

Fall 2009

POWER; Saying IT Right the First Time; Dissolving Stress within the Workplace; Successful Communications: A Systems Approach; Effects

Master of Ceremonies:

Dr. Joel West

Professor - Department of Organization and Management

3. SVCE Speaker Event- Sep 30, 2009

Topic:	Fostering and Funding Innovation
Where:	Eng. 189 - Engineering Building, SJSU
Time:	Wednesday, Sept 30th 6-7:30 pm
Speaker:	Bruce Chizen , Former CEO - Adobe Systems
Guest Speaker's Bio:	<p>Bruce Chizen is currently a senior advisor for private-equity firm Permira and advises Seattle Venture Capital firm Voyager Capital. He also sits on the boards of Oracle Corporation, Synopsys, and NDS, a pay TV technology company. He has served as a strategic advisor to Adobe Systems Incorporated, a provider of design, imaging and publishing software for print, Internet and dynamic media production, since November 2007. Mr. Chizen served as a director of Adobe from From December 2000 to April 2008. From December 2000 to November 2007, Mr. Chizen served as Chief Executive Officer of Adobe and he served as President from April 2000 to January 2005. Mr. Chizen also served as Adobe's acting Chief Financial Officer from November 2006 to February 2007. From August 1998 to April 2000 he was Executive Vice President, Products and Marketing. Mr. Chizen joined Adobe Systems in August 1994 as Vice President and General Manager, Consumer Products Division, and served as Senior Vice President and General Manager, Graphics Products Division from December 1997 to August 1998.</p>



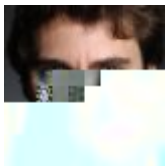
and charities for more informed and effective online fundraising, and is an Executive in Residence at San Jose State University's College of Business.

Previously, Melissa was Senior Vice President of Corporate Marketing at Adobe Systems where she was a member of the executive team responsible for growing the company from \$800M to almost \$3B. Melissa led Adobe's global marketing organization, eventually becoming responsible for a team of over 500. Under her leadership and vision, the Adobe brand became one of the world's most recognized technology and consumer brands. Melissa was named "Best Marketing Executive" by the American Business Award, is a recipient of the YWCA Tribute to Women in Industry award, and was named one of San Jose's Distinguished Women in Business. In addition to her marketing leadership at Adobe, Melissa was responsible for the company's philanthropy and community affairs.

Prior to Adobe, Melissa held management positions at Apple Computer's software start up Claris (now FileMaker Inc.) and Hewlett-Packard. Melissa is Chair of the Board of Directors for the Humane Society of Silicon Valley, and VP of Marketing for the San Jose State University Alumni Association. Melissa is also a former trustee of the San Jose Museum of Art.



Kevin Fliess is the CEO and co-founder of [TravelMuse](#), and innovative online travel site. Kevin's work has taken him and his family all over the world: from Tahiti to India and Canada to Mexico; Amsterdam to Turkey and the northern California coast to South Carolina islands. He's also worked and lived in Munich, Germany. Prior to starting TravelMuse, Kevin spent 15 years as a leader in various high tech companies, most recently as VP of product marketing and product management for emerging solutions at SAP. He's also held strategic positions at Synopsys, Icarian and Siemens. A serial innovator, Kevin co-invented the first composite application at SAP and has one patent granted with seven applications on file.



Goetz Weber is [doubleTwist's](#) COO and responsible for strategic planning, and day to day business operations. Prior to doubleTwist, Goetz was the co-founder and CEO of [inDplay.com](#) - a b2b multiplatform video content marketplace. inDplay was sold to Ascent Media in February 2008. Prior to inDplay, Goetz held senior positions in strategic business development, product development, and innovation management at SAP AG in Germany and at SAP Labs in Palo Alto. He has worked on a number of leading SAP initiatives, including business strategy for the SAP-Microsoft collaboration, and several new composite application products launches spanning the financial services and manufacturing industries. He holds a Ph.D. in Theoretical Physics, an MBA, and has authored physics publications and patents.

Drew McManus is the Principal and Founder of [Road 3](#), a consultancy dedicated to helping turn ideas into successful products. Road 3 works with startups, nonprofits, and established companies to help define, plan, design, and build successful products and businesses. Drew is also

President and Co-founder of Bring Light, a website for social change that connects donors and charities for more informed and effective online fundraising. Drew conceptualized the design, invented the business model, and directed the development of the site. Drew and his business partner developed the Bring Light business plan and raised an initial round of angel funding. Prior to running his own companies, Drew had a successful corporate career, including roles at Adobe Systems, Claris Corporation, and Apple Computer. As a representative of many men and women who help make a difference in the world,

and embedded firmware in Animatics' early years. He particularly enjoys the mechanical engineering and package design, a role he holds onto even today, while his main responsibility is growing the company globally as CEO.

