CCA Cloud Computing Association
www.cloudcomputingassn.org

& **DC|IA** Distributed Computing Industry Association

proudly present:

CLOUD COMPUTING WEST 2012

Revolutionizing Entertainment Delivery, Network Infrastructure & Investing in the Cloud

NOVEMBER 8 - 9, 2012 | DOUBLETREE SUITES BY HILTON, SANTA MONICA, CA

WELCOME TO SANTA MONICA!

Network with Thought Leaders in Cloud Computing Entertainment, Infrastructure & Investing from the following Companies and Organizations *(at press time)*

- Altman Vilandrie & Company
- American Standard Television
- Araxis Cloud Solutions
- Aspera
- Attend
- BitTorrent
- Cavanaugh Consulting
- Chyron
- Cirro
- Cisco Systems
- City of Sugarland
- Clearpoint Mobile
- Cloud Computing Association (CCA)
- CSC Leasing Co.
- CSG Systems
- Cumulus Venture Partners
- DataDirect Networks (DDN)
- Dell
- Deloitte Consulting
- Digiramp
- Distributed Computing Industry Association (DCIA)
- Dow Lohnes
- Dynamic Synergy

- Edwards Wildman Palmer
- EMC
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- Gaikai
- GenosTV
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- HID Global Identity Assurance
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- InterWest Partners
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- Lionsgate
- Maremel Institute
- MD Capital Advisors
- Media Science International
- MEDIAmobz
- Meteor Entertainment
- Moses & Singer

- Navigation Solutions
- New Venture Partners
- Novacut
- Oracle Corporation
- Peer Media
- Philotek
- Phoenix Marketing International
- PricewaterhouseCoopers (PwC)
- Prime Focus Technologies
- Radio Mitre
- SAP America
- Savvis
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- Slacker
- Sorenson Media
- TransLattice
- Trend Micro
- Unicorn Media
- Verizon FiOS TV
- Virtustream
- Wiredrive
- WSO2
- Yale University

Visit us on the WEB at www.CloudComputingAssn.org/CLOUDWest & www.DCIA.info

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.

DC|IA
Distributed Computing Industry Association

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 inaugural CLOUD COMPUTING WEST 2012 strategic business summit in Santa Monica, CA.

By attending this event for executive-level decision makers, you are joining some of the leading suppliers of cloud-based solutions for high-value entertainment content creation, storage, and delivery; providers of cloud services for broadband network infrastructure; and investors, M&A specialists, and analysts who provide early-stage and secondary venture financing, private equity guidance, and strategic capital to the cloud-computing sector.

The interactive format of this year's CLOUD COMPUTING WEST 2012 encourages the exchange of high-level strategic insights by focusing on distinct subject areas in three co-located conferences:

- ENTERTAINMENT CONTENT DELIVERY
- BROADBAND NETWORK INFRASTRUCTURE
- INVESTMENT IN THE CLOUD

We hope that you have elected to join us at the end of the first day of conference presentations and round-table sessions (November 8th) to continue your conversations in one of Southern California's most relaxed and beautiful settings at our Sunset Cruise Reception aboard a yacht in Marina del Rey Harbor. If you haven't already signed up for the Cruise, stop by the registration desk to make your reservation,

We're confident that you will find this two-day conference stimulating, informative, and valuable. The opportunity to learn from and network with your cloud-computing colleagues will open new doors of opportunity.

Exclusive, high-level events such as CLOUD COMPUTING WEST 2012 are brought to you through a strategic partnership between the CCA and DCIA. We hope this – and future conferences – 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: THURSDAY, NOVEMBER 8, 2012

8:00 – 9:15 AM	Registration, Continental Breakfast & Networking in Exhibit Hall
9:20 – 9:25 AM	**Welcoming Remarks**

9:30 – 11:00 AM   OPENING PLENARY SESSION: CLOUD COMPUTING EFFECTS ON MEDIA, TELECOM, AND INVESTING

KEYNOTE ADDRESS: How are cloud-based solutions in the entertainment sector evolving? How do these and related developments impact broadband network infrastructure? How should investments in this space be evaluated? (30 minutes)

Speaker:

Geng Lin, CTO, Networking Business, **Dell**

PANEL DISCUSSION: Is "the cloud" more important to content creation or storage and delivery? What role(s) do Internet service providers (ISPs) play in this arena? What are risk profiles and ROI projections for entities in this space? (60 minutes)

Panelists:

William Whelpley, Manager, Cloud Services, **IBM**

Jay Migliaccio, Director of Cloud Platforms & Services, **Aspera**

Robert Stevenson, EVP of Business Development & Strategic Partnerships, **Gaikai**

Moderator:

Marty Lafferty, CEO, **DCIA**

11:00 – 11:25 AM	Mid-Morning Networking Break – in Exhibit Hall *(for all attendees)*
11:30 AM – 1:00 PM	General Sessions: Conferences A, B, and C

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
KEYNOTE ADDRESS: Latest trends in cloud solutions for high-value content production and distribution (30 minutes)	**KEYNOTE ADDRESS:** Current impacts of cloud migration on broadband network operations and businesses (30 minutes)	**KEYNOTE ADDRESS:** New updates on venture capital and M&A activity in the cloud computing space (30 minutes)
Speaker:	Speaker:	Speaker:
Eric Quanstrom, COO, **Sorensen Media**	David Sterling, Partner, **i3m3 Solutions**	Ketan Patel, Principal, **New Venture Partners**
PANEL DISCUSSION: Analysis of newest cloud offerings for entertainment and industry's direction (60 minutes)	**PANEL DISCUSSION:** Analysis of network resource usage by data centers and new ISP cloud services (60 minutes)	**PANEL DISCUSSION:** Analysis of capital structuring and strategic alliances for cloud computing firms (60 minutes)
Panelists:	Panelists:	Panelists:
Dan Brackett, CTO, **Extreme Reach**	Stefan Bewley, Director, **Altman Vilandrie**	Matt Thompson, Account Manager, **CSC Leasing**
Jim Cady, CEO, **Slacker**	Owen DeLong, IPv6 Evangelist & Director of Professional Services, **Hurricane Electric**	Bill Williams, Regional Mgr. Data Center & Virtualization, **Cisco**
Russell Zack, Managing Director, **Kaltura**	Bruce Lyon, President, **IMT**	Derek Cahill, Principal, **MD Capital Advisors**
Robert Geiger, VP of Engineering, **TransLattice**	Bill McGee, VP, Datacenter Group, **Trend Micro**	
Sarah Novotny, CIO, **Meteor Entertainment**	Monica Ricci, Director of Prodcuct Marketing, **CSG Systems**	
Mike West, Founder & CTO, **GenosTV**	Jeff Sage, Advisory Director, **PwC**	
Moderator:	Moderator:	Moderator:
Marty Lafferty, CEO, **DCIA**	Adam Marcus, Technology Advisor, **DCIA**	Sari Lafferty, Business Affairs, **DCIA**

1:05 – 1:55 PM **Networking Luncheon**

Keynote Presentation by Bill Williams, Author of "The Economics of Cloud Computing"

Bill Williams, Author,
The Economics of Cloud Computing

2:00 – 2:30 PM **KEYNOTE ADDRESS:** Pitfalls to avoid in adopting cloud solutions (30 minutes)

Jim Burger, Member,
Dow Lohnes

2:30 – 3:30 PM After Jointly Held Luncheon, Exhibition Hall Activities, and Keynote Address, attendees may continue or change their selection of topical break-out sessions from among the three co-located cloud-computing summit conferences.

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
PANEL DISCUSSION: Analysis of problem areas affecting cloud adoption in the entertainment sector (60 minutes)	**PANEL DISCUSSION:** Analysis of problem areas for ISPs created by proliferation of cloud computing (60 minutes)	**PANEL DISCUSSION:** Analysis of problem areas affecting investments/mergers of cloud services (60 minutes)
Panelists: Guillermo Chialvo, Gerente de Tecnologia, **Radio Mitre**	**Panelists:** Chuck Stormon, CEO, **Attend**	**Panelists:** Lawrence Freedman, Partner, **EWP**
Francesco Fabbrocino, CTO, **American Standard TV**	Richard Yang, Associate Professor of Computer Science, **Yale University**	Mark Landay, Principal, **Dynamic Synergy**
Jason Henderson, Product Manager, **Verizon FiOS**	Ning Zong, Research and Standard Manager, **Huawei**	Dov Scherzer, Partner, **Moses & Singer**
Todd Martin, Senior Vice President, Strategic Solutions Group,**Chyron**		
Peter Rafelson, CEO, **DigiRamp**		
Rajan Samtani, SVP, Sales & Marketing, **Peer Media**		
Moderator: Marty Lafferty, CEO, **DCIA**	**Moderator:** Adam Marcus, Technology Advisor, **DCIA**	**Moderator:** Sari Lafferty, Business Affairs, **DCIA**

3:35 – 3:55 PM **Mid-Afternoon Refreshments & Networking Break – in Exhibit Hall (for all attendees)**

Following the Afternoon Refreshment & Networking Intermission, attendees may again continue or change their selection of topical break-out sessions as each of the three co-located cloud-computing summit conferences completes PART I of a tactical examination of its subject area.

