



proudly present:

NAME:

CLOUD COMPUTING EAST 2013

Revolutionizing Business Processes in Government, Healthcare & Financial Services

MAY 19 - 21, 2013 | BOSTON MARRIOTT COPLEY PLACE, BOSTON, MA

WELCOME TO BOSTON!

Network with over 150 Cloud Computing Thought-Leaders, End Users and Solutions Providers Focusing on Cloud Solutions for HEALTHCARE, GOVERNMENT & FINANCIAL SERVICES From these Companies & Organizations...*(at press time)*

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The Cloud Computing Association (CCA) is an independent organization, founded in 2012, dedicated to building a community of end-users and service providers of cloud-based solutions and products through individual professional memberships and industry conferences. The CCA has quickly amassed a contact list of over four hundred thousand industry participants.



The Distributed Computing Industry Association (DCIA) is an international trade organization, established in 2003, with more than one-hundred industry-leading member companies, including software developers, broadband network operators, and content providers. The DCIA conducts working groups, oversees advocacy initiatives, and publishes the weekly online newsletter DCINFO.

DCINFO is packed with informative and timely articles of immediate interest to cloud computing industry participants at all levels. To receive a FREE subscription to DCINFO, go to: www.cloudcomputingassn.org/dcinfo

A WARM WELCOME FROM YOUR CONFERENCE ORGANIZERS

Dear Colleagues:

The Cloud Computing Association (CCA) and the Distributed Computing Industry Association (DCIA) are pleased to welcome you to our **CLOUD COMPUTING EAST 2013** strategic business summit in Boston, MA, May 19-21, 2013.

By attending this event for executive-level decision makers, you are joining some of the leading suppliers of cloud-based solutions for the healthcare, government, and financial services sectors of the economy; end-users of cloud services from among these three major verticals; and analysts who provide industry coverage and guidance to participants at all levels of the burgeoning cloud-computing industry.

The interactive format of this year's CLOUD COMPUTING EAST 2013 encourages the exchange of high-level strategic insights by focusing on distinct subject areas in three co-located conferences:

- hCLOUD (healthcare)
- gCLOUD (government)
- fCLOUD (financial services)

We encourage you to join us on Sunday evening after the Exhibition Hall Grand Opening and Pre-Conference Workshop to meet with colleagues and begin conversations with new associates at our Conference Commencement Networking Reception.

We're confident that you will find the full-day Monday and Tuesday sessions featuring keynotes, case-studies, and panel discussions at this conference stimulating, informative, and valuable. The opportunity to learn from and network with cloud-computing industry participants will open new doors of opportunity.

Exclusive, high-level events such as this summit meeting are brought to you through a strategic partnership between the CCA and DCIA. We hope this – and future events – will become an important resource to you in the years ahead as cloud computing continues to shape the way the world does business.

Best regards,

Don Buford, Executive Director
Cloud Computing Association (CCA)

Marty Lafferty, CEO
Distributed Computing Industry Association (DCIA)

Join Us! The Cloud Computing Association (CCA) is Seeking New Members



The CCA continues to build and grow a network of Cloud end-users, service/solution providers, and products. Membership is free for individuals and CCA membership includes discounted registration to attend industry- and issue-specific conferences and forums. If you or a colleague would like to join the CCA, please visit our membership site at www.iibig.com/cloudcomputingassn/membership.html or contact **Ria Lubis, Director, Membership, Media & Marketing Relations, Cloud Computing Association (CCA)** at rial@iibig.com.

DAY ONE: SUNDAY, MAY 19, 2013

9:00am – 1:00pm EXHIBIT HALL CLOSED for Exhibit Set-up (*NO EXHIBITOR` SET UP AFTER 1:00pm on Sunday, May 19, 2013*)

12:00 - 5:00pm Conference Registration Open

2:00pm EXHIBIT HALL OPEN (*Light snacks served in Exhibit Hall beginning at 2:00pm*)

3:00 - 4:45pm **PRE-CONFERENCE WORKSHOP:(CCEW1901): Cloud Computing Definitions and Special Considerations**

Exclusive CCE:2013 Presentation by BU Computer Sciences Department



Dino Konstantopoulos,
Professor, Cloud Computing,
Boston University



Alaa About Mahmoud, Graduate
Student, Cloud Computing,
Boston University



Madhura Pundlik, Graduate
Student, Cloud Computing,
Boston University

6:00 - 7:00pm

Welcome to Boston Networking Reception

Thanks to Our Welcome Reception Host Sponsors:

Platinum Hosts:



Gold Co-Hosts:



7:00pm

EXHIBIT HALL CLOSED

DAY TWO: MONDAY, MAY 20, 2013

7:30 - 8:30am

EXHIBIT HALL OPEN
Conference Registration & Continental Breakfast (In Exhibit Hall)

8:30 - 9:45am

EXHIBIT HALL CLOSED (*for conference sessions*)

8:30 - 8:55am

(CCEP2001): Welcome to Boston & Conference Overview



Don Buford, Executive Director,
Cloud Computing Association (CCA)



Marty Lafferty, CEO,
DCIA

9:00 - 9:45am

(CCEP2002): The State of Cloud Computing Adoption in Healthcare, Government, and Financial Services Sectors

Moderator:



Marty Lafferty, CEO,
DCIA

Panelists:



Stefan Bewley,
Director,
Altman Vlandrie



Fabian Gordon, CTO,
Ignite Technologies



Cameron Jahn, Product Marketing
Manager, Citrix ShareFile

9:45 - 12:15pm

EXHIBIT HALL OPEN

9:45 - 10:15am

MID-MORNING NETWORKING BREAK (In Exhibit Hall)

10:15 - 10:45am

(A2003, B2010, C2017) Latest Trends & Newest Offerings

Moderator:



Ross Freedman, Associate,
DCIA

Panelists:



Brad Maltz, Chief
Cloud Architect,
Lumenate



Dan Rooney, Principal
Cloud Architect, Kronos



Omar Torres, Director, Cloud
Services Architecture and
Operations, VeriStor Systems



Jason Warman, Dir. of
Sales Engineering,
Aspera



Matt Stevens, CTO,
AppNeta

DAY TWO: MONDAY, MAY 20, 2013 (CONT.)

10:45 - 11:15am (A2004, B2011, C2018) Current Obstacles to Adoption

Moderator:



Sari Lafferty, Business Affairs,
DCIA

Panelists:



Brian Benfer, Director, Regulated
Industries, Citrix ShareFile



Joe Foxton, VP, Business Development,
MediaSilo



Larry Freedman, Partner,
Edwards Wildman Palmer



Larry Veino, Director, Solutions Architecture,
Presidio

11:15am - 12:15pm **WORKSHOP: "Take the Bore out of Boardroom"**

Workshop
Leaders:



Amy Peper, CEO,
The Peper, LLC



Wes Peper, President,
The Peper, LLC













12:15 - 1:15pm EXHIBIT HALL CLOSED




WORKING LUNCHEON (All Attendees are invited to attend the sit-down lunch.)

- 12:15 - 12:45 – Appetizer & Main Course Service
- 12:45 - 1:15 – **Solution Provider Showcase Presentations**

1:15 – 4:15pm EXHIBIT HALL OPEN

1:15 - 1:45pm DESSERT & COFFEE SERVICE (In Exhibit Hall)

TRACK A: Cloud Computing for HEALTHCARE hCLOUD®	TRACK B: Cloud Computing for GOVERNMENT gCLOUD®	TRACK C: Cloud Computing for FINANCIAL SERVICES fCLOUD®
<p>1:50 - 3:40pm (A2005-8) Healthcare Cloud Deployments</p> <p>SaaS Case Study Keynote</p>  <p>Brad Maltz, Chief Cloud Architect, Lumenate</p> <p>PaaS Case Study Keynote</p>  <p>Arwin Holmes, Senior Project Manager, NorthPoint</p> <p>IaaS Case Study Keynote</p>  <p>Omar Torres, Dir., Cloud Services Architecture & Operations, VeriStor Systems</p> <p>BPaaS Case Study Keynote</p>  <p>Chris Christy, Healthcare Principal, SAP America</p> <p>SaaS, PaaS, IaaS, BPaaS Panel</p> <ul style="list-style-type: none"> • Panel Session with above presenters 	<p>1:50 - 3:40pm (B2012-15) Government Cloud Deployments</p> <p>SaaS Case Study Keynote</p>  <p>Grant Kirkwood, Founder & CEO, Unitas Global</p> <p>PaaS Case Study Keynote</p>  <p>Adam Firestone, Director, Defense and Government Solutions, WSO2</p> <p>IaaS Case Study Keynote</p>  <p>Mike Dinsdale CFO, Docusign</p> <p>BPaaS Case Study Keynote</p>  <p>Marlyn Zerkowitz, Global Director, SAP America</p> <p>SaaS, PaaS, IaaS, BPaaS Panel</p> <ul style="list-style-type: none"> • Panel Session with above presenters 	<p>1:50 - 3:40pm (C2020-22) Financial Services Cloud Deployments</p> <p>SaaS Case Study Keynote</p>  <p>Jamie Brenzel, Chief Executive Officer, KineticD</p> <p>PaaS Case Study Keynote</p>  <p>Amit Khanna, Vice President, Technology, Virtusa</p> <p>IaaS Case Study Keynote</p>  <p>Scott Swartz, CEO & Founder, MetraTech</p> <p>BPaaS Case Study Keynote</p>  <p>Keith Hartley, Public Sector North America Director, Oracle</p> <p>SaaS, PaaS, IaaS, BPaaS Panel</p> <ul style="list-style-type: none"> • Panel Session with above presenters
<p>3:45 - 4:15pm MID-AFTERNOON NETWORKING BREAK (In Exhibit Hall)</p>		
<p>4:15 – 5:45pm EXHIBIT HALL CLOSED (for conference sessions)</p>		

