

Speakers:



David O. Sacks
Founder & CEO
Yammer, Inc.



Peter Coffee
Director of Platform Research
salesforce.com



Charlene Marini
Director, Corporate Marketing
ARM, Inc.



Steve Brown
Director of System Design & Verification
Marketing
Cadence Design Systems, Inc.



Peter Young
Adjunct Professor, New Media,
San Jose State University



Garrett Herbert
Partner – Merger & Acquisition Services
Deloitte & Touche LLP

Monetizing Social Networking for Business

Thursday, January 28, 2010

6 p.m. - 8:30 p.m.

Cadence Design Systems, Inc.
2655 Seely Ave., Building 10
San Jose, CA 95134

Please register at acgsiliconvalley.org
or contact Micky Robledo at acgsiliconvalley@acg.org or (408) 279-1954

Online social networks are not only for sharing family photos!

Social networking have evolved a dramatically from generalized online communities of the 1980's to the 21st century spectrum of specialized niche communities around common interests to large general sites that attract hundreds of millions of users.

Businesses have taken note! Companies of all sizes are utilizing these services to increase connectivity within their own enterprise and to connect with customers, vendors, and other external stakeholders.

Attend this panel discussion to hear how technology innovators are creating tools and services in social networking environments to facilitate key business initiatives. Learn how companies are using these social networks to achieve critical and strategic business results.

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Please see reverse for speaker
biographies

Speakers



David O. Sacks - CEO - Yammer, Inc.

David O. Sacks is the Founder and CEO of Yammer, Inc. He has been involved in the internet space for ten years as an entrepreneur, executive and investor, starting with PayPal in 1999. David was PayPal's Chief Operating Officer and product leader, taking the company from startup to IPO and eventual sale to eBay for \$1.5 billion. Subsequently, he founded Geni.com, which is creating a family tree of the whole world, enabling millions of family members to connect, share, and preserve their lives. He also produced and financed the movie "Thank You For Smoking".

David has a B.A. in Economics from Stanford University and a J.D. from the University of Chicago Law School.

Peter Coffee - Director of Platform Research - salesforce.com

Peter Coffee is Director of Platform Research for salesforce.com, the enterprise cloud computing company, headquartered in San Francisco.

Coffee has been with salesforce.com for 3 years, following his 18 years as Technology Editor of the enterprise IT journal eWEEK; he also has ten years' prior industry experience in aerospace and petrochemical project management, distributed computer systems planning and support, and AI applications research.

He earned his BS in Civil Engineering from MIT and his MBA from Pepperdine University. He has also taught graduate classes in computer science and business analytics for Pepperdine, Chapman College, and UCLA.

Charlene Marini - Director, Corporate Marketing - ARM, Inc.

Charlene is the Director of Corporate Marketing at ARM, an IP company at the center of the semiconductor industry, whose processors ship in over four billion electronic devices a year. With ARM for over five years, previous roles at the company include segment marketing, where Charlene was responsible for business development in enterprise applications. Prior to joining ARM, she held various positions in marketing, applications engineering and design engineering focused on system-on-chip development at Magma Design Automation, Creative Labs, and SEI.

Charlene holds a BSEE from Brown University and a Master of International Affairs and Finance from Columbia University

Steve Brown - Director of System Design & Verification Marketing - Cadence Design Systems, Inc.

Steve Brown is Director of Marketing for Enterprise Verification Process Automation at Cadence Design Systems. He is a 20-year-veteran of the EDA verification industry and has held various engineering and marketing positions at Cadence, Verisity, Synopsys, and Mentor Graphics. He specializes in solving engineering, management, and marketing challenges that arise when new technology and products enter the market.

He earned BSEE and MSEE degrees from Oregon State University and has studied marketing strategy at Harvard, Stanford, Berkeley, Kellogg, and Wharton.

Peter Young - Adjunct Professor, New Media - SJSU

Peter Young is currently adjunct professor for new media at San Jose State University. Previously, Peter has had tenures as a United States Fulbright Scholar; US Congressional Scholar; Professor of Internet & Marketing Operations at Belarus State University, JFK University and Notre Dame de Namur University; as well as management roles at Infoblox, Redback Networks, CMP Media, and Novo Interactive. Peter is also currently teaching "Strategic Marketing: Social Media and Web 2.0 Technologies" at UC Berkeley which focuses on monetizing social media platforms for marketing and general business purposes.

Peter has a B.A. in Political Science from UCLA, an MA in Demography & Demography from the University of Hawaii, and a PhD in Information Systems Management from Walden University.

Garrett Herbert - Partner, Merger & Acquisition Services - Deloitte

Garrett Herbert leads Deloitte's Silicon Valley M&A Transaction Services practice in San Jose, CA. and is the national M&A Telecom, Media, and Technology industry group leader for the M&A practice.

At Deloitte, Garrett advises TMT clients on M&A transactions and due diligence. His practice is focused on technology, software, new media and internet services sectors. Prior to Deloitte, Garrett worked in industry as an investment professional at Mentmore Holdings (a private equity investor), Stellex Electronics, and Register.com where he was responsible for target evaluation, due diligence, and post-transaction integration.

Garrett earned a B.A. in Economics/Accounting from College of the Holy Cross.