4:00 – 5:30 PM **Mini-Keynotes: (15 minutes each)**

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
Topic: Cloud Collaboration	Topic: 3rd Party SAAS	Topic: Public Clouds
Speaker: Mark Davis, CEO, **Scenios**	**Speaker:** Bill Sewell, Partner, **Wiredrive**	**Speaker:** Peter Siwinski, General Partner, **Cumulus**
Topic: Cloud Dailies	Topic: 3rd Party PAAS	Topic: Private Clouds
Speaker: Dave Toole, CEO, **MEDIAmobz**	**Speaker:** Bill Kallman, CEO, **Scayl**	**Speaker:** Chris Haddad, VP, Technology Evangelism, **WSO2**

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
Topic: Cloud Editing Speaker: Jason DeRose, Lead Developer, **Novacut**	**Topic: 3rd Party IAAS** Speaker: Prabhat Kumar, Managing Partner,**i3m3**	**Topic: Hybrid Clouds** Speaker: Ajay Malhotra, EVP, North America, **Prime Focus**
Topic: Cloud Metadata Speaker: Stephen White, President, **Gracenote**	**Topic: Security** Speaker: Julian Lovelock, VP, Product Marketing, **HID Global Identity Assurance**	**Topic: Virtual Private Clouds** Speaker: Sean Jennings, VP, Solutions Architecture, **Virtustream**
Topic: Cloud Pilots Speaker: John Schiela, President, **PMI**	**Topic: Interconnection** Speaker: Doug Natal, Director, Cloud Computing Strategies, **Oracle**	**Topic: Community Clouds** Speaker: Ann Greenberg, Founder, CEO, **Sceneplay**

5:35 – 6:20 PM   **DAY 1 CLOSING PLENARY SESSION: CURRENT KEY APPEALS AND DRAWBACKS OF CLOUD COMPUTING FOR ENTERTAINMENT, INFRASTRUCTURE, AND VENTURE FINANCING**

PANEL DISCUSSION: How do the advantages of scale-and-cost, encapsulated change management, next-generation architectures, and choice-and-agility measure up against the pitfalls of security, lock-in, reliability, and lack of control? (45 minutes)

Panelists:

Shahi Ghanem, EVP, Strategy, **BitTorrent**

Jeff Wheeler, Distinguished Engineer, Technical Leader of Cloud Management, **Huawei**

Moderator:

Marty Lafferty, CEO, **DCIA**

6:30 PM	**Day 1 Conference Sessions Conclude**
6:45 PM	**Bus Leaves for Marina del Rey Yacht Club**
7:00 – 8:30 PM	**SUNSET NETWORKING CRUISE – MARINA DEL REY HARBOR** Catered Reception on Board Marina del Rey Yacht

DAY TWO: FRIDAY, NOVEMBER 9, 2012

8:15 – 9:00 AM   **Continental Breakfast / Networking in Exhibit Hall**

Following the Continental Breakfast and Exhibition Hall Activities, attendees may again continue or change their selection of topical break-out sessions as each of the three co-located cloud-computing summit conferences completes PART II of a tactical examination of its subject area.

9:00 – 10:30 AM   **Mini-Keynotes: (15 minutes each)**

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
Topic: Cloud Transcoding Speaker: Matt Johnson, VP, Software Engineering, **Unicorn Media**	**Topic: Architecture** Speaker: Jean-Luc Chatelain, EVP, Strategy and Technology, **DataDirect Networks**	**Topic: Education Clouds** Speaker: Gigi Johnson, Executive Director, **Maremel Institute**
Topic: Cloud Storage Speaker: Brian Campanotti, CTO, **Front Porch Digital**	**Topic: Cloud Mobility** Speaker: Linda Senigaglia, Sr. Director of Product Marketing, **Navigation Solutions**	**Topic: Big Data** Speaker: Mark Theissen, CEO, **Cirro**
Topic: Cloud Delivery Speaker: Greg Wiley, SVP, **MSI**	**Topic: Virtualization** Speaker: Ryan Walters, Solution Specialist,**Philotek**	**Topic: Business Intelligence** Speaker: Bruce Cleveland, General Partner, **InterWest Partners**

Conf A: Entertainment in the CLOUD	Conf B: Infrastructure for the CLOUD	Conf C: Investing in CLOUD Initiatives
Topic: Cloud Data Speaker: Scott Campbell, Industry Principal, Media & Entertainment, **SAP Global Marketing**	**Topic: Interoperability** Speaker: Tim Cavanaugh, Principal, **Cavanaugh Consulting**	**Topic: VC Criteria** Speaker: Kevin Lynch, Principal, **Deloitte**
Topic: Cloud Analytics Speaker: Joey Jablonski, Global Analytics Practice Lead, **DataDirect Networks**	**Topic: Scalability** Speaker: Daniel Kenyon, Business Development, **Equilibrium**	**Topic: Exit Strategies** Speaker: Scott Ryan, Advanced Business Development, **EMC**

10:35 – 10:55 AM	**Mid-Morning Networking Break – in Exhibit Hall** *(for all attendees)*
11:00 AM – 12:00 PM	**CONFERENCE CLOSING PLENARY SESSION: THE FUTURE OF CLOUD COMPUTING FOR ENTERTAINMENT, TELECOM, AND INVESTMENT** **PANEL DISCUSSION:** How will industry address concerns of security, downtime, access, dependency, and interoperability? How will it further capitalize on positive attributes – user-centric / task-centric / powerful / accessible / intelligent / programmable? (60 minutes) **Panelists:** Jay Migliaccio, Director of Cloud Platforms & Services, **Aspera** Dan Brackett, CTO, **Extreme Reach** Jean-Luc Chatelain, EVP, Strategy and Technology, **DataDirect Networks** **Moderator:** Marty Lafferty, CEO, **DCIA**
12:00 PM	**Conference Concludes Thanks for Your Support**

CLOUD COMPUTING EAST 2013
Revolutionizing Business Processes in Government, Healthcare & Financial Services

MAY 20-21, 2013 | BOSTON MARRIOTT COPLEY PLACE, BOSTON MA

3 Valuable Opportunities in One Side-By-Side Location

This year's **Cloud Computing East 2013 (CCE: 2013)** will focus on three major sectors whose use of cloud-based technologies is revolutionizing business processes, increasing efficiency, and streamlining costs. Our speaking faculty will be made up of over 100 thought-leaders who will bring broad industry knowledge, technological savvy, and strategic insight.

For one, all-inclusive registration fee, conference attendees will have access to three (3) plenary keynote panels (on Monday morning, May 20th) where expert speakers will conduct a high-altitude and long-range exploration of the role that cloud computing is playing in streamlining government, revolutionizing healthcare, and providing for the secure and safe functioning of the financial services sector at all levels. Following the networking luncheon, conference attendees will have the option of attending any of the roundtable panel sessions in any one of the three conference tracks that will be held on Monday and Tuesday, May 20th and 21st:

Track A: gCLOUD©	Track B: hCLOUD©	Track C: fCLOUD©
The Government Cloud	**The Healthcare Cloud**	**The Financial Services Cloud**

To Register or For More Information: www.cloudcomputingassn.org/CloudEast

GET INVOLVED!

For information regarding conference topics and speaking opportunities:

Marty Lafferty, CEO, Distributed Computing Industry Association (DCIA)
T: 410-476-7965
E: marty@dcia.info

For information regarding sponsorship, exhibition and other business development opportunities:

Don Buford, Executive Director, Cloud Computing Association (CCA)
T: 212-300-2521
E: donb@cloudcomputingassn.org

For Information regarding marketing partnerships, co-branding opportunities, and media contact:

Ria Lubis, Director of Membership, Media & Marketing Relations, Cloud Computing Association (CCA)
T: 212-300-2523
E: rial@cloudcomputingassn.org

THE CCA & DCIA WISH TO THANK...

PLATINUM SPONSOR

Aspera is the creator of next-generation transport technologies that move the world[1]s data at maximum speed regardless of file size, transfer distance and network conditions. As organizations turn to the cloud for improved efficiency and unprecedented scalability, Aspera enables data-intensive and processing-intensive workflows with high-speed transfer available on-demand and maximum speed ingest and distribution of big data to and from cloud storage. More than 1,700 organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets. Learn more at www.asperasoft.com.