TRACK A: Cloud Computing for HEALTHCARE hCLOUD®	TRACK B: Cloud Computing for GOVERNMENT gCLOUD®	TRACK C: Cloud Computing for FINANCIAL SERVICES fCLOUD®
<p>4:20 - 5:40pm (A2009-11) Healthcare Cloud Models</p> <p>Public Cloud Case Study KEYNOTE:</p>  Peter Spellman, SVP Product & Cloud Engineering, TraceLink Inc. <p>Private Cloud Case Study KEYNOTE:</p>  Jason Warman, Director of Sales Engineering, Aspera <p>Hybrid Cloud Case Study KEYNOTE:</p>  David Cerf, EVP, Corporate & Business Dev., Crossroads Systems <p>Public, Private, Hybrid Panel • Panel Session with above presenters</p>	<p>4:20 - 5:40pm (B2016-18) Government Cloud Models</p> <p>Public & Private Cloud Case Study KEYNOTE:</p>  Brian Campanotti, CTO, Front Porch Digital <p>Hybrid Cloud Case Study KEYNOTE:</p>  Doug Natal, Public Sector North America Director, Oracle <p>Public, Private, Hybrid Panel • Panel Session with above presenters</p>	<p>4:20 - 5:40pm (C2023-25) Financial Services Cloud Models</p> <p>Public Cloud Case Study KEYNOTE:</p>  Kevin Nyberg, VP Solutions Architect Group, NaviSite <p>Private Cloud Case Study KEYNOTE:</p>  Pete Manca, President & CEO, Egenera <p>Hybrid Cloud Case Study KEYNOTE:</p>  Yung Chou, Platform Technology Evangelist, Microsoft <p>Public, Private, Hybrid Panel • Panel Session with above presenters and:</p>  Nicole Nakashian, Managing Director, Client Services, Agio Technology

5:45- 7:15pm

EXHIBIT HALL OPEN

5:45 - 7:15pm



EVENING NETWORKING RECEPTION (In Exhibition Hall)

Prize Drawings Courtesy of Conference Sponsors & Exhibitors

(Don't forget to Leave Your Business Cards at Sponsored Exhibition Booths!)

DAY THREE: TUESDAY, MAY 21, 2013

8:00 - 9:00am

EXHIBIT HALL OPEN

Conference Registration & Continental Breakfast (In Exhibit Hall)

9:00am - 10:30am

EXHIBIT HALL CLOSED (for conference sessions)

9:00 - 9:30am

(A2124, B2132, C2140) Data Storage Considerations

Keynote:



Chris Poelker, VP, Enterprise Solutions, **FalconStor**

TRACK A: Cloud Computing for HEALTHCARE hCLOUD®	TRACK B: Cloud Computing for GOVERNMENT gCLOUD®	TRACK C: Cloud Computing for FINANCIAL SERVICES fCLOUD®
<p>9:35 - 10:25am (A2125): Healthcare Cloud Software Applications</p> <p>Moderator:</p>  Sari Lafferty, Business Affairs, DCIA <p>Panelists:</p>  Praveen Lobo, VP Product Management & Marketing, LUMEDX Corporation  David Wayne, Performance Improvement Advisor, LUMEDX Corporation	<p>9:35 - 10:25am (B2133): Government Cloud Software Applications</p> <p>Moderator:</p>  Ross Freedman, Associate, DCIA <p>Panelists:</p>  Whitney Vickrey, CSO, GCE  Jim Duval, Telestream	<p>9:35 - 10:25am (C2141): Financial Services Cloud Software Applications</p> <p>Moderator:</p>  Marty Lafferty, CEO, DCIA <p>Panelists:</p>  Brian Benfer, Director, Regulated Industries, Citrix ShareFile  Tom Mountcastle, Director of Sales and Operations, CSC Leasing

DAY THREE: TUESDAY, MAY 21, 2013 (CONT.)

10:30am – 12:15pm EXHIBIT HALL OPEN

10:30 - 11:15am MID-MORNING NETWORKING BREAK (In Exhibit Hall)

11:15 - 11:40am (A2126, B2134, C2142) Security and Reliability Concerns

Moderator:



Marty Lafferty, CEO,
DCIA

Panelists:



Owen DeLong, IPv6 Evangelist,
Hurricane Electric



Russ Hertzberg, Vice President,
Technology Solutions, **SoftServe**



Mark Lundin, Partner,
KPMG



Gerry Stegmaier, Of Counsel,
WSGR

11:45 - 12:10pm (A2127, B2135, C2143) Compliance and Regulatory Issues

Moderator:



Ross Freedman, Associate,
DCIA

Panelists:



Doug Barbin, Principal,
BrightLine



Daniel Beazer, Director of Strategy,
FireHost



David Linthicum, Senior Vice President,
Cloud Technology Partners

12:15 - 1:15pm EXHIBIT HALL CLOSED

WORKING LUCHEON (All Attendees are invited to attend the sit-down lunch.)

- 12:15 - 12:45 – Appetizer & Main Course Service
- 12:45 - 1:15 – **Solution Provider Showcase Presentations**

1:15 – 3:30pm EXHIBIT HALL OPEN

1:15 - 1:45pm DESSERT & COFFEE SERVICE (In Exhibit Hall)

1:45 - 2:10pm (A2128, B2136, C2144) Cloud Economics

Moderator:



Marty Lafferty, CEO,
DCIA

Panelists:



Allan McLennan, President / Chief
Analyst, **PADEM Group**



Yesica Schaaf, Global Market Segment
Manager, **IBM**

2:15 - 2:55pm (A2129, B2137, C2145) Cloud Vendor Selection Criteria

Moderator:



Sari Lafferty, Business Affairs,
DCIA

Panelists:



Jonathan Chisholm, Technology Escrow
Advisor, **Iron Mountain**



Mark Levitt, Analyst / Director,
Strategy Analytics



Rohit Mahna, Senior Director, Financial
Services Solutions, **Salesforce.com**

3:00 - 3:30pm MID-AFTERNOON NETWORKING BREAK (In Exhibit Hall)

3:30 pm EXHIBIT HALL CLOSED (for exhibition strike & load-out)

DAY THREE: TUESDAY, MAY 21, 2013 (CONT.)

3:30 - 3:55pm (A2130,B2138, C2146) Cloud Implementation Strategies

Moderator:



Ross Freedman, Associate,
DCIA

Panelists:



Mohamad Ali, MD, Assistant Medical
Director, **Wexford Health Sources**



Jay Gleason, Chief Cloud Strategist,
Sprint



Brian Drewes, CEO,
ZYNC Render



Esmeralda Swartz, CMO,
MetraTech

4:00 - 4:30pm (A2131, B2139, C2147) Future Cloud Opportunities

Moderator:



Marty Lafferty, CEO,
DCIA

Panelists:



Jaye Connolly, CEO,
PathCentral



James Mitchell, CEO,
Cloud Options



Geof Griebel, CEO,
Eoscene Corp.

4:30pm

Conference Concludes



THANK YOU FOR YOUR DEDICATION TO THE CLOUD COMPUTING INDUSTRY!

THE CCA & DCIA WISH TO THANK...

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Headquartered in Atlanta, Ga., **VeriStor Systems** is an end-to-end solutions provider specializing in enterprise data storage, virtual infrastructure, cloud services, migration and technology financing. VeriStor's integrated solutions include Storage, Server and Desktop Virtualization, Virtual IO & Consolidated Fabric, Fibre Channel and iSCSI Storage Area Networks (SANs), Network Attached Storage (NAS), De-Duplication, Backup and Recovery, Data Replication, Information Lifecycle Management (ILM), and Compliance Archiving. With more than 600 customers, VeriStor specializes in enterprise and mid-market companies in all industries including financial services, manufacturing, healthcare, education and federal, state and local government. More information can be found at: www.veristor.com.