Simon Brafman brings over 25 years of successful experience in the business-to-business marketplace for high-end, complex software and hardware products and services to Green Java—A coffee company which produces and deliveries coffee using eco-friendly technologies. He has held senior management positions in the EDA (Electronic Design & Automation), On-Line Education, NPO (Non-Profit Organization) and Professional Services industries. Simon's commitment to develop smart 'green' business models is based on his strong belief that we can both protect our environment and enjoy high quality products and services.

Speaker:

Joel Garbon and **Jeane Manning** co-authors of [Breakthrough Power](#)
Accompanied by **Sterling Allen**, President of the [New Energy Congress](#)

Description:

The last 100 years have seen several inventors who have developed clean/free energy generators to the "proof of concept" stage, but who for one reason or another never make it to the commercial product stage. What seems to be missing?

Come and listen to Joel Garbon and Jeane Manning, co-authors of [Breakthrough Power](#), accompanied by Sterling Allen, President of the [New Energy Congress](#) discuss the obstacles that have plagued inventors in the field of New Energy, and how you can succeed in launching your New Energy Revolution!
For more information please visit <http://www.padrak.com/breakthrough/>
These events are free and open to the public, and co-sponsored by the

5. Business Plan Prep Workshop - Marketing - March 14th, 2009

Topic:	Business Plan Prep Workshop - Marketing
Where:	BBC 021
Time:	Sat, March 14th, 10am-1 pm
Speaker:	Bob Goedjen, Mark Levi , Counselors and Instructors, Silicon Valley Service Corps of Retired Executives (SCORE)

Description:

This Workshop will offer tips on how to conduct effective market research and create a successful marketing plan that maximizes sales resources. It has been organized specifically to help all those planning to enter the Silicon Valley Business Plan Competition being held in May (see www.cob.sjsu.edu/svbpc)

He lives in Palo Alto, California with his wife, two daughters, dog, and dwarf hamster.

Visit his blog at <http://professorvc.blogspot.com/>

Jon Fisher is the author of Strategic Entrepreneurism(tm) (SelectBooks 2008). Currently, Jon serves as an adjunct faculty member at the University of San Francisco's school of business. An entrepreneurship aficionado, he is a media commentator and lectures frequently at university business schools. Jon was named Ernst & Young's 2007 Entrepreneur of the year in California. He has served as CEO of three software companies in the Silicon Valley over the past 15 years. Among them is Bharosa, Inc. which was acquired by Oracle Corporation.

Ilya Ronin has a proven track record of triple digit revenue growth generation, successful new product launches, building global distribution networks, and developing cost-effective marketing and customer education programs that drive lead acquisition, conversion, product adoption and brand recognition. He is specialized in marketing management, market research and product development, branding, positioning, advertising, PR, print and electronic materials, web presence, SEM, email marketing, and success metrics. For more information about Ilya Ronin's bio, please go to <http://www.linkedin.com/pub/1/83b/332>

Gustavo Alberelli focuses on investments in software, Internet and technology-enabled services. He works extensively with portfolio companies on optimizing the efficiency of their respective sales models. Gustavo joined Kennet in 2005 as an Associate and has over 8 years of experience working with high-growth technology companies as a financial advisor, employee, and venture investor. He is on the board of Go Internet Media, supports Kennet portfolio company Intelepeer as a Board Observer and is an angel investor in Designer Apparel. For more information about Gustavo Alberelli's bio, please go to <http://www.kennet.com/who-we-are/gustavo-alberelli/>

7. SVCE Eminent Speaker Event- Feb 18th, 2009

Topic:	Investing in Entrepreneurs in Turbulent Times
Where:	Martin Luther King Library - Room MLK 225/229
Time:	6:00 to 7:30 p.m.
Speakers:	Ron Conway , Angel Investor & SJSU alumnus

Guest Speaker's Bio:

Ronald Conway is a Special Partner at Baseline Ventures. Prior to this he was the Founder and Managing Partner of the Angel Investors LP funds (1998-2005) whose investments included: Google, Ask Jeeves, Paypal, Good Technology, Opsware, and Brightmail. He is actively involved in numerous philanthropic causes and now invests independently as an angel investor and was recently named #9 in Forbes Magazine Midas list of top "dealmakers" in 2007.

Ron worked with National Semiconductor Corporation in marketing positions (1973-1979), Altos Computer Systems, as a co-founder, President and CEO, (1979-1990) and Personal Training Systems (PTS) as CEO (1991-1995). PTS was acquired by SmartForce/SkillSoft (Nasdaq SKIL).

Ron has served/serves on Boards/Advisory Boards including: Facebook, Plaxo (acquired by Comcast), Photobucket (acquired by Fox), Digg.com, Bright Mail, Ask Jeeves, Rupture (acquired by EA), Associated Content, RockYou, PurePlay, ScanScout, Zappos, Trulia, Simply Hired, StumbleUpon (acquired by eBay), and Anchor Intelligence (co-founder).

Philanthropically Ron is Vice Chm of the UCSF Medical Foundation in SF, Board Member of SF Homeless Connect, and on the Benefit Committee of the Tiger Woods Foundation and Ronald McDonald House.

Ron graduated with a degree in Political Science from San Jose State