GOLD SPONSORS

Data Direct Network (DDN) is the world's largest, privately-held, data storage infrastructure provider. With a unique and exacting focus on the requirements of today's massive unstructured data generators, DDN has innovated a comprehensive product portfolio for Big Data applications which are optimized for the world's most data-intensive environments, including: High Performance Computing, Life Science Research, Web & Cloud Content, Professional Media, Homeland Security, Intelligence and more. For more information go to: www.ddn.com

Extreme Reach provides the only video ad platform that enables advertisers to launch, track and optimize video advertising campaigns across TV and the Web together. Media teams can optimize media and audiences with cross-media reports and tools. Traffickers can deliver, pull, swap and rotate creative across every screen with ease. Commercial talent and rights compliance tools are seamlessly integrated into the workflow too. And with more than 1,000 commercial production houses directly connected to Extreme Reach, the newest creative is immediately accessible and always meets the highest quality standards. Extreme Reach connects and simplifies video advertising across TV and the Web. www.extremereach.com

Oracle Cloud offers a broad portfolio of software as a service applications, platform as a service, and social capabilities, all on a subscription basis. Oracle Cloud delivers instant value and productivity for end users, administrators, and developers alike through functionally rich, integrated, secure, enterprise cloud services. With Oracle Cloud, you get enterprise-grade application and platform services based on best-in-class business applications and the industry's leading database and application server, managed by experts with over a decade of cloud delivery experience. More than 25 million users rely on Oracle Cloud every day. For more information go to: www.oracle.com

Cloud computing changes the way you acquire and use computing resources. Whether you are considering a new implementation or extending your existing on-premise investments, **SAP** cloud solutions provide you the flexibility to innovate your business while paying for only what you need. What's more, our solutions are designed for rapid deployment so you can adapt to changing business needs and run better, faster. For more information go to: http://www.sap.com/solutions/technology/cloud/index.epx

SILVER SPONSORS

CSC Leasing Company is an independent leasing company celebrating its 25th year in the technology industry. Our primary goal is to help companies obtain the technology they need, when they need it, to achieve their business objectives, at the lowest possible cost. We are proud of our track record in helping small and medium size companies, and startup or venture-funded entities, with financing that other companies would not underwrite. We also count several Fortune 500 companies among our clients. Today, data centers and co-location facilities are among our best clients. Our success and growth continues to come from the relationships and trust we build with our partners and clients. For more information go to: www.cscleasing.com

i3m3 Solutions is a US-based corporation providing services that assess, transform, and implement web-centric mobility and cloud solutions for service providers and enterprises. Our deliverables include: Cloud evolution and assessment planning; IT vision, solution architecture and technology roadmap development & Go-to-market strategies and business case structure. i3m3 Solutions clients benefit from services encompassing: Identification of new revenue sources and business models; Enabling ecosystems for "Legacy-to-Cloud" migration of IT applications; and IT business growth models for data center automation and mobile strategy. For more information go to: www.i3m3solutions.net

Kaltura has developed the first open source video platform for video management, creation, interaction and collaboration. Kaltura's platform enables any site to seamlessly and cost-effectively integrate advanced interactive rich-media functionalities. With over 150,000 publishers, Kaltura is famous for flexibility, customizability, and end-to-end support for all your rich-media needs. Visit us at www.kaltura.com and www.kaltura.org

Based in Portland, **Scayl** was founded by the team that brought you Morpheus, one of the most popular file sharing applications (CNET top 10) on the Internet. Scayl's software is the first true email service with no attachment limits. Its social sharing application combines a distributed, secure and private cloud (server and client in one) that gives users an ideal solution that is free, easy, far faster, and enables secure delivery of large attachments including folders of files. It will run on many devices from laptops to digital living room gear, and users can view attachments on any display including iPads, HD TVs, and mobile devices. It works with legacy email clients such as Outlook and connects the new better Scayl email platform to the old ones. Home videos can be previewed or played as they are still arriving similar to how Netflix works. Content can be delivered into the first spam-free folders. Scayl is a free service supported by video ads and premium services; domain name email service is available on an annual license basis. Scayl will be downloadable for free onto most internet connected devices. Producers can add studio grade DRM (Digital Rights Management) to protect high value assets. For more information on how to be an early adopter and alpha tester of Scayl go to: www.scayl.com

Sequencia Technologies is a cloud systems design and engineering firm focused on helping clients deliver and improve their IT services. Our team is comprised of highly experienced engineers who can engage at virtually any entry point and guide a business through the complexity of cloud system and solution design and deployment. Unlike consulting companies that provide a list of vendors and a roadmap, Sequencia leverages an industry-leading team of experts to engineer and execute cloud solutions. For more information, please visit www.sequenciainc.com.

Unicorn Media is the leading provider of Internet video solutions that enable companies to maximize IP video profitability. Our patented technology, Unicorn Once™, allows customers to ingest video content one time and deliver it to every Internet-connected device via a single URL. Content owners can monetize their content on any device by dynamically inserting targeted ads and analyzing content and ad performance in real-time on every platform, allowing for on-the-fly changes to maximize profitability. For more information go to: www.unicornmedia.com

ASSOCIATE SPONSORS

Agile content production in the cloud. **MEDIAmobz** global footprint of certified producers and web-based tools enables brands to create high-quality video and digital media, affordably and at scale. Our clients achieve faster time-to-market, greater customer satisfaction and higher profitability by entrusting the most critical elements of their digital creative supply chain operations and production to us. Our award-winning professional services team is also available to manage end-to-end video and digital media creation. For more information go to: www.mediamobz.com

Since the beginning of commercial exploitation of the Internet, **Moses & Singer** has played an active role in the converging fields of information technology, telecommunications, entertainment and commerce. As one of the nation's leading entertainment and copyright law firms, the firm has been engaged in landmark litigation, legislative efforts and innovative counseling and drafting. Moses & Singer provides the sophisticated corporate and transactional capabilities essential to the success of technology driven ventures. Entrepreneurs and emerging enterprises as well as more established companies expanding into e-commerce and online services such as "cloud computing," benefit from the full range of integrated services provided by our Internet/Technology Group, which includes specializations in entertainment, advertising, merchandising, intellectual property, litigation, tax, wealth preservation and corporate law. We offer the resources, expertise and dedication to assist in the startup and development stages of businesses; and the full range of M&A and financing transactions. For more information go to: www.mosessinger.com

Hertz NeverLost® provides the most traveler-friendly route-guidance system, Online Trip Planning, FREE My Explore™ iPhone app, FREE Concierge Service, and turn-by-turn audio and visual driving directions in 10 languages to virtually any destination in the US, Canada and Mexico. NeverLost includes millions of destinations in dozens of categories like Hotels, Restaurants, and Gas Stations. Customized content such as Special Events, City Guides, and trip plans are wirelessly sent from the cloud to your car. www.neverlost.com

Scenios offers a secure cloud-based platform that helps manage film and television productions more effectively and more profitably. The company's "virtual production office" is an online center for all production information including scripts, budgets and schedules, as well as video including rough cuts and even final productions. Scenios is headquartered at the Tribeca Film Center in New York. www.scenios.com

ABOUT THE EXECUTIVE SPEAKING FACULTY

Stefan Bewley is a Director with Altman Vilandrie & Co. where he primarily advises clients in business strategy, financial planning, investment due diligence, operations optimization, and technology decisions. Stefan assists a wide range of clients with both long term and immediate profit maximization. His recent client engagements include work for executives and investors regarding the technical capabilities and business implications of 4G technologies. Additionally, Stefan's projects focus on increasing the value of existing operations, particularly around customer retention. His significant M&A experience includes both conducting due diligence for investors as well as developing integration plans and financial milestones for operators. Stefan has authored several articles and serves as an ongoing media source for AV&Co.

Dan Brackett is the CTO and Co-Founder of Extreme Reach, which provides a SaaS platform for video advertising distribution and ad serving, asset management, talent/rights management, and related services. He has a broad background in cloud computing, systems architecture, application design, and development leadership. Prior to co-founding Extreme Reach Dan served as Director of Development for PC Connection, a Fortune 1000 provider of information technology (IT) solutions to businesses, governments, educational institutions, and consumers. Before joining PC Connection, Dan served for six years with FastChannel Network, in various roles including VP of Software Development. Prior to FastChannel, Dan served as the Development Manager for GeoFocus, a technology start-up that developed GPS location-based services.

Jim Burger is a Member of Dow Lohnes specializing in the representation of technology companies on intellectual property (IP), communications, and government policy matters. Jim joined the firm's Media, Information and Technologies Group in January, 1997. Before Dow Lohnes, Jim was a Senior Director in Apple Computer's Law Department. Jim has worked extensively on legal and policy issues arising from the confluence of digital technology, communications, IP protection and government regulation, particularly as affecting digital content, DTV, wireless data, and the Internet. He currently serves as the Co-Chair of FCBA's Intellectual Property Committee. Jim was named in the 2007 and 2008 Washington Post, The Best Lawyers in America in the specialty of Technology Law. Jim speaks frequently on the confluence of IP law, technology, and content. Jim received his Bachelors (with Honors) and Masters Degrees from New York University and his Law (cum laude) degrees from New York University School of Law, where he served as an editor of the NYU Law Journal.

Jim Cady is President & CEO of Slacker. In this role, Jim has been instrumental in Slacker's success not only by driving the team internally, but also by being key in securing many of the core strategic relationships. Jim has led two start-ups to annual revenues of more than $100 million and successfully led established publicly held companies. The majority of Jim's career has been spent in consumer electronics where Jim was President of Rio Digital Audio, a digital music industry pioneering company whose core technology was recognized as one of the 100 Most Important Developments by the Consumer Electronics Association. While at Rio, Jim grew sales from zero to over $150 million in a three-year period, before selling the company to SONICblue. Prior to Rio, Jim was a group President at Diamond Multimedia, and EVP & COO at Supra Corporation.

Derek Cahill is Co-Founder of MD Capital Advisors. He has 17+ years of business development and product marketing experience working for Fortune 1000 companies, international firms and start-up organizations. Derek has extensive experience with healthcare, healthcare IT, cloud computing and SaaS application companies and helped firms raise over $200 million from both public and private equity. He previously worked for PacifiCare Health Systems, HealthDemographics (sold to CareData), Medibuy.com ($120 million Kleiner Perkins firm), SaaSMAX (public offering 2012) and was founder of OnDemand Business Software and Digi Fit Life.