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Lumenate is a technical consulting firm focused on enabling the virtualized enterprise. With disciplines in Storage, Security and Networking, Lumenate designs and implements customized, integrated solutions which enable our customers to transition to a converged infrastructure and enjoy the benefits of virtualization with increased security and scalability. We aim to be a valued business partner to our clients by providing a progressive approach to co-managed services and delivering a customized support experience. Our service-based approach gives our customers business model flexibility in choosing the appropriate model for their needs. Lumenate consultants provide unique technical insight and better execution, resulting in proven and impactful results that enhance IT's value to business. Our fiercely loyal customer base relies on us to add measurable value.



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THE CCA & DCIA WISH TO THANK... (CONT.)



Virtusa provides a broad range of IT consulting, systems implementation and application outsourcing services through an optimized global delivery model. Through our industry leading platforming process, Virtusa focuses on delivering business results by modernizing, rationalizing and consolidating the critical applications that support our clients' core business processes. We employ advanced processes like Agile to ensure the right system is delivered the first time. This approach enables Virtusa to serve industry leaders as they seek to improve their customers' experience, expand market reach, improve time to market and lower costs. For more information, please visit: www.virtusa.com.

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ABOUT YOUR CONFERENCE ORGANIZERS:

ABOUT THE DCIA...



The Distributed Computing Industry Association (DCIA) is an international trade organization focused on commercial advancement of cloud computing and related technologies, particularly as they are deployed for the delivery of high-value content.

Member companies include industry-leading software developers and distributors, broadband network operators, content rights-holders, and service-and-support firms. Please visit www.dcia.info for membership information, and follow the DCIA on Tumblr and Twitter, and like the DCIA on Facebook.



As a recognized leader in data and information management solutions, **CommVault** is developing innovative software solutions that transcend traditional backup to protect, manage and access data. CommVault Simpana software is a single platform with deep application integration and broad compatibility with virtual infrastructure and storage tiers across the enterprise—from data centers to the edge and in the cloud. As a result of our Solving Forward® vision, CommVault customers can slash the cost of protecting, managing, analyzing and recovering virtual machine and application data by up to 50 percent.



Edwards Wildman Palmer LLP has united a cross-disciplinary team of attorneys to advise clients in the cloud computing arena, including clients interested in organically developing cloud deployments or in buying or selling data centers or Managed Services Providers (“MSPs”), or in clients providing or receiving IT hosting or outsourced services. This team is comprised of members from our Communications, Technology, Privacy & Data Protection, Intellectual Property and Private Equity/Venture Capital practice groups. In addition, the firm monitors and participates in the ongoing legislative and policy developments regarding privacy, data security and related topics. Visit: www.edwardswildman.com.



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Infoblox is a global leader in automated IT network control solutions. The Company’s purpose-built physical and virtual appliance platforms combine real-time IP address management (IPAM) with network control, configuration and change capabilities. The solutions help Infoblox’s more than 5,000 end customers achieve more dynamic and reliable networks, efficient operations and increased value from their virtualization and cloud computing initiatives. Headquarters are in Santa Clara, Calif. with additional operations in 30 countries.



Permabit Technology Corporation is the recognized leader in storage efficiency technologies for OEMs. The company’s Albireo software sets the standard for storage efficiency. Permabit’s data optimization, protection and management stack easily integrates into storage appliances, software and cloud services. Albireo’s data optimization delivers unequalled performance, resource efficiency, scalability and data safety. With Permabit software, cloud providers are able to rapidly deliver differentiated storage solutions. For more information, visit: www.permabit.com.

ABOUT THE CLOUD COMPUTING ASSOCIATION...



The **Cloud Computing Association (CCA)** is an independent membership organization dedicated to building a community of end-users and service providers of cloud-based solutions and products. Our goal is to promote the adoption and use of cloud-based technologies by large-cap and small-to-middle-market enterprises (SMEs) across all industry sectors. For more information regarding the CCA, membership, and conferences, please visit www.cloudcomputingassn.org. Follow the CCA on Facebook and Twitter.

ABOUT THE EXECUTIVE SPEAKING FACULTY



**Mohamad Ali, Assistant Medical Director,
Wexford Health Sources**

Dr. Ali is Site Assistant Medical Director with Wexford Health Sources and current chair of mHIMSS Roadmap task force. Trained in Internal Medicine, he is P President of WPHIMS and Lawrence County Medical Society. He has extensive healthcare IT experience from EHR design to implementation, training, HIE, meaningful use, Telemedicine, remote monitoring and is a mHealth clinical expert.



Doug Barbin, Principal, BrightLine

Doug Barbin is a Principal at BrightLine where he is responsible for multiple compliance lines of business including FedRAMP. After starting his career with Price Waterhouse, he spent the majority of the technology boom building and operating information security and compliance programs for Fortune 500 enterprises and major technology service providers. Doug was previously the Director of Product Management for VeriSign's managed security services business prior its sale to SecureWorks (now Dell). He was also the practice leader for VeriSign's compliance services where he oversaw the first Payment Card Industry assessments performed under Visa's original compliance program. He is a licensed CPA, QSA, and CISSP and one of the first CSA Certificate of Cloud Security Knowledge (CCSK) recipients. Doug volunteers for several non-profits including the CSA and the ISSA, where he is currently Chairman of the International Audit Committee. He has dual-degrees in Accounting and Administration of Justice from Penn State and an MBA from Pepperdine. Doug is a frequent public speaker on the topics of cloud computing, enterprise security, and integrated compliance frameworks.



Daniel Beazer, Director of Strategy, FireHost

As Director of Strategy at FireHost, Daniel Beazer oversees interactions with enterprise and strategic customers. In this role, he identifies pain points that are unique to high-level customers and utilizes his significant knowledge of cloud computing and hosting to help them. Beazer has an extensive history of research and strategy with hosting and cloud organizations. He worked as European Counsel and General Manager UK for Internap, and was responsible for its Network Services' European business. In this position, he helped to launch the company's data center while heading its expansion into continental Europe. After time spent with Internap, Beazer was selected as a European Analyst for Tier1 Research where his areas of research spanned cloud computing, hosting, CDN, and data center markets. Beazer is a member of the Bar of England and Wales and holds his degree in Philosophy in Ancient History from the University of Oxford.



**Brian Benfer, Director, Citrix ShareFile for Healthcare,
Citrix ShareFile**

Brian Benfer is the Director of Citrix ShareFile for Healthcare. Brian works with healthcare providers and professionals to find solutions to the unique challenges they face in data sharing within the healthcare ecosystem. Brian hopes to reduce the complexities found in Healthcare IT by delivering a simple tool to fit physicians' workflow and encourage easy, secure collaboration among providers. Ultimately he sees Citrix ShareFile as a tool that will not only improve the lives of healthcare professionals, but will drive down the cost of care for all. Outside of work Brian is a former competitive swimmer turned tri-athlete who enjoys competing and training, though cannot understand why he is so slow on the bike...



Stefan Bewley, Director, Altman Vilandrie & Company

Stefan is a Director with AV&Co. in the San Francisco office. Stefan primarily advises clients in strategy, marketing, sales and financial functions across technology, telecom and internet infrastructure firms. His client engagements focus on growth strategies, investment due diligence, performance optimization, go-to-market planning and technology decisions. With an objective of assisting clients in long term and immediate profit maximization, Stefan's recent engagements include: cloud services go-to-market planning for a Fortune 500 technology firm; LTE business case and deployment planning; diligence on an online advertising targeting firm, and; a Chinese market entry strategy. Additionally, Stefan's projects focus on increasing the value of existing operations, particularly around customer retention and sales channel optimization. Stefan's significant M&A experience includes both conducting due diligence for investors as well as developing integration plans for corporate clients. Stefan frequently authors articles and serves as an ongoing media source for publications including The Wall Street Journal, Dow Jones, Light Reading, Fierce Markets and Mass High Tech. Additionally, he speaks at industry conferences held by industry associations such as the International Consumer Electronics Show, Distributed Computing Industry Association, Light Reading Carrier Cloud Forum, Content Delivery Summit, and COMPTTEL. Prior to joining AV&Co. in 2004, Stefan worked with The Brattle Group, an economic consulting firm. Stefan holds a Bachelors of Science and a Masters of Engineering from M.I.T.



Jamie Brenzel, CEO, KineticD

Jamie brings over 15 years of experience in investment banking and entrepreneurial startups to his role as CEO of KineticD. Jamie's prior business accomplishments are long and varied. He was at Salomon Brothers in London, where he helped build the equity derivatives department into an important profit centre. He then embarked on his future as an entrepreneur, acquiring Wood Printing & Graphics, and later co-founding integrated marketing communications company Sonar Group. Jamie holds an Honours Bachelor of Arts degree in Politics and Philosophy from the University of Western Ontario.



