Environment, Energy, and Engineering Industry Network; advisor to the Rutgers Technology Commercialization Fund; the NJ Economic Development Authority’s Technical Advisory Board; and advisor to the Columbia Business School’s Lang Fund.

Seth is active in several local and national organizations; advisor for operational and strategic planning for small and early-stage companies; and an invited speaker on subjects ranging from entrepreneurialism to “doing business with the government.” He holds an Executive Masters of Technology Management degree from Stevens Institute of Technology and an undergraduate degree in Computer Science and Applied Statistics from St. John’s University.
Scott Twibell
Scott Twibell is a Principal at Harbor Hills Partners, LLC. Prior to joining Harbor Hills, Mr. Twibell worked in the Leveraged Finance and Restructuring Group at Credit Suisse, where he worked on recapitalizations, acquisitions, refinancing and restructurings across various sectors, including steel, media and telecommunications, metals, energy and general infrastructure. Earlier in his career, Mr. Twibell founded and served as President and CEO of ASPORA, Inc., an Application Services Provider and pioneer of Internet-based software and data management solutions for law firms and legal counsel worldwide. The company amassed a global clientele and was sold to Ringtail Solutions, Ltd. in 2003.

Mr. Twibell currently serves as a member of the Technology Committee for the Association of Children with Learning Disabilities (ACLD), a New York based non-profit company. He has a B.S. (Honor’s Scholar) in Information Systems Management from New York University and an M.B.A. from Columbia University’s Graduate School of Business.

Ken Vought
Business Development: Directed proposal and bid preparation, presentations, and negotiations that led to closed contracts for over $2.3 Billion. Contracts were won for engineering; equipment supply; installation; and construction services.

Program Management: Rendered and Directed Program Management Oversight services for capital construction projects valued over $23 Billion. Assessed risks and project performance and approved contract payments of over $1 Billion/year for five years.