Brian Campanotti is CTO at Front Porch Digital. In this role, he is leading industry advancement in global content storage management (CSM), media asset management (MAM), migration, and preservation solutions. Brian has made innovations in the area of cloud-based solutions for handling "big data" targeted at content owners and media companies, and was one of the primary inventors of the Archive eXchange Format (AXF). As such, he continues his work as a founding member of the SMPTE AXF committee. Brian and his team have won Emmy Awards for their work in videotape collection preservation technologies and for innovation in serial digital video technology. He started his career at the Canadian Broadcasting Corporation (CBC) and is an electrical engineering graduate from the University of Toronto.

Scott Campbell is SAP's Industry Principal for Media and Telecom, focusing on driving Innovation with SAP's solutions across North America. He brings over 25 years of operational and business leadership experience to SAP's Industry Solutions practice, serving both new and traditional media. Consistently recognized as a direct contributor, strategic thinker, and top performer, Scott has been committed to driving growth by ensuring an exceptional customer experience, extending the company ecosystem and contributing to world-class execution. He has a unique perspective based on his extensive background in applying software solutions to complex real world problems with emerging and broadcast media solutions.

Tim Cavanaugh was most recently Director of Conditioned Based Maintenance at BAE Systems. Tim's work at BAE combined a dynamic team of subject matter experts from across four divisions in order to develop what is politely worded as a "Secured Military Version of OnStar on Prognostic Steroids". His team was recognized with a Chairman's Award for creating a "Culture of Total Performance". He co-wrote the "Value Proposition Story of Prognostics" using examples from around the world to show how to save cost by using prognostics on land, air and sea vehicles. While at General Motors, Tim wrote the change request to connect all GM vehicles with OnStar to the vehicles ECM. The vehicle data collected was used by GM Quality Engineers to save over $157M on one platform with only a $60,000 Budget, which received a Chairman's Award for "Creative Ingenuity and Cost Savings". Today, OnStar customers get their vehicle's health by a monthly e-mail. Tim has a Master Degree in Business in Finance and Marketing. He wrote the AWIM classroom instructions for Hydrogen Toy Vehicles used across the country for teaching middle school children. One of his last assignments at GM was to write the commercial research on Hybrids, Hydrogen, Electric, CNG, Alternate Fuels and Solar propulsion. Tim feels the greatest value generated in the automotive market place today is the information provided to customers through cloud technology and telematics.

Jean-Luc Chatelain is EVP, Strategy & Technology, DataDirect Networks (DDN). He joined DDN in February 2011 with several decades of experience as a technology industry leader. Most recently, Jean-Luc was a distinguished Hewlett-Packard Fellow responsible for successfully leading HP's Information Optimization strategy, steering the entry of HP into the ILM space. He also founded Persist Technologies, a leader in reference information storage software which was acquired by HP. Prior to that, Jean-Luc co-invented the SmartCell, the world's first application-centric enterprise storage technology, and created a breakthrough medical imaging workflow technology for Cemax-Icon, which experienced significant growth as a result of this innovation before being acquired by Imation/Eastman Kodak.

Guillermo Chialvo is Gerente de Tecnologia at Radio Mitre. He is a South American media technology specialist. The digital area of the company has as its main brand cienradios.com. The platform is designed and supervised constantly by Guillermo, who emphasizes the importance of understanding the new music generation and distribution process. Cienradios.com is a multimedia platform that offers online radio programming that brings each user the experience of listening, enjoying, and choosing their favorite entertainment within a specific genre. This project revolutionized the digital market and has been recognized with several awards. Guillermo's academic accomplishments include attending Nacional University of Córdoba and the Technology Institute of Buenos Aires (ITBA).

Bruce Cleveland is General Partner at InterWest Partners. He has been part of InterWest's IT team since 2006, focusing on investments in the software and services sector with an emphasis on mobile, cloud computing and analytical applications. In addition to his current investments, Bruce also serves on the C3 Board of Advisors — a start-up focused on Energy and Resource Management applications. His current investments include: AppMesh, Aria Systems, Cloud9 Analytics, Doximity, Get Satisfaction, Marketo, SignalDemand and Workday. Prior to joining InterWest, Bruce held senior executive roles in engineering, product management, and product marketing with companies such as Apple, AT&T, Oracle, and Siebel Systems. He is credited by Forbes and IDC with creating the most effective alliance program in the software industry. Bruce attended the United States Military Academy, West Point, and received a BS in Business Administration from CSU, Sacramento.

ABOUT THE EXECUTIVE SPEAKING FACULTY

Mark Davis is CEO of Scenios.com, the critically acclaimed production management platform that's based entirely in the cloud. Mark is a William Morris Agency alumnus, having spent several years there in the music department. While at the agency, he worked closely with bands including Nirvana, Pearl Jam, The Eagles and the original Lollapalooza tour. Mark then moved on to The Agency Group, where he worked with a number of bands including Pink Floyd. He then went on to found venture-capital backed Fresh Baked Studios in the late 90s, which was credited as the first company ever to transmit live streaming video from remote locations, via satellite. More recently, Mark was a founding EVP and board member of BT Digital Media, a consortium between London-based BT Group and private equity firm Quadrangle Group. He writes and speaks frequently about using new cloud-based technologies for film and television production, and is the contributing author of Internet Age Broadcaster (published by NAB Books). He has an MBA in Finance from City University of New York.

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.

Jason DeRose is Lead Developer for Novacut - a project developing an open-source distributed video editor for pro HDSLR users. Jason has been using GNU/Linux as his desktop OS for around 10 years, Slackware for a bit, then Debian for a long time, now Ubuntu. He mostly codes in Python, and has done a lot of small multimedia apps with GStreamer. Jason most recently worked at Red Hat. His recent work includes a time-lapse app un-creatively named TymeLapse. Being a long-time free software user and advocate, Jason believes that software has become such an important part of storytelling that it's vital artists have control of their software destinies. Hollywood productions almost always have software engineers working on custom code for big productions and Novacut wants independent artists to have the same luxury, and they can get it by harnessing the free software community.

Francesco Fabbrocino is CTO of American Standard Televsion. He has over 20 years of leadership and development experience in cutting-edge entertainment and media technologies. Early in his career, Francesco led the development of Internet marketplace services at CNP Technologies, a cloud-based platform for a multitude of entertainment related content/commerce websites. He then led the design and development of a highly scalable Peer-to-Peer CDN at RedSwoosh that outperformed conventional CDNs at the time. Then he joined Napster, where he led the development of the re-launched online digital music service using cutting-edge DRM technologies, unprecedented portable media device integration, and the company's expansion into the international market. After Napster, Francesco joined Baseline Research as CTO where he rebuilt the mission critical technology platform that top entertainment companies rely on for content, statistics, and reporting services. Francesco is now CTO at American Standard Television, where he is leading the design and development of the first true cloud-based Multichannel Video Programming Distributor that securely incorporates unlimited linear, live and on-demand content, dynamic and targeted advertising, language internationalization, pervasive analytics, integrated second-screen experience, and finally, the most advanced set top box to date. Francesco holds a Bachelor of Science from USC and a Master of Science from UCLA, both in Computer Science.

Larry Freedman is a Partner in Edwards Wildman Business Law Department, where he specializes in telecommunications law and leads the firm's Cloud Computing group. Larry has practiced law for over 20 years and has substantial experience with issues under the 1996 Telecom Act, as a result of his work on behalf of competitive telecommunications companies. His telecommunications practice focuses on serving clients in transactions, as well as regulatory and dispute resolution matters before state public regulatory commissions, the FCC, and other arenas, and in many respects as a "strategic quarterback" for parties in the competitive telecommunications area who require the development and implementation of a legal and regulatory strategy. Larry among other things previously served as President and CEO of a facilities based competitive telecommunications company in Puerto Rico. Larry has advised telecommunications clients on the development and implementation of a "cloud computing" strategy, and has spoken regularly on both communications and cloud computing topics.

Shahi Ghanem is Chief Strategist and Executive Vice President of Marketing at BitTorrent. Shahi is a technology industry veteran, serial entrepreneur, and venture capital investor and advisor. Prior to joining BitTorrent, Shahi served as the president and CEO of STL, a digital media company that helps Fortune 500 companies manage, distribute, and measure digital assets. He has also held similar roles at EmpowHER, a Health Media Company dedicated to female health and wellness, and Brickfish, an Internet advertising and social media company that delivers social media campaigns and metrics to clients in the fashion, sports, electronics and consumer products industries. Most notably, Shahi previously served as President of DivX, one of the world's leading developers of video compression, digital rights management, and media language technologies. During his tenure he helped grow the company from a pre-revenue start-up into a profitable, multi-national, public company. Shahi was educated at Cal State Long Beach and the University of California at Irvine, where he majored in both economics and pre-med.

Robert Geiger is Vice-President of Engineering and Co-Founder of TransLattice. Bob spent 10 years at Motorola Labs working on electromagnetic systems modeling using massively parallel supercomputers, wireless data systems development, mobile security software, and e-commerce solutions. He served as Director of Engineering at Recourse Technologies prior to the acquisition of the company by Symantec in 2002. Bob was Senior Director of Engineering at Symantec, where he led the engineering team for four years, building Symantec's award winning SNS Intrusion Protection product. Most recently, he served as Vice President, Engineering for Mu Dynamics (formerly Mu Security) before co-founding TransLattice. Bob holds several patents in the areas of mobile data, wireless security, and e-commerce. He has a Masters of Electrical Engineering degree from the University of Illinois, Urbana and a Bachelor of Science degree in Electrical Engineering from State University of New York.