Brian Campanotti, CTO, Front Porch Digital

Brian Campanotti is the Chief Technical Officer for Front Porch Digital, leading industry advancement in cloud-based and on-premises global content storage management (CSM), media asset management (MAM), publishing, migration, and preservation solutions. He is one of the primary inventors of the Archive eXchange Format (AXF) and is active in standards body activities helping to promote innovation and openness in the industry. Brian and his team have served the Public Sector as well as the Media Industry, and have won Emmy Awards for their work in content collection preservation technologies and for innovation in serial digital video technology. Brian has founded several start-ups and began his career at the Canadian Broadcasting Corporation (CBC) in Canada and holds a degree in electrical engineering from the University of Toronto.



**David Cerf, EVP, Corporate and Business Development,
Crossroads Systems**

David joined Crossroads in 2005, bringing with him extensive sales and corporate development expertise. He currently leads global efforts to expand Crossroads innovative solutions and develop relationships with key early technology adopters. Prior to joining Crossroads, David served as Vice President of Sales and Business Development at NexQL a leading provider of advanced database acceleration technologies and was co-founder of 360World, a national provider of video imaging solutions. In 1988, as the Founder and Managing Director of the Dallas Business Incubator, he was responsible for the development and funding of more than 50 new high-growth startup companies. David is a sought-after industry thought leader and often speaks on topics including: data storage and archiving, data protection and Cloud.

**Yung Chou, Platform Technology Evangelist, Microsoft**

Yung Chou is currently a Technology Evangelist on the Microsoft US Developer and Platform Evangelism team. Within the company, he has had opportunities serving customers in the areas of support account management, technical support, technical sales, and evangelism. Prior to Microsoft, he had established capacities in system programming, application development, consulting services, and IT management. His technical focuses have been on virtualization and cloud computing with strong interests in private cloud, hybrid cloud, and emerging enterprise computing architecture. He has been a frequent speaker in Microsoft conferences, roadshow, and TechNet events.

**Jonathan Chisholm, Technology Escrow Advisor, Iron Mountain**

As a Technology Escrow Advisor at Iron Mountain, Jonathan Chisholm is responsible for driving Software Escrow and Verification business through interaction with software developers, software licensees and the legal community. He is responsible for organizing, planning, directing, and coordinating all sales activities for both prospective and established customers within a pre-determined geographic territory. His goal is to understand customer business needs via a methodical sales discovery process. Through this process he is able to develop, nurture, and maintain relationships with prospective and current customers in the pursuit of solving their business problems which in turn drives Iron Mountain's success.

**Chris Christy, Healthcare Principal, SAP America**

Chris Christy has been engaged in Healthcare for over 30 years, working in both hospitals and healthcare software companies. He brings 16 years of healthcare provider industry experience along with previously held administrative spots in nonprofit and for-profit healthcare systems. He served five years as Associate Administrator and Chief Operating Officer at several hospitals that were part of American Medical International, now known as Tenet Healthcare Corporation. He also served nine years as Vice President for Professional Services at St. Paul Medical Center, a 600 bed facility in Dallas, Texas operated by the Daughters of Charity National Health System. In addition, he served two years as Regional Vice President for Emcare, Inc, a publicly traded Emergency Room physician group practice. Over the last 14 years, Chris has served in the enterprise healthcare software industry. At SAP, he was appointed Healthcare Principal in 2010 and in 2011 he was named Executive Director for Accountable Care Organizations as a dual role. He is a Fellow in the American College of Healthcare Executives and has served as an Adjunct Professor for Healthcare Strategic Planning at Texas Woman's University in Dallas. He received his Masters of Science in Public Health from the University of Missouri-Columbia in Columbia, Missouri.

**Jaye Connolly, Chief Executive Officer, PathCentral**

CA seasoned financial expert with strong acumen in both healthcare and technology, Jaye Connolly serves as the Chief Executive Officer of PathCentral. She brings to the table extensive experience in business management, finance, acquisitions and business development strategy, with a specialty in supporting the healthcare sector. In her current capacity, Connolly is responsible for executive oversight of the Irvine, California company, a web-based anatomic pathology IT solutions provider serving community pathologists around the globe. In her 25-year career, Connolly has demonstrated leadership across a variety of roles at the intersection of finance and healthcare IT, diagnostic imaging, clinical laboratory, physician practice management and hospital services. Having served in essential management roles at six different publicly traded corporations prior to joining PathCentral, Connolly is no stranger to launching and guiding the financial growth of some of the industry's most prominent medical technology providers. During her nearly three decade career, she has led accretive acquisitions totalling more than \$1 billion in revenue. Before joining PathCentral, Connolly served as President and CEO of A-Life Medical, Inc., the pioneer and leading provider of computer assisted coding (CAC) products and services for the healthcare industry. In October 2010, UnitedHealth Group acquired A-Life Medical, adding the

company to the Optum (formerly Ingenix) Health Care Delivery business. Prior to joining A-Life, Connolly held the position of Vice President of Business Development of Mergers and Acquisitions at InSight Health Corporation, and Director of Internal Audit at Laboratory Corporation of America. In the latter capacity, she successfully implemented the company's corporate-wide compliance, audit and ethics program. In 2009, Connolly was named as CFO of the Year by the San Diego Business Journal and Most Admired CEO by the same outlet in 2010. She holds a Bachelor of Science degree in Accounting from Texas Tech University.

**Owen DeLong, IPv6 Evangelist, Hurricane Electric**

Owen DeLong is an IPv6 Evangelist at Hurricane Electric and a member of the ARIN Advisory Council. Owen brings more than 25 years of industry experience. He is an active member of the systems administration, operations, and IP Policy communities. In the past, Owen has worked at Tellme Networks (Senior Network Engineer), Exodus Communications (Senior Backbone Engineer) where he was part of the team that took Exodus from a pre-IPO start up with 2 data centers to a major global provider of hosting services, Netcom Online (Network Engineer) where he worked on a team that moved the internet from an expensive R&E tool to a widely available public access system accessible to anyone with a computer, Sun Microsystems (Senior Systems Administrator), and more. He can be reached as owend@he.net.

**Mike Dinsdale CFO, Docusign**

Most recently, he served as CFO of Lithium, a Software-as-a-Service platform and application suite provider. At Lithium, Mike raised millions in equity financing over three rounds and was also responsible for two strategic acquisitions. During his tenure Lithium's valuation increased, positioning the company as the clear leader in social CRM. Prior to Lithium, Mike was employee #10 of Velocity11, a life sciences technology company, where he was instrumental in setting business strategy and aggressively driving revenue growth to \$50M. Mike further fueled the growth of Velocity11 by dramatically increasing revenue, securing funding and playing a key role during the firm's acquisition by Agilent Technologies in 2007. Mike holds a B.E.Sc in mechanical engineering from the University of Western Ontario, an MBA from McMaster University and the designation of Chartered Financial Analyst (CFA).

**Brian Drewes, CEO, ZYNC Render**

Brian currently serves as the CEO of ZYNC Render, an on-demand image processing service currently in release to top-tier Hollywood studios and select users worldwide. He is also a co-founder and producer at Zero VFX, which provides visual effects services to the media and entertainment markets. With a 15-year history in growing visual effects businesses, Drewes is uniquely positioned to understand the market and how to develop and deploy virtualized services to this elite sector. ZYNC has supported over a dozen feature films including Robert Zemeckis' film 'Flight' and hundreds of other non-feature film projects. Brian has seen ZYNC to its' recent public launch with millions of compute hours already deployed across these efforts.

**Jim Duval, Director of New Products and Strategy, Telestream**

Jim Duval is the Director of New Products and Strategy at Telestream. In this role, he leads the effort of integrating enterprise products and business for the company. This includes the development and justification of enterprise business plans, encompassing product, channel, and support strategies as well as leading a cross functional team to implement stated objectives. Previously, Jim was Director of Product Management at Grab Networks (formerly Anystream) where he developed products that are used by the world's largest media companies to manage their digital media businesses. Jim was responsible for revenue growth from \$13M to \$20M and profitability for Anystream's core media business, successfully achieving premium product positioning to maximize margins in a competitive environment.

ABOUT THE EXECUTIVE SPEAKING FACULTY (CONT.)