Ann Greenburg is a passionate proponent of co-creative products and has bridged entertainment and technology for the last 20 years. She is currently developing Sceneplay, Inc., an automatic content creation platform that enables users to act, sing, or dance together online through intelligent recording and dynamic editing. Ann recently founded The Hollywood Cybersalon to bring together thought leaders from the entertainment and technology industries along with Los Angeles-based investors in an informal party atmosphere to foster dialog and connections. She serves as an advisor and mentor to select companies including: SparkLabs Korea, the newly formed Korean accelerator advised by Marc Cuban and Vint Cerf. She advises the 2012 DEMO winner, TourWrist, the market leader in virtual tours, and RPM Demand, a leader in automated marketing services. In 1998, Ann co-founded Gracenote, the world leader in metadata and content recognition services.

Chris Haddad is VP, Technology Evangelism at WSO2. He joined WSO2 in October 2011 and works closely with developers, architects, and C-level executives, as well as WSO2's engineering team to increase WSO2 middleware technology adoption, enhance the Carbon and Stratos platforms, and maximize customer value. Previously, Chris led research teams at Burton Group and Gartner advising Fortune 500 enterprise organizations and technology infrastructure vendors on adoption strategies, architecture, product selection, governance, and organizational alignment. His team advanced best practices in PaaS, cloud application architecture patterns, SOA, and middleware. Prior to these roles, Chris focused on creating infrastructure frameworks, establishing repeatable development methodologies, contributing to open source frameworks, and delivering SaaS and Internet applications.

Jason Henderson is the Product Manager for all iTV Apps for Verizon FiOS TV and has launched such popular TV apps on the Verizon platform as Pandora Internet Radio, NBC Olympics, and Music Choice. A Texas attorney, he has published nine novels including the HarperCollins YA series "Alex Van Helsing," and has over 15 years of experience in the games industry, with game production credits for Electronic Arts, Microsoft, and Activision.

Joey Jablonski is the Practice Director for Analytic Services at DataDirect Networks, leading services architecture, methodology and delivery. Joey's area of focus at DDN is infrastructure architecture to support scalable analytics environments. Joey's technical interests include Big Data, high performance computing, low-latency networking technologies and information security. Joey has previously held technical and organizational leadership roles at Dell, HP, and Sun Microsystems. Joey and his family reside in Austin, TX.

Sean Jennings is VP, Solutions Architecture at Virtustream. Sean has over 20 years of experience enabling commercial and government enterprises of all sizes gain efficiencies and competitive advantage through the design and deployment of creative, forward looking IT solutions. At Virtustream, he is focused on initiatives around virtualization and cloud computing and the ongoing architecture of the xStream platform and the integrated suite of software tools and professional services associated with it, including the xStream Advisor and the xStream portal. Sean has been at the vanguard of the migration to x86 platforms throughout his career, designing solutions around and earning numerous certifications from industry leaders Novell, Microsoft, EMC, HP/Compaq/DEC, Checkpoint, and VMware long before they became fashionable.

Gigi Johnson, PhD, is Executive Director, Maremel Institute. She "connects the digital dots" between media, technology, education, and social change. Gigi has taught digital media and disruptive technologies at UCLA Anderson since 2004, as well as at UCLA's Herb Alpert School of Music, University of Navarra in Spain, Columbia College, and Higher Colleges of Technology in Abu Dhabi. Until 2005, she had been Executive Director of the Entertainment and Media Management Institute. Gigi created both its Executive Media and Entertainment Program as well as its Certificate Program in Entertainment/Media Management for undergraduates. She has been SVP/General Manager of two video-on-demand channels at Studio 4 Networks, as well as SVP/Managing Director at Bank of America in its entertainment/media practice. She is a member of the ATAS Interactive Media Peer Group.

Matt Johnson, PhD, is Vice President of Software Engineering at Unicorn Media. In this role, he coordinates the software architecture and development activities to create Unicorn Media's industry-leading technology platform. Matt came to Unicorn Media from Nokia, where he guided Nokia's strategy and architecture for mobile visual search as a senior research and development engineer. Having received a PhD from the University of Cambridge in the United Kingdom, Matt performed acclaimed research in the field of artificial intelligence before accepting the position of VP of IT and Web Development at Louise Blouin Media. While there, he led the team that designed and developed ARTINFO.COM while managing the IT infrastructure and staff for the 'Modern Painters', 'Art+Auction' and 'Culture+Travel' magazines. Winner of an Undergraduate Research Grant from Intel and a Flinn Scholarship, he has also performed research for Lockheed Martin Space Systems and worked as Lead Windows Developer for Limelight Networks.

Bill Kallman is Co-Founder, President & CEO, and Board Member of Scayl. He has over twenty years of experience in entrepreneurial ventures as founder/entrepreneur, executive, board member, and venture investor. Prior to Scayl, he co-founded Timberline Ventures where he built the global Draper DFJ venture network as one of the earliest affiliates. Notable investments and board experience included: www.varolii.com; Streamcast Networks; www.sabrix.com (acquired by Thomson Reuters 12/09); and www.moving.com formerly virtualrelocation. Prior to Timberline, Bill was involved with several start-ups and technology leaders including: Eyeonics (electrochromics) where he was founder/CEO; Kollmorgen (compound semi-conductor process equipment); Cray Research (supercomputers); and Hewlett Packard (microwave semi-conductor devices). Bill has a Harvard MBA; an MS in Materials Science Engineering from Stanford; and a BA in Chemistry from Reed College. He has five issued patents and three pending at Scayl.

Daniel Kenyon is Vice President of Business Development at Equilibrium. With over 25 years of executive management, business development, sales, product strategy, and marketing in the software industry, Daniel brings a wealth of expertise to Equilibrium. He has developed and brought to market a wide range of innovative new software systems including award winning customer, eCommerce, content and business intelligence products for the media, entertainment, and communications industries. Daniel held executive positions at Oracle where he initiated strategic acquisitions including; Portal Software and Sophoi intellectual property rights management software, all leading to the creation of the billion-dollar Communications, Media & Entertainment Unit. As Industry Director at Oracle, Daniel had responsibility for the multi-billion dollar Industry solutions portfolio targeting media and entertainment companies. At PeopleSoft he formulated strategic acquisitions including Calico and partnerships including IBM valued at over $1 Billion. Previously, Daniel was Product Evangelist for Vantive and served as Founder and Vice President of SBI. Daniel holds a bachelor's degree from the University of California at Berkeley.

Prabhat Kumar is Managing Partner of i3m3 Solutions. Prabhat brings over 25 years of global IT and Telecom management and consulting experience. He built businesses in fixed line, mobility and cable operations with COLT Telecom/Fidelity Broadband, UK; Liberty Global (UPC/Chello broadband), Netherlands; and AT&T Bell Labs and Alcatel-Lucent. His expertise and focus includes developing data center based applications and creating IT and Telecom fusion strategy, by leveraging virtualization, storage and networking technologies. Prabhat has recently co-authored a book on managing cloud computing transitions entitled, "Dancing on a Cloud: A Framework for Increasing Business Agility" and participated in a panel session on "Cloud Computing Boot Camp: Not Cloud Nine All the Time" at HITEC 2012.

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.

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 Landay is Managing Director of Dynamic Synergy, a premier retained executive recruitment firm. In business for near two decade and Dun & Bradstreet rated, Dynamic Synergy provides start-up and growth companies with retained executive recruitment. Approximately 33% of the companies Mark has consulted to have had positive exits! Prior to executive search, Mark worked in private equity and has been recognized as an industry expert in both technology & executive search. Mark is a founding mentor for the Founders Institute and FoundersSpace LA. Mark is also the President of LA CEOs, and chairs the Harvard Business School Angels of Southern California software & digital media investments.

Dr. Geng Lin is the Chief Technology Officer of the Networking Business at Dell Inc. In this role, he has the overall responsibility for technology strategy, system architecture, product innovation, and partnership and acquisition of key technologies, for Dell's networking business worldwide. Previously, he was the Chief Technology Officer of IBM Alliance at Cisco Systems where he was responsible for the technology strategy, innovation, and solution development of the joint Cisco-IBM solution portfolio worldwide. The Cisco-IBM Alliance delivers multi-billion dollar business revenues from a broad solution portfolio that covers data center virtualization and cloud computing, video and rich media applications, and solutions for vertical industries such as health care, smart energy, transportation, and financial services. Geng has more than 20 years of industry experience in communications networking and Internet software solutions. He received his BSc and MSc degrees from Peking University and PhD degree from University of British Columbia, all in Computer Science.

Julian Lovelock is the VP, Product Marketing, HID Global Identity Assurance, where he has responsibility for defining and bringing to market solutions that enable users to confidently establish their identity when transacting online. Julian moved to the West Coast from London in 2005 following the acquisition of ASPACE Solutions where he was CTO and co-founder. He is currently working on a number of exciting initiatives that will help establish new levels of user confidence in the security of online and mobile commerce. He holds a BENG in Electrical and Electronic Engineering from the University of Aston, UK.

ABOUT THE EXECUTIVE SPEAKING FACULTY

Kevin Lynch is a Principal at Deloitte Consulting. Kevin has spent the majority of his career assisting organizations in their efforts to shape and evaluate inorganic growth options, operating in the asymmetric world of scarce information and large scale "bet the company" transactions. Kevin serves as the national leader for Deloitte's US Strategy practice with more than 24 years of strategic and operational consulting experience. He advises companies on acquisition strategy, strategic and commercial due diligence, operating strategy development and growth. He has served numerous Fortune 500 companies across multiple industries and routinely writes and lectures on the topic of growth and M&A effectiveness. Kevin received a Bachelor of Arts in Business Communication from the University of Southern California and an MBA, with honors, from the University of Washington. In addition, he is a graduate of Stanford Law School Directors' College and a member of the Association for Corporate Growth.

Bruce Lyon is President & Chief Executive Officer of Integrated Media Technologies (IMT). Bruce is also an Oscar winner for Technical Achievement in the video industry, and a recognized leader in the media technology industry. Prior to becoming CEO of IMT, Bruce ran Sun Microsystems' Global Media and Entertainment Markets Group. In that capacity he was responsible for Sun's sales, strategy, solutions development, partnering, and marketing to Sun's media and entertainment customers worldwide. During Bruce's tenure, Sun's annual revenues in the media and entertainment vertical topped $500 million. Before working at Sun, Bruce was a strategic consultant to large telecommunications and media companies including Verizon, Sprint, and Time-Warner. In 1994 Bruce sold the business he founded, Lyon Lamb Video Animation Systems, Inc. As Founder and Chief Executive, he was responsible for managing a 45-person team of engineers, technicians, sales and marketing employees spread over the US and the UK. Lyon Lamb was the industry's leading provider of high-resolution image conversion products, animation controllers, and 3D animation software. Bruce is an honors graduate of Chapman University.

Ajay Malhotra is Executive Vice President, North America of Prime Focus Technologies (PFT), which was set-up in September 2007. The content creation to consumption value chain is increasingly driven by the adoption of file-based work flows and multi-platform opportunities. PFT provides a global digital content services hub, a combination of technology infrastructure and services for the digital media supply chain within advertising, broadcasting, film-making, and archiving. These services enhance collaboration, productivity, asset utilization within the media enterprise and across the eco-system thereby increasing monetization opportunities and saving valuable time and cost. Previously, Ajay was Regional Director & Sales Executive at SYSTIME; and Executive Director, IT at 20th Century Fox.

Adam Marcus is Technology Advisor for the DCIA, a post he has held since 2003. Adam also serves as Chief Operations Officer for TechFreedom. Prior to that, he was a Research Fellow & Senior Technologist at The Progress & Freedom Foundation (PFF). He has also worked as a technical writer for Citrix Systems, the Centers for Disease Control and Prevention, and the Department of Transportation; interned at the California Public Utilities Commission and the Cato Institute; and provided technical consulting to a number of non-profits. Adam received his law degree from Santa Clara University; his MA in Communications, Culture & Technology from Georgetown University; and his BA in English from the University of Florida.

Todd Martin is Senior Vice President, Strategic Solutions Group at Chyron. He is responsible for Product Management, Strategic Direction, and Partnerships. He joined Chyron in January 2008 with the acquisition of AXIS Graphics, today known as Axis World Graphics, the world's first cloud-based suite of applications for online multi-media graphics creation. He has led the company's hosted cloud-based operations for nearly a decade. Prior to joining Chyron, Todd was Vice President of Axis Operations at Pyburn Films, where he was enlisted to develop and launch the award-winning Axis World Graphics. He also held the position of Senior Producer for Pyburn Films, where he produced image and branding, long-form programming, as well as promotions for broadcast and cable television. Todd began his career at NBC New York where he ascended to the position of Creative Services/Promotions Producer.

Bill McGee is Vice-President, Datacenter Group at Trend Micro. He arrived at the company through its acquisition of Third Brigade, where he was Co-Founder and VP of Products and Technology. Under Bill's leadership, Third Brigade Deep Security emerged to the forefront of the virtualization security market with a comprehensive solution addressing security and compliance requirements for private and public cloud environments. Prior to co-founding Third Brigade, Bill was SVP of Product Development at Entrust, where he was also a member of the founding team that formed Entrust from within Nortel Networks. As a member of the cryptographic systems group at Nortel Networks, he conducted pioneering work applying public-key technologies to multiple communication systems. Bill holds a Bachelor of Applied Science degree in Electrical Engineering from Queen's University and has completed the Stanford Graduate School of Business Executive Program for Growing Companies.

Jay Migliaccio is Director of Cloud Solutions at Aspera. He is responsible for Aspera's On Demand product line, providing high-speed transport to, from, and across cloud infrastructure and object storage to enable big data applications in the cloud. In his previous role as Director of Sales Engineering, Jay spearheaded the architecture and deployment for numerous Aspera installations in support of complex end-to-end file-based media workflows. Jay brings over 11 years of experience providing OEM Sales, Sales Engineering, and Business Development services to technology companies with a focus on Open Source platforms. Prior to joining Aspera, Jay held business development and partner management roles at Novell and SUSE Linux. Jay holds a BS in Civil Engineering from the University of Massachusetts.

Doug Natal is is Director of Cloud Applications for Oracle's Public Sector. He has over 24 years of comprehensive executive experience in Public Sector sales, contract negotiations, and leadership. Doug ran all Public Sector activity for Taleo Corporation, the third largest Software as a Service (SaaS) provider world-wide prior to the Oracle acquisition. He is known for his ability to quickly and accurately diagnose opportunities for the Government to refine their information technology strategies. After the 9/11 attacks, Doug received clearances enabling him to help manage a large scale deployment for Command and Control (C2) functions inside the Pentagon. He became an "ACT/IAC Fellow" in 2007 where he refined a passion for helping the Government leverage commercially proven technologies. His strategic vision and leadership has driven notable growth for previous employers including EMC, StorageTek, Alliance Consulting, EDS and VeriSign Corporation. Doug graduated from Villanova University with a Bachelor of Science Degree in Business Administration & received his MBA at Virginia Tech. His opinions have been featured in print, TV and radio on various Information Technology and community related issues.

Sarah Novotny is CIO at Meteor Entertainment. She has run large scale technology infrastructures as a Systems Engineer and a Database Administrator for companies such as Amazon.com and the ill-fated Ads.com. In 2001, she founded Blue Gecko, a remote database administration company with two peers from Amazon. Blue Gecko managed databases around the world for clients large and small and was acquired by DatAvail in 2012. Sarah regularly talks about infrastructure-as-a-service (IaaS), infrastructure automation and geek lifestyle. She is additionally a Program Chair for O'Reilly Media's OSCON. Her technology writing and adventures as well as her more esoteric musings can be found at http://sarahnovotny.com. For twittery things, check out http://twitter.com/sarahnovotny. To connect with her on linked in wander over to http://linkedin.com/in/sarahnovotny.

Ketan Patel is a Principal at New Venture Partners. Previously, he worked in a variety of operational roles in the semiconductor industry, encompassing start-ups and large multinational corporations. At Cavium Networks, he was part of the technical sales and marketing organization responsible for the commercialization of the industry's first 10Gbps in-line security processor. He also was responsible for managing the deployment of Cavium's technology within several tier-one customers, including Cisco, Furukawa, Fujitsu, and EMC. Prior to joining Cavium, Ketan worked in a similar capacity at eMpowerTel Networks, where he led the company's field organization and also worked closely with customers and design teams to define product features, outline product roadmaps, and manage new product releases. He was a lead member of the network processor implementation team at Tiara Networks

(sold to Nortel Networks); aided the unit-level integration efforts at MIPS Technologies; and was part of the design team that introduced multiple novel 64-bit CPUs at Silicon Graphics. He also worked in a large, private investment fund active in direct and fund-level venture investments. Ketan holds a BS, magna cum laude, in Electrical Engineering from North Carolina State University, an MS, cum laude, in Electrical Engineering from the University of Illinois, Urbana-Champaign, and an MBA from the Tuck School of Business at Dartmouth.

Eric Quanstrom is Chief Operating Officer of Sorenson Media. Eric brings a rare combination of marketing, digital media, technology and strategic experience to the role. Previously, he served as Vice President, Consumer Marketing and Business Development at SightSpeed, which was acquired by Logitech in October of 2008. Other past successes include roles as Director of Marketing & Sales for Appellation America, one of the most innovative online wine portals to hit the Web in years. Prior to this, Eric held various management positions with DocuComp software and News Corporation, including an impressive stint as West Coast head of the Fox Online Properties (FoxSports.com, FoxNews.com, Fox.com). Eric holds an MBA, Marketing from San Francisco State University and BA, Broadcast Journalism from San Diego State University.

Peter Rafelson is CEO of Digiramp. Peter established himself early on as a writer and musician, working with such music greats as Jackson Browne and Elton John. He has written and produced many successful songs, appearing on over 300 million records sold, including the # 1 hit "Open Your Heart" for Madonna (29 million), as well as top ten singles for Stevie Nicks, Jane Wiedlin of The GoGo's and Britney Spears. In addition to scoring and composing for numerous films and TV shows, Peter has acted in over ten feature films, including Alan Parker's "FAME" and films by director Henry Jaglom. Peter also produces and consults for various technology and media companies. His consulting company, Rafelson Media Company, has clients, which include such industry giants as Microsoft, Apple, Toshiba and Compaq. He continues to develop new projects for the film, TV, and record industries. Peter now works out of his own recording studio, RM Studios, and heads three companies. Rafelson Media has recently signed a deal to produce a slate of feature films for Parallel Media. His companies have propelled a number of artists to the top of the Billboard Charts.