Adam Firestone, Director, Defense and Government Solutions, WSO2

Adam Firestone is the Director of Defense and Government Solutions at WSO2, Inc., a global open source middleware company. In this capacity, he works with developers, architects and C-Level executives to increase the value offered by open-source software in general and WSO2 products in particular to the military and defense communities. Additionally, he ensures that product and technology roadmaps retain and develop features situated to support emerging defense and government requirements. Previously, Adam held senior engineering positions at Science Applications International Corporation (SAIC) where he led teams responsible for the design, development and fielding of command and control, planning and weapon systems that spanned domains from combat engineer operations to amphibious maneuver warfare to senior leadership information management tools, unmanned aerial systems and precision guided munitions. Adam was responsible for leading a team charged with the complete redesign and re-architecture of a major precision guided weapon program and the design of a portable integration platform for joint unmanned systems. He has also been involved in technical training as both an instructor and as a curriculum designer, and has taught systems engineering courses since 2006. Adam is a former United States Army officer, holds a Juris Doctorate degree, and practiced law in New York for several years. He is a graduate of Yale University, Brooklyn Law School and the Systems and Software Consortium.



Joe Foxton, VP Business Development, MediaSilo

Joe Foxton is VP Business Development for MediaSilo, makers of the leading cloud-based media management and collaboration platform. Joe is responsible for MediaSilo's market strategy as well as managing relationships with key industry partners and accounts. Joe has spent his career designing and developing software that helps people be creative. Prior to joining MediaSilo in 2012, Joe led broadcast strategy at Chyron, a leading broadcast graphics provider. From 2008 to 2011, Joe worked in various technology leadership roles at NBCUniversal, including leading Newsroom Systems for NBC News & MSNBC, and leading Graphics Technology for NBC Stations. Joe began his career as a software developer at Proximity®, creator of media asset management software that was ultimately acquired by Apple®. Joe hales from Sydney, Australia, where he gained a Bachelor of Computing Science from the University of Technology, Sydney, and a diploma in Creative Direction and Copywriting from Award School. Joe now lives in Brooklyn, N.Y. with his partner.



Lawrence R. Freedman, Partner, Edwards Wildman Palmer

Lawrence ("Larry") Freedman is a partner in the Washington D. C. office of Edwards Wildman Palmer LLC, a 625 attorney, century old international law firm with offices throughout the United States as well as England and Asia. Mr. Freedman is a member of the Technology, Media, and Telecommunications Group, and leads the firm's Cloud Computing Group. Edwards Wildman has an active technology and communications regulatory and transactional practice, and has represented companies and investors in numerous transactions and regulatory and dispute resolution issues in the communications, technology, and cloud computing areas. The firm's Cloud Computing Group includes specialists in all areas of cloud computing. Mr. Freedman previously served as President and CEO of WorldNet Telecommunications, a facilities based competitive telecommunications and cloud company in Puerto Rico. In that capacity, he among other things was responsible for the construction of a communications network throughout the island of Puerto Rico, and for the development of a long term strategic plan. He has spoken and written regularly on both communications and cloud computing topics. His most recent article, entitled "Cloud Computing," appeared in the Winter 2012 edition of "Insights," a publication of the Association of Media and Entertainment Counsel. He has been married for over 25 years to Mary Freedman, an artist and art teacher, and is the father of two sons.



Ross Freedman, Associate, DCIA

Ross Freedman is an Associate at the Distributed Computing Industry Association (DCIA). He is a recent graduate from the University of Miami in Coral Gables, Florida. Ross graduated with degrees in Media Management and Psychology as well as receiving a minor in Marketing. He has experience in telecommunications through internships with MC Dean, Inc., as well as Fleischman and Harding, LLC. He is currently working as a communications intern for the DCIA while studying for the LSAT, and has plans to attend law school starting in 2014. For the DCIA, Ross has contributed to the trade association's social media program during his tenure, authored the organization's 2012 Year-in-Review, and led the trade group's exhibition presence at the 2013 NAB Show Cloud Computing Pavilion on behalf of the DCIA and its Member companies. He also represents the DCIA at trade conventions, conferences, and meetings nationwide as a panel moderator.



Jay Gleason, Chief Cloud Strategist, Sprint

Jay Gleason is an 18 year veteran of delivering data center technology solutions for the support of business critical processes. Jay started in 2006 to deliver cloud based solutions designed to deliver more agile business services. Today he works for Sprint, and advises their business customers in the Northeast on how to use the capabilities of Cloud based transformative technologies into business performance investments. He has extensive experience in supporting Financial Services, Insurance, Media / Entertainment, and Service Provider markets. Jay brings many years of experience in client needs analysis with a consultative approach in working with business executives. In the past, Jay has worked for Sun Micro Systems, Dell, Compaq, and Digital Equipment Corp.



Fabian Gordon, CTO, Ignite Technologies

Fabian Gordon, an 'Enterprise Technical Guru' has extensive technical expertise in the development of emerging and strategic technologies including pioneering industry-changing Internet-based applications with and a strong background in audio and video production. Fabian has held several technology leadership positions in various companies and has provided advanced technology consulting services to numerous Fortune 1000 companies and government agencies. Fabian is currently the CTO at Ignite Technologies. Prior to Ignite, Fabian was Senior Vice President and Chief Technology Officer for RealPage, where he was responsible for all technology strategy and standards.



Geof Griebel, CEO, Eoscene Corporation

Geoffrey Griebel currently holds the position of President and CEO for Eoscene Corporation, a Seattle based provider of cloud based compliance management software, offered specifically to the Healthcare industry. Geof is responsible for the vision and long-term planning of Eoscene's growth in the Healthcare market. He is responsible for establishing the organizational infrastructure required to sell, implement and support the Eoscene online products, including developing key business alliances and driving strategic product development. Prior to Eoscene, Geof held the executive position of Manager, Global Enterprise System Architecture at General Electric as well as various management positions at Penwest Pharmaceuticals Co. and The Boeing Company. Geof has been recognized internationally as a leader in enterprise system implementations and has more than 25 years experience in technology and business management, earning a Master's of Science in Finance from Seattle University and a Bachelor's degree in Business and Computer Science from Western Washington University.



Keith Hartley, Director, North America Sales Strategy and Planning, Oracle

As Director of North America Sales Strategy, Keith manages the sales strategy and strategic account planning process for Oracle's entire applications business, including all Cloud application offerings. His team is responsible for driving the best practice standards and execution of key account strategy, planning and deal strategy. Prior to Oracle, Keith served as CEO and Board Member at PureSense Environmental, the venture capital funded SaaS leader in real time analytics and monitoring. He led PureSense through a successful business process transformation to a SaaS recurring revenue business model. Previously, Keith has brought emerging technologies into new markets for industry leading software companies like Red Hat, Novell and IBM. While at Red Hat, he successfully helped build the industry's leading sales ecosystem of distributors, integrators, hardware and independent software vendors. During his time with Novell and IBM, he worked on bringing disruptive technologies and business models into new vertical markets. Keith graduated from California State University, Fresno, with a Bachelor's Degree in computer engineering, and earned a Master's of Business Administration from the London Business School in the UK.



Russ Hertzberg, Vice President, Technology Solutions, SoftServe

Russ Hertzberg is Vice President Technology Solutions for SoftServe Inc, with general management responsibility for technology solution initiatives in SaaS, Dev Ops, Mobility, Big Data, Security, and Content Management. He has over 15 years of continuous experience in executive and entrepreneurial product ownership roles in Cloud Computing, software platforms, and network systems. From 1997 to 2000 he developed, managed, and grew a successful commercial managed hosting service for Scantron. From 2003 to 2007, he was an operating angel in one of the first SaaS providers of on demand document and data sites. From 2008 to 2011, he provided consulting services for a series of Cloud Computing projects including the WorkXpress PaaS, the M86 email and web security Cloud, and the Aria Systems SaaS billing and subscription management platform. Russ is also an active member of the USA Water polo community as an athlete, coach, mentor, and sport development advocate.



Arwin Holmes, Senior Project Manager, NorthPoint

Arwin Holmes is a Senior Project Manager for NorthPoint's Digital Practice and is one of the leaders responsible for running NorthPoint's Cloud Computing, Drupal, PHP, and Open Source teams. At NorthPoint, Arwin has delivered high-traffic, enterprise web and mobile solutions to Rodale (Women's Health, Men's Health), Time, Inc. (EW Blogs) and Hearst Magazines (Elle Fashion Week Blogs, Elle.com, Elle Décor, CarandDriver.com). In addition to leading these projects, Arwin has built scalable solutions on the cloud, specifically with Amazon Web Services. He is continuously involved with planning and designing Cloud Computing and Content Management System infrastructures and architectures that support our clients' objectives in the Healthcare, Education, Publishing, Not-for-Profit, and Media industries. Arwin began his career as a web developer and has held team leadership roles at Zingy Media and Condé Nast before coming to NorthPoint. He is an expert in cloud computing and open source technologies and architectures.