Monica Ricci is Director of Product Marketing at CSG Systems, where her focus is on synergies and value propositions across all elements of CSG's BSS portfolio. Monica has 20 years of experience in the communications industry, 15 of which have been working with BSS vendors delivering billing solutions and consulting with service provider customers to evolve their billing-related processes for wireline, wireless, and next-generation services. With a BS in Physics and a MBA from the University of Chicago, Monica's current focus is understanding the drivers for new telecommunications business models, incorporating both customers and the growing assortment of partners in the operator value chain.

Scott Ryan leads Advanced Business Development at EMC. In this role, he works with prospective partners to improve time-to-market, revenue generation, and strategic market positions. His assignment spans the spectrum of business development including high-impact partnerships, venture investments, and acquisitions. Prior to EMC, Scott was CEO and Co-Founder of Asankya, which offered a revolutionary approach to optimizing application performance on wide-area networks (WAN). Using a breakthrough technique for transporting packets over multiple network paths, it improved application performance over the Internet or in combination with private networks. The products were built upon patented technology developed at Georgia Tech. Asankya was acquired by EMC in 2011. Scott has over 20 years of experience in the technology industry – working for both large companies and start-ups.

Jeff Sage is a Director in PwC's Advisory Services and is responsible for leading the infrastructure practice for health industries, including Payer, Provider, and Pharmaceutical / Life Sciences. He works with senior client management on their most complex and strategic technology issues, helping to define the people, process and technology solutions including business and technical architectures. Over the past two decades Jeff has had the privilege of delivering infrastructure and complex compute solutions across a variety of industries including health industries, financial services, manufacturing and the Department of Defense. He has led strategic initiatives including cloud strategy and variable compute provisioning implementation at several of the leading companies worldwide. These solutions include emerging technologies used for the deployment of Electronic Health Record core systems, high performance computing for cancer research and foundational health system strategy for emerging countries. He has served in various roles including chief technology officer, chief architect and enterprise program lead. Jeff holds a Bachelor of Science degree in Computer and Political Science from Norfolk State University and completed executive management education at Old Dominion University. He is an active member of the Center for Information Systems Research at the Massachusetts Institute of Technology (MIT).

Rajan Samtani is the Senior Vice President of Sales and Marketing at Peer Media Technologies, a leading anti-piracy services firm serving the filmed entertainment, music, and digital content publishing markets. Raj has more than 16 years of senior business development and strategic marketing experience in DRM, security, digital content identification, and intellectual property (IP) licensing. Prior to joining Peer Media, he was a senior Business Development consultant at Huawei. Prior to that, Raj was Senior Director, Business Development at Digimarc, where he was responsible for IP licensing, market development and building strategic partnerships in the audio/visual industries. Before Digimarc, Raj was at ContentGuard orchestrating the adoption of DRM and rights language technologies and standards for content owners, operators and device manufacturers. Raj holds several patents

Dov Scherzer is a Partner at Moses & Singer LLP, resident in their New York City office. He is a member of the firm's Intellectual Property practice group and Co-Chair of the Global Outsourcing and Procurement practice group. Dov is widely recognized for his extensive experience in technology, IT procurement and outsourcing, IP, internet, media and communications transactions. He is also a highly regarded practitioner in open source, international privacy and data security matters. Clients regularly seek his counsel on technology-related mergers and acquisitions, joint ventures and strategic alliances. Prior to joining Moses & Singer, Dov was a partner and head of the International Technology and Outsourcing practice at Brown Rudnick Berlack Israels LLP, and previously spent 15 years at Brown Raysman Millstein Felder & Steiner LLP.

John Schiela is President of Phoenix Marketing International's (PMI) innovative Converged Technology and Media practice. John's experience spans from global technology market tracking programs, to new product development, to strategic brand and positioning. He has proven expertise on partnering with PMI's clients to drive strategic research into actionable ROI generating information strategies and target modeling solutions. Prior to joining Phoenix, John served as an Executive Vice President for the IT, Telecom, and Media practice of one of the global leaders in market research. He undertook this role as a result of the acquisition of a small strategic and marketing consultant firm which specialized in B2B and Consumer demand, pricing, new product, and marketing solutions, where he served as COO.

Linda Senigaglia is Senior Director of Product Marketing, Navigation Solutions. Linda brings a fresh perspective to the complexities of location based services and telematics. She is an accomplished executive with expertise from serving in key business development, product marketing, product management, and sales positions with leading companies in the ecosystem and value chain, such as Nokia, Magellan, TeleNav, iGo My Way, and Navigation Solutions, a wholly owned subsidiary of Hertz. Linda utilizes her understanding of location based services, telematics, consumer electronics, and competitive market intelligence to develop strategic business partnerships, and create and execute successful growth strategies for Hertz corporate accounts.

ABOUT THE EXECUTIVE SPEAKING FACULTY

Bill Sewell is the President and Founding Partner of Wiredrive, an online, media-sharing service for business. He is a "digital native" who turned a fascination with early Internet technology into a series of successful businesses. In 1995, Bill founded Intranet Studio, which built an advertising and promotions extranet for CBS—the first of its kind in the television industry. Shortly thereafter, Bill co-founded IOWA Interactive, a Los Angeles based web-design firm that serviced clients throughout the US. Faced with the challenges of working with clients remotely, Bill and his partner created a web-based application called Wiredrive to securely share their designs online. When their clients began to express an interest in the media-sharing application, Bill and his partners pursued the new opportunity and, in 2001, Wiredrive officially opened for business. Today, Wiredrive is a rapidly-growing, privately-owned company with headquarters in Marina del Rey and offices in New York City and San Francisco. With over 900 clients worldwide, Wiredrive has become the application of choice for creative professionals in the advertising, television and motion-picture industries who need to upload, manage and present their digital media.

Peter Siwinski is a General Partner of Cumulus Venture Partners ("CVP"), a venture capital fund that was created to focus on seed and early stage investments in the emerging technology area of cloud computing. CVP is led by an established team with deep and differentiated expertise and relationships in the cloud computing space. The fund already possesses an attractive deal pipeline that includes a number of proprietary, self-created ideas and companies, as well as a number of early stage companies with which the General Partners have unique relationships and insight through their prior experiences. Prior to CVP, Peter was a Managing Director at Cowen and Company, where he headed both the Communications Technology and the IT Services Investment Banking Practices. Over his 14 year career in Investment Banking, Peter has developed an extensive network of senior technology company management, venture capital and private equity relationships.

David Sterling is Partner at i3m3 Solutions. David brings over 20 years of management and consulting experience with AT&T, British Telecom and Fidelity Investments (Devonshire Investors). He has built product portfolios and marketed businesses covering managed solutions and mobility services, data center and infrastructure development, data and hosting services as well as B2B applications. David's consulting expertise with businesses involved in cloud computing from business case and vendor selection to platform and application implementation. He has recently co-authored a book on managing cloud computing transitions entitled, "Dancing on a Cloud: A Framework for Increasing Business Agility" and participated in panel discussions on cloud computing at the NAB 2012-DCIA Forum as well as led a panel discussion at the HITEC 2012 conference entitled, "Cloud Computing Boot Camp: Not Cloud Nine All the Time."

Robert Stevenson is EVP of Business Development & Strategic Partnerships at Gaikai. Prior to joining the company, Robert was the VP of Online Development at Namco Bandai Games, where he was in charge of western-facing online planning, R&D, and content creation to enable a future of diverse activities. Before Namco Bandai, Robert was the VP of Business Development & Worldwide Publishing for Atari, where he oversaw business relationships and global publishing activities, including work on successful franchises like Ghostbusters, Dragonball Z and Neverwinter Nights. Prior to Atari, Robert served as the VP of Product Development & Acquisitions for DreamCatcher Games (acquired by JoWooD AG). In his early career, Robert held key roles in several game development and publishing companies, including Interactive Magic and iROCK Games under Virtus Entertainment.

Chuck Stormon is CEO of Attend LLC, which provides Content in the Cloud services to customers in advertising, film, broadcast and internet media, empowering file-based workflows to let creatives be creative. Prior to joining Attend, Chuck evangelized Content in the Cloud solutions as Vice President of Strategic Accounts and Alliances for Packet Exchange, a global cloud infrastructure service provider. Chuck is a member of the Society for Motion Picture and Television Engineers and serves on the Board of Directors of Symphony Video, Inc., an enterprise video content management software company, Namecast.net, a web scalability service provider and Collabworx, Inc., a secure internet collaboration software company. He is also an active angel investor and mentor to high-tech start-ups.