Cameron Jahn, Product Marketing Manager, Citrix ShareFile

Cameron Jahn is part of ShareFile's Product Marketing team, responsible for knowing what problems the market needs help with. ShareFile is a simple, secure tool to enable your mobile work style while keeping all your files in sync. On any device. At any time. We all expect our mobile and desktop devices to work anywhere on any platform. Our files and important data deserve the same treatment. ShareFile is purpose-built to solve specific problems for industries like Legal, Financial, Accounting, Insurance, and Construction. Whether it's sending large files, transmitting data securely or collaborating with your team, ShareFile makes it easy to say 'yes' to the Bring-Your-Own-Device world we live in. At the same time, ShareFile keeps your data safe and under control. Join the revolution and put all those devices to good work: <http://www.citrix.com/tv/#videos/7614>



Amit Khanna, Vice President, Technology, Virtusa

Amit Khanna is Vice President of Technology at Virtusa. He has 18+ years of experience in the Software Industry. Amit is the worldwide practice leader for Cloud Computing at Virtusa. Amit has worked on 70+ projects in the last 10 years. In the last couple of years he has been focused on PaaS platforms. He has helped clients architect, design and implement enterprise applications leveraging PaaS platform. Amit has been a member of the Java Community Process (JCP) and has been participating in formulating standards in the Enterprise Java arena. Prior to Virtusa, Amit was Chief Architect at Pramati Technologies, an application server vendor. Amit received his M.S. (Software Systems) from BITS Pilani and his Bachelors in Engineering from Punjab University, Chandigarh.



Grant Kirkwood, Founder & CEO, Unitas Global

Grant Kirkwood is the Founder of Unitas Global. He founded Unitas because he saw a need for managed end-to-end information technology (IT) outsourcing solutions that rely heavily on IT infrastructure, but don't want to focus on it as a core function of their business. The company's mission is to deliver high performance, highly-available IT infrastructure as a single, comprehensive service. Grant brings 15 years of senior management and entrepreneurial experience in technology companies in Unitas Global. Prior to founding Unitas Global, Grant served as CTO at PacketExchange, a global network service provider headquartered in London with operations throughout North America, Europe, and Asia. As CTO of PacketExchange, Grant oversaw all aspects of its technology vision and operations, driving towards the successful execution of the company's business objectives and customer commitment. He remained with PacketExchange until its acquisition by Global Telecom & Technology. In 2002, Grant founded Mzima Networks, serving as its President & CTO. Created to serve the unique needs of media, entertainment, and online content providers, Mzima built a reputation as a performance leader in Internet bandwidth solutions.



Dino Konstantopoulos, Professor, Cloud Computing, Boston University

Dino Konstantopoulos is a lecturer in the Computer Science Department at Boston University's Metropolitan College, where he teaches classes in Cloud Computing, Web services, and Web development. Dino is also a lead information systems engineer with the MITRE Corporation, a Federally Funded Research and Development Center (FFRDC) applying systems engineering and Information Technology to address critical national problems. At MITRE, Dino has worked with the Air Force Center for Command and Control, the Internal Revenue Service, and the Veterans Administration. Dino has also worked in operating systems research at Xerox Corporation and in software simulations of fluid flows at Exa Corporation and MIT's Nuclear Engineering department. Dino received his Bachelors of Science from Joseph Fourier University in Grenoble, and his Doctorate in Aerospace Engineering in computational simulations from Boston University. Dino is an avid sculler and can be found rowing most mornings on the Charles River in Boston.



Marty Lafferty, CEO, DCIA

Marty Lafferty is CEO of the Distributed Computing Industry Association (DCIA). He is a new media industry leader and pioneer in the area of content distribution via advanced technologies. As President of FutureVision, Marty supervised the first switched-digital-network service offering and the company's acquisition by Verizon. Previously, as CEO of NBC's Olympics joint venture, he led multiple vendors to develop alternative security solutions for the first multi-channel delivery service of the Olympic Games. Finally, as VP of TDBS, he directed Turner Broadcasting's deployment of the industry's first signal-scrambling security technology for basic television programming services. Marty holds a Master's Degree from Yale University and a Bachelor's Degree from Williams College.

ABOUT THE EXECUTIVE SPEAKING FACULTY (CONT.)



Sari Lafferty, Director, Business Affairs, DCIA

Sari Lafferty leads Business Affairs for the Distributed Computing Industry Association (DCIA). Sari holds an MBA in Marketing from Georgia State and a BA from Cornell University. She has previously served in management positions for enterprises ranging in size and business-focus from software developer E-Star Communications to sports and arts center Camp Lindenmere. In addition, she has held numerous national and regional volunteer positions promoting technology education in the US and abroad.



Mark Levitt, Director, Business Cloud Strategies, Global Wireless Practice, Strategy Analytics

Mark Levitt advises business cloud service providers and vendors on the most effective offerings and strategies for addressing the needs of small, medium and large customers and their ecosystem partners. Prior to joining Strategy Analytics, Mark led IDC's messaging, collaboration, unified communications, and related enterprise software and services research. Mark also served as Director of Market Analysis and Analyst Relations at PTC, a product design and development software and services company.



David Linthicum, SVP, Cloud Technology Partners

InformationWeek has named David Linthicum one of the "Pioneers of Cloud Computing." He is a true thought leader in the industry, and an expert in complex distributed systems, including cloud computing, data integration, service oriented architecture (SOA), and big data systems. As the author of over 13 books on computing with over 3,000 published articles, as well as radio and TV appearances as a computing expert, he is often quoted in major business and technology publications. In addition, David is a frequent keynote presenter at industry conferences, with over 500 presentations given in the last 20 years.



Praveen Lobo, VP Product Mgmt & Marketing, Lumedx Corporation

Praveen Lobo is the Vice President of Product Management & Marketing at Lumedx Corporation, a leading Cardiovascular information systems software company. Praveen has over 20 years of experience in the IT industry providing IT solutions to a wide variety of industries such as Finance, Retail and Healthcare across several countries. Praveen leads a strategic effort at Lumedx to transform several of the Lumedx products into cloud delivered solutions. Under his leadership, Lumedx has successfully launched Healthview, an affordable cloud delivered Cardiovascular information system covering workflow management, procedure documentation and image management for several Cardiovascular procedures such as Cardiac Catheterization, Echocardiography, Nuclear Cardiology ECG management. Healthview also allows peer to peer sharing of information between providers. This quarter Lumedx will launch Healthview Analytics cloud, which will allow Hospitals to securely transfer real-time admission & discharge data in into the cloud and monitor critical outcomes like mortality, Length of stay and 30 day readmission.



Mark Lundin, Partner, KPMG

Mark Lundin is a Partner in KPMG's Risk Consulting practice based in San Francisco focused on the technology and financial services sectors and Cloud/Internet services. He serves a variety of market leading and emerging technology and financial services companies and heads a team focused on cloud, security and privacy audit and consulting. Mark has participated actively in ISO, X9 and other standards organizations focused on these topics for over 10 years.



Alaa Abou Mahmoud, Advisory Software Engineer, IBM

Alaa is an advisory software engineer at IBM. For the 17 years that Alaa spent at IBM, he held multiple dev and tech lead roles working on the IBM Notes client and IBM's iNotes. Lately he joined the B2B and commerce team focusing on order management and the eCommerce on the cloud. Alaa has a long history in software development on multiple platforms, collaborative software, software internationalization and accessibility. He is also a graduate student at Boston University.



Rohit Mahna, Senior Director, Financial Services Solutions, Salesforce.com

Mr. Mahna is the Senior Director of Financial Services Industry Solutions at Salesforce.com. He joined Salesforce.com in 2011 to lead the Financial Services Industry Solution Strategy in North America. In the role, he is involved in the go to market strategy, solution roadmap, thought leadership, customer engagements for the vertical. Prior to Salesforce.com, Mr. Mahna had a six-year career at IBM and Cognos where he had global responsibility for IBM's Business Analytics software solutions within the Financial Services Sector. Mr Mahna started his career in brokerage at TD Waterhouse and is a frequent speaker at both industry and Salesforce.com events discussing the disruptive trends occurring in Financial Services.



Brad Maltz, Chief Cloud Architect, Lumenate

Brad Maltz is a leading Cloud, End User and Datacenter expert. With over 15 Years of industry experience leading architectures for diverse company and organization environments in Virtualization, Storage, Desktop, Application and Datacenter Infrastructure. Brad has achieved his VMware VCDX Certification and is #36 out of about 105 Global Consultants. Over the years Brad has been an Industry Speaker in Storage, Virtual Desktop and Virtualization technologies with focus on Cloud technologies, solution development and comprehensive architectures. Brad was selected to the Obama Administration Committee on developing Cloud Computing Policies for the Government and the Public on Cloud2. Brad joined ICI in 2002 after more than 6 years of designing and implementing both storage, backup and data center solutions. Prior to joining ICI, Brad was an engineer with Data General working on the Cluster-In-A-Box as well as AViiON and CLARiiON systems. After Data General, Brad spent time as a lead engineer for Storability developing Managed Services around Storage and Backups. The last position Brad had before ICI was as a consultant for EMC Corporation where he was the first CLARiiON implementation consultant and solutions architect in the New England area leading the complex storage architectures. Currently Brad leads ICI as CTO driving the technical direction and developing the architectural strategies that have helped enable ICI to be an industry leader. During his tenure at ICI, Brad has developed concepts such as the nCubed Methodology.



Pete Manca, President and CEO, Egenera

Leading Egenera as President and CEO, Pete Manca brings over 25 years' experience in enterprise computing and business development, with expertise in a wide range of mission-critical enterprise data center technologies. Previously as CTO and EVP of Engineering, Manca led product planning by working directly with customers to understand their most difficult challenges and guide Egenera's engineering teams to translate those requirements into solutions. In particular, his leadership and experience in virtualization technologies has led to the continued progression of Egenera's advanced PAN (Processing Area Network) architecture and was instrumental in setting the strategy for Egenera's software business, acting as general manager for this business unit for the past 2 years.



Allan McLennan, President / Chief Analyst, PADEM Group

The PADEM Group, based in the San Francisco Bay Area is a global digital-media advisory and industry analyst organization specializing in Corporate/business development and strategic marketing focusing on advanced TV, cloud based video distribution, media/entertainment technology, data analytics/tracking and advertising for over six years. McLennan is a pioneer in the development of next generation innovations in digital media and today's OTT offerings and services worldwide. This includes for example exploring advanced media programming first hand as Co-Producer on Filmmaker/Journalist L.M. Kit Carson's radically shot mobile camera linear television docu-series: AFRICA DIARY for the US Cable channel SUNDANCE's 2012 lineup. McLennan's in-depth understanding and global digital/IP knowledge has led to the advancement of IP-On-demand, Connected/SmartTV, Internet video, mobile App, cross/multiplatform digital entertainment service offerings with an estimated reach of close to a billion households. He has participated in the creation/innovation, packaged and/or sold multiple new offerings throughout the world in 17 countries, and is a recognized category and management expert in broadband digital media, video and mobile migration enabling him to work with numerous media and technology companies, such as Microsoft, TIVO, COMCAST, APPLE, Universal, Disney and more on projects involving the advancement of IP/digital media distribution. During his career he has also held corporate positions such as the founding AMI Divisional President of the US publicly traded entertainment analytics corporation – RENTRAK (NASDAQ: RENT), serving 100% of the studio and network marketplace.



James Mitchell, CEO & Founder, Cloud Options

Utilising his expertise from his previous role in Morgan Stanley's commodities division, where he executed a range of landmark structured electricity deals, James founded Strategic Blue in 2010 and subsequently launched Cloud Options. Cloud Options allows companies to pre-book future cloud usage, securing lower prices on payment terms that suit them. James holds a 1st class M.Sci. in Experimental and Theoretical Physics from Cambridge University and a D.Phil. in DNA Nanotechnology from Oxford University.



Tom Mountcastle, Director of Sales and Operations, CSC Leasing

Tom Mountcastle is the Sales and Administrative Officer for CSC Leasing Company in Richmond, Virginia. His career in the technology industry has spanned some 36 years, working in the government, healthcare, higher education and corporate sectors. Tom has founded two companies, and held senior management and executive positions in each of the organizations he has worked in. Over the past five years he has been a member of the management team at CSC Leasing working with early stage companies in numerous sectors, particularly data centers, cloud computing facilities, biomedical research facilities, schools and small to Fortune 500 companies, who are all looking for alternate sources of capital to fund technology infrastructures needed for growth, efficiency, and competitive advantage. As an independent leasing company, CSC prides itself in the flexibility of its programs, the speed at which it executes its underwriting and the long term relationships that it has established with its client base over its 25 years in business. Tom holds degrees in Information Systems and Finance, having attended the University of Richmond and Virginia Commonwealth University, and is an active participant in the numerous technology organizations, alumni functions, and is an active community volunteer with at-risk children organizations.



Nicole Nakashian, Managing Director, Client Services, Agio Technology

Nicole Nakashian has been leading technology teams within the finance industry for 15 years and is the Managing Director of Client Services at Agio, an IT managed services provider for the world's premier alternative investment managers. Nicole leads the engineering, support, project management and account management teams and helps Agio to deliver an amazing client experience by implementing innovative frameworks like The 3Ws and focusing on the confluence of effective communication and technical skills. Nicole is well regarded for her commitment to her clients and for inspiring her teams to deliver stellar service by personally connecting with firms they support. As an Executive Director within Prime Brokerage Sales at UBS Investment Bank, Nicole managed the services provided to hundreds of hedge funds utilizing the hedge fund "hotel" and client support desk, and directly advised clients as part of the business consulting services group. She absorbed the culture and inner workings of hedge funds from her time at Andor Capital Management and BlackRock Financial Management. Nicole received an MBA from Long Island University and a BA in Communication from SUNY Albany.



Kevin Nyberg, VP, Solutions Architect Group, NaviSite

Kevin is an accomplished information technology executive with nearly 20 years of experience focused on the design and delivery of IT services and solutions. Much of this experience lies in the design and implementation of complex enterprise solutions focusing on ERP, BI, and CRM applications, as well as, full IT outsourcing projects. Some of these applications include the Oracle suite of products. Currently, Kevin and his team leverage the latest – and proven – technologies to add maximum value to an organization while lowering ownership cost and mitigating risk.



Amy Peper, CEO, The Peper, LLC

Amy Peper, DTM, is an award-winning speaker and trusted coach who delivers interactive and impactful keynotes, workshops, and on-site company presentations. As a passionate speaker along with her sense of humor she has found a successful combination to helping others reach their goals. She understands the value of communication whether it is one-on-one or with an audience. On the technical side, early in her career she designed and fabricated a successful chip. Her innovative spirit continues to guide her today, understanding the importance for adoption of Cloud computing. Amy graduated from Seattle University with a B.S. in Electrical Engineering and a Math minor. She has traveled the U.S. performing project management consultation, delivering technical training, and speech coaching. She is co-authoring a book on public speaking to be published later this year. Together Amy and Wes Peper formed The Peper, LLC, a professionally speaking company. They want to eradicate the world of tedious, boring presentations with a slice of humor and know-how. You will not want to miss "Take the Bore out of Boardroom". To book the Peper, LLC go to www.The-Peper.com.



Wes Peper, President, The Peper, LLC

Wes Peper, DTM, is an award-winning speaker delivering messages on technology, the Cloud, and following your dreams. He is a sought-after mentor who believes in dedication to achieving anything in life through a strong heart and a focused desire. He is about to add author to his accomplishments as he finishes his first novel. In addition, he is the Corporate IT Manager for Coffman Engineers, directing all IT operations for a multi-discipline engineering firm. For over 17 years he has led their technological direction with a one million dollar yearly budget for hardware and software. He leads a team that supports over 260 employees in 6 offices in the U.S. and Guam. Together Amy and Wes Peper formed The Peper, LLC, a professionally speaking company. They want to eradicate the world of tedious, boring presentations with a slice of humor and know-how. You will not want to miss "Take the Bore out of Boardroom". To book the Peper, LLC go to www.The-Peper.com.

ABOUT THE EXECUTIVE SPEAKING FACULTY (CONT.)



Chris Poelker, VP Enterprise Solutions, FalconStor Software

FalconStor Vice President of Enterprise Solutions Christopher Poelker is a highly regarded storage expert with decades of experience, including positions as storage architect at HDS and lead storage architect at Compaq. Poelker also worked as an engineer and VMS consultant at Digital Equipment Corporation. He is the author of "Storage Area Networks for Dummies" and a Computerworld blogger, who writes about storage, cloud computing, disaster recovery and more. Recently, Poelker served as deputy commissioner of the TechAmerica Foundation Commission on the Leadership Opportunity in U.S. Deployment of the Cloud (CLOUD²).



Madhura Pundlik, Boston University Metropolitan College

Madhura is a Senior Software Engineer with 10 years of experience in Product development, Web development, and developing and maintaining Intranet and Extranet Applications. She has expertise in various stages of SDLC like requirements gathered by collaborating with business analysts/marketing leads, development, and unit testing. Madhura works with cross-functional teams like coordinating testing efforts with QA Engineers, Implementations, Client Services. Defect recording and reporting, and Defect tracking using client/support cases tracker. She is actively involved in Configuration Management, Integration Management and Release Management (deployment on Web Farms). Madhura is Self driven, an excellent team player, easily adaptable, and has excellent multi-tasker, prioritization and communication skills.