Mark Theissen is CEO of Cirro. Mark is a respected analytics and data warehousing expert having spent more than 22 years in the industry in a variety of key roles. Most recently Mark was the worldwide data warehousing technical lead at Microsoft for two and half years following the acquisition of DATAllegro. At DATAllegro Mark was the COO and a member of the board of directors. Prior to joining DATAllegro, Mark was Vice President and Research Lead at META Group (Gartner Group) for Enterprise Analytics Strategies, covering data warehousing, business intelligence and data integration markets. Before META, Mark was VP of Professional Services at Accruent where he was responsible for domestic and overseas services and operations. Other prior companies include Brio Technology (Oracle), where he ran the professional and education services groups and Prism Solutions (IBM), where he was a data warehouse practice director. Mark has a BS in Computer Information Systems from Chapman University and an MBA from the University of California, Irvine.

Matt Thompson is an Account Manager with CSC Leasing focusing primarily on venture capital backed companies, cloud companies, and other organizations requiring technology equipment financing. Matt is a graduate of Washington and Lee University, and The Darden School at The University of Virginia. CSC Leasing, headquartered in Richmond, VA, is a 25 year-old company with $100 million in assets under management. CSC provides operating leases of primarily technology equipment. CSC has a long history of financing start-up or "story" credits, and has over $2 million in equipment financing to multiple cloud companies.

Dave Toole is the CEO of MEDIAmobz and Outhink Media. MEDIAmobz is a network of emerging media producers from around the world focused on providing global creative sourcing on demand and a platform to streamline the creative and production process. MEDIAmobz brings thousands of global video and digital media producers on a platform to create compelling video and digital media. Dave also runs Outhink, focused on digital media storytelling and some of the first cloud-based technology that supports it. Outhink also built a well recognized social media platform, the DigitalOcean Network, in conjunction with Univ. of Cal. Santa Barbara, Google, and others connecting scientists around ocean sustainability. Dave ran the technology company GaSonics, where as CEO he helped to grow revenues from $25M to $250M while globalizing the company and taking the company public. The company was sold in 2001. He took 5 products to the #1 position in their relative markets. He evangelizes social media at conferences. Dave is also a musician with a passion for the creative arts and bringing digital communications to a new level.

Ryan Walters is Founder and Principle Architect at Philotek. He has worked in several key positions throughout his IT career. At Lockheed Martin, Ryan was tasked with implementing shared data architectures for cross relational project management. After Lockheed, he joined IBM and assisted in the GTE/Bell Atlantic merger which resulted in the creation of Verizon. Upon successfully integrating the disparate networks, Ryan was then assigned to the IBM FedEx team to work on high volume transactional process design. He left IBM to join an IBM business partner where he was one of the founders of the southeastern US office. From there, Ryan joined data storage start-up Xiotech where he managed the South Eastern US. During his tenure at Xiotech, he saw the emerging ability to replicate data geographically in a cost effective fashion. It was this opportunity that encouraged Ryan to found Philotek, a vendor agnostic public/private hybrid cloud that allows customers to not only replicate their data to the cloud but also recreate their infrastructure in a cloud based environment that is fully redundant, highly scalable and easily manageable.

Mike West is the Chief Technology Officer and Co-Founder of GenosTV and the Genos Corporation. He is a graduate of The University of Cambridge in the United Kingdom, holding Master's and Bachelor's Degrees in Electrical and Natural Sciences. Mike has 25 US patents issued with several more in process, plus numerous other inventions and publications. He held a broad range of technical leadership positions in engineering, architecture, R&D, strategy, business development and client consulting during 28 years at IBM, both in the United Kingdom and the United States. Mike has directed multi-disciplined development and client-facing technical teams in international and multi-national environments. Prior to Genos Corporation, Mike had his own high-tech consulting practice while also serving as the Chief Technology Officer and Director of Innovation at SMARTtv and SMART Holding USA.

Jeff Wheeler is Distinguished Engineer and Technical Leader of Cloud Management at Huawei. He is an active participant in several standards bodies covering a wide range of technologies. Previously, Jeff served as Network Architect of Microsoft Corporation's Internet Technology Group. He has also held various positions at BP Exploration. His previous job titles and roles include, among others, Principal Engineer, Principal Consultant, Chief Scientist, and Chief Technology Officer. Previously employed at Motorola, PfN, Bay Networks, Nortel, and Intuit. He serves as a Director of Distributed Management Task Force (DMTF). He serves as a Member of Technical Advisory Board of LineSider Communications. Jeff majored in Computer Science and Electronics at Alaska Pacific University and the University of Alaska.

William Whelpley is Manager, Cloud Services at IBM Global Services. In this role, he is responsible for business development and engagement delivery for consulting, focused on emerging information technologies (IT) adopted by enterprise customers. Most of Bill's current work involves assisting clients with the adoption of Cloud Computing, Services Oriented Architecture, Service Management Frameworks, and IT Governance. His specialties include IT investment analysis, cost modeling, and technology strategy adoption planning. Prior to IBM, Bill was a Co-Founder of NetsUP; a Project Manager at Donaldson, Lufkin & Jenrette; a VP at Cowen at Company; and a Co-Founder of LARC Interlink Technologies.

Stephen White is President of Gracenote. Since joining the company more than a decade ago, Stephen has played a critical role in growing the company from a small start-up, focusing on music technologies and information, into a digital entertainment leader that now touches millions of music and movie fans around the globe. In his role as President, he oversees all company strategy and operations, and is responsible for growing Gracenote's core business. Stephen most recently served as Senior Vice President of Product and Content Management, where he spearheaded the development of Gracenote technologies for top entertainment platforms and brands, including Apple iTunes, Ford Sync and Sony's BRAVIA HDTVs. In addition to heading up the product and content teams at Gracenote, he also spent more than five years leading the company's sales and business development efforts. Before joining Gracenote, Stephen was the Vice President of Development for streaming music start-up Echo.com, which was one of the first companies to combine group content streaming and community features. Prior to Echo.com, he was a senior director and executive producer for CKS, a media consultancy based in Silicon Valley. He began his career as a reporter and writer.

Bill Williams is Regional Manager for Data Center and Virtualization Technologies at Cisco Systems. He is a 16-year information technology veteran. Fourteen of those years have been with Cisco Systems, where he has held several leadership positions. Currently, Bill covers the service provider market segment. In 2008, 2010, and 2011, he led the top-producing service provider regions in the United States and Canada. In 2010, Bill won the Manager Excellence award. He attended the University of North Carolina at Chapel Hill and holds Master's Degrees from Harvard Divinity School and the UNC Kenan-Flagler Business School. Bill also holds U.S. Patent 7260590 for a content delivery application.

Greg Wiley is SVP of Technology and Services at Media Science International where he directs technical product development. Lately, he leads development of the company's 3rd-generation digital media processing and delivery platform, deployed entirely in the cloud. With the introduction of stable and cost-effective rented architectures to the market, Greg is incrementally transitioning MSI service products to cloud-based operation and introducing new products that were previously infeasible. Launched just after the AT&T breakup, Greg's career coincides with the rise of digital communication from the back rooms to its current place as a center of consumer consciousness. Early projects include developing local telephone service alternatives, designing interactive television technology, and launching one of the first consumer Internet access providers. Later work includes specifying interoperability standards for digital media delivery and playback, developing content protection support systems, and helping world-class content owners to integrate tracking and monetization into their digital workflows.

Richard Yang is Associate Professor of Computer Science at Yale University. He is interested in computer networks, network security, distributed multimedia, and real-time systems. His latter research focuses are on end-to-end network congestion control and secure multicast. For congestion control, his research has spanned the life cycle of congestion control: design of new congestion control scheme, characterization of congestion control protocols, evaluation of the impacts of congestion control on emerging multimedia applications, and extension of unicast congestion control to multicast congestion control. For secure multicast, he is one of the main developers of keygem, a multicast group key management system that implements scalable and reliable rekeying. Richard is currently interested in the problems of network congestion control and group key management in the context of wireless and mobile networks as well as a network under denial of service attack. Given his past experience, he also follows closely research in artificial intelligence and database.

Russell Zack is Managing Director, Enterprise Video at Kaltura. He leads the group responsible for the adoption of Kaltura's video platform within the Enterprise. Texas Instruments, Bank of America and Astra Zeneca are just a sample of global brands powering video initiatives using Kaltura. Previously, Russ was an Entrepreneur in Residence in the Business Incubation team in the Emerging Technology Group at Cisco. His focus was on new opportunities and markets for video. Prior to that, Russ was the VP of Product Management with Anystream, a leading provider of multi-platform software publishing solutions for the Media & Entertainment industry. He was also the founder/COO of Cauldron Solutions, acquired by Anystream in 2007. Russ also built several companies as President and CEO of DragonFly Mobile, a mobile data optimization company and was also President/co-founder of interactive media company, Sigma6, acquired by AppNet in 1999.

Ning Zong is Senior Research and Standard Manager, Network Research Department at Huawei Technologies. His research interests cover a wide range of telecom solutions including Cloud Computing, Content Distribution, and Video Transportation, which address the requirements of various emerging services in ICT area. Before joining Huawei, Ning had a number of years' production experience in developing telecom software in multi-national companies in China and Ireland. Ning has been actively contributing to many international Standard Development Organizations (SDOs) including Internet Engineering Task Force (IETF), International Telecom Union (ITU), Broad-Band Forum (BBF), andInstitute of Electrical and Electronics Engineer (IEEE). He has undertaken a lot of positions in a variety of SDOs, such as standard draft editors, rapporteurs. Ning obtained his PhD in Cybernetics from Reading University, UK, and MEng in Electrical Engineering from Xi'an Jiaotong University, China