Yesica Schaaf, Global Market Segment Manager, IBM Global Services

Yesica Schaaf is currently a Global Market Segment Manager for IBM Global Technology Services. In her global leadership role, Yesica is responsible for managing the global marketing strategy and driving marketing requirements across geographies. As part of this role, Yesica has launched several offerings in IBM's cloud portfolio, including IBM's Cloud Infrastructure Strategy and Design service, which helps clients develop an overall roadmap for their cloud infrastructure. Prior to her current role, Yesica had global marketing responsibility for IBM Business Continuity and Resiliency Services. Prior to joining IBM, Yesica worked for CheckFree Corporation in Atlanta, Georgia where she had product management responsibility. Yesica received her bachelor's degree in Economics from Denison University. She also holds an MBA from Thunderbird School of Global Management.



Peter Spellman, SVP Product & Cloud Engineering, TraceLink Inc.

For over two decades, Peter has focused on driving technical innovation in the development of collaborative workspaces, distributed applications and cloud/SaaS computing platforms. Prior to TraceLink, Peter was instrumental in the groundbreaking design of collaborative team workspaces for defense applications at the Mitre Corporation. Peter then continued leading the design of secure, scalable applications and network platforms at Microsoft as well as several startups including iWant.com, Performaworks and ReplyScape.



Gerry Stegmaier, Of Counsel, Wilson Sonsini Goodrich & Rosati, P.C.

Gerard M. Stegmaier, CIPP/US is an attorney practicing with Wilson Sonsini Goodrich & Rosati in Washington, D.C. He also serves as an adjunct professor at George Mason University School of Law where he created and has taught one of the first courses on information privacy law for over ten years. He has represented many of the Internet's pioneers on important questions of first impression. His practice includes litigation, transactional and regulatory matters for enterprises of all sizes especially where information and privacy issues represent a strategic element of the transaction or matter. He acts regularly as outside global coordinating counsel for many leading enterprises for privacy and information governance. For nearly a decade he served as a member of the Virginia Legislature's Joint Commission on Technology & Science Privacy Advisory Committee and successor committees. Mr. Stegmaier is a magna cum laude graduate of George Mason University School of Law where he was as an editor of the law review. Following law school he clerked for the Hon. Pauline Newman at the United States Court of Appeals for the Federal Circuit.



Matt Stevens, CTO, AppNeta

Matt Stevens is CTO at AppNeta, a leading provider of SaaS solutions for next generation IT performance management. As CTO, Matt is responsible for guiding technology and product vision, and managing the advanced research, development, QA, customer support and information technology teams. Prior to joining AppNeta, Matt was the CTO of the Information and Event Management business unit of RSA, The Security Division of EMC. He joined EMC after the acquisition of Network Intelligence Corp., where he was a founder. In his role as CTO of the Information and Event Management business unit of RSA, Matt was also part of EMC's Office of the CTO, where his team had responsibility for EMC's overall strategic technology direction. Prior to NIC and RSA, Matt held senior technology and sales management positions with NetApp, Solbourne Computer and Harris Corporation.



Esmeralda Swartz, CMO, MetraTech

Esmeralda has spent 15 years as a marketing, product management, and business development technology executive bringing disruptive technologies and companies to market. Esmeralda is responsible for go-to-market strategy and execution, product marketing, product management, business development and partner programs. Prior to MetraTech, Esmeralda was co-founder, VP Marketing and Business Development at Lightwolf Technologies, a big data management startup. Esmeralda was previously co-founder and SVP Marketing and Business Development of Soapstone Networks, a developer of OSS software now part of Extreme Networks (Nasdaq:EXTR). At Avici Systems (Nasdaq:AVCI), Esmeralda was VP, Marketing for the networking pioneer from startup stage through its successful IPO. Early in her career, she was a Director at IDC, where she led the network consulting practice and worked with startup and leading software and hardware companies, and Wall Street clients on product and market strategies. Esmeralda holds a Bachelor of Science with a concentration in Marketing and International Business from Northeastern University.



Scott Swartz, Founder & CEO, MetraTech

Scott brings more than 20 years of software and services industry leadership to MetraTech. Scott founded MetraTech in 1998, after spending time at NetCentric, an early entrant in the business of cloud computing and where he created the industry's first SGML/XML billing protocol. Prior to NetCentric, Scott was a Director at Cambridge Technology Partners, a pioneer in the delivery of client/server solutions for large enterprises. At CTP, he led the deployment of complex customer care, billing, and logistics solutions for Fortune 100 and 500 companies. He has been named a Technology Pioneer by the World Economic Forum and is a Director of the Massachusetts Network Communications Council. Scott holds a bachelor's degree in electrical, computer and systems engineering from Harvard University.



Omar Torres, Director, Cloud Services Architecture and Operations, VeriStor Systems

With over 15 years of combined experience in servers, networking, virtualization, storage and security architectures, Omar brings comprehensive and valuable insight into many of the challenges faced by IT professionals today. As an advanced datacenter solutions architect, Omar has worked with over 300+ clients throughout the US. With expertise in IaaS cloud technologies focused on BC/DR & backup, Omar currently oversees daily operations & architecture for VeriStor cloud facilities located in both Atlanta & Denver. In addition to his daily responsibilities, Omar continues to travel throughout the Southeast helping educate top IT leaders and their teams on the significance and potential behind reducing complexity and cost through public-based IaaS cloud technologies and has held a 4-year seat on the VMware Partner Technical Advisory Board (PTAB).



Larry Veino, Director, Solutions Architecture, Presidio

Lawrence E Veino Jr is a 17+ year veteran of the IT industry. He is currently serving as Director of Solutions Architecture for Presidio Networked Solutions in New England. His expertise in IT includes helpdesk, desktop support, hardware & software development, virtualization, networking, storage, data protection, and cloud computing. Prior to joining Presidio five years ago, Larry spent 10 years working at EMC Corp. in product engineering, as a field technical consultant, and as a national partner technical manager. Larry holds various technology certifications and accreditations from industry leaders, including EMC, Cisco Systems, Hewlett-Packard Co., Microsoft and VMware.



Whitney Vickrey, CSO, GCE

As the Chief Service Officer, Whitney Vickrey is responsible for the entire customer experience. Her ability to maximize the power of each employee enables GCE to deliver technology innovations, comply with Federal mandates, and exceed customer service expectations. Whitney has spearheaded the creation of the GCE consulting practice by leveraging her knowledge of finance, IT, risk management, and Federal government regulations. Utilizing her executive talents in management consulting and client relationship development, the practice has evolved from inception to maturity. Whitney holds strong expertise in cloud computing, financial management and Big Data. Whitney is a Certified Government Financial Manager candidate and has held Top Secret Security Clearance. She has a double bachelor's degree (BS/BA) in Accounting and Finance with a minor in Philosophy from Rider University, and a master's degree in Information and Systems Technology (concentration in Business Technologies) from George Washington University. She has completed the "Women in Leadership and Learning" program (WILL), and is an active member of the American Institute of CPAs (AICPA), the Institute of Internal Auditors (IIA), and the Association of Government Accountants (AGA).



Jason Warman, Director of Sales Engineering, Aspera, Inc.

As director of sales engineering Jason Warman leads the architecture and deployment of Aspera installations, supporting complex use cases of high-speed file transport technologies across multiple industries. With over 15 years' experience in information technology and services, Jason is an expert in cloud computing. He has held technical management positions at several organizations spanning education, healthcare and computer electronics. Before joining Aspera he spent seven years managing network and Linux systems at Harvard Law School.



David Wayne, Performance Improvement Advisor, Lumedx Corporation

David Wayne is the Performance Improvement Advisor for Lumedx Corporation, a leading Cardiovascular information systems software company. David has over 30 years of experience as a practitioner, executive, and consultant/advisor guiding organizations in the implementation of improvement methodology, and effectively using data for prediction and improvement. His background includes pragmatic applications of analytic studies and statistical techniques, including planning and analyzing statistically designed experiments. His specialty is in effectively collaborating with and guiding clinical experts and other subject matter experts in getting the most information from data, and making that data "actionable" from both clinical and business perspectives. David is a certified organizational mentor and reviewer for the Healthcare Accreditation Colloquium, an accrediting body focused solely on heart failure accreditation and on improving heart failure care across the USA. David is also a member of the adjunct faculty for Temple University's Fox School of Business, and teaches Improvement Science at the graduate level, focusing on healthcare applications of improvement and statistical methods.



Marlyn Zerkowitz, Global Director, SAP America

Marlyn has 20 years of public services industry experience and her current focus is cloud computing. In her current role, she is responsible for solution management for the public sector cloud portfolio at SAP. Prior to joining SAP in August 2008, Marlyn served as the Public Sector Value Creation Lead for IBM Global Business Services. In this role, she quantified the business value of hardware, software and services delivered by IBM to public sector customers, including SAP and Oracle enterprise resource planning projects. Fluent in Spanish and Portuguese, Marlyn joined IBM with the acquisition of PricewaterhouseCoopers Consulting, where she worked on international development projects in Central and Eastern Europe, Asia, Latin America and Africa.