

Hot Topic Sessions

1. The Inside Scoop: What the Media is Really Looking for with **Matthew Bishop**, Chief Business Writer of the Economist and **Wendy Bounds**, Staff Reporter for the Wall Street Journal
2. Corporate Governance with **Nick Beim**, General Partner of Matrix Partners
3. A Franchise is Born with **Marcelo Cherto**, President of Grupo Cherto
4. Marketing with Alison Copus, Chief Executive of Entrepreneurs Unite and Former Marketing Director at Virgin Atlantic
5. How To Plan for Succession with **Tom Friel**, Chairman of Heidrick & Struggles
6. The 25-hour day: Balancing Work and Life on the Entrepreneurial Life with **Marco Giberti**, President of Reed Exhibitions Latin America
7. Launching a growth business: What the research tells us about the rules for successful Innovation with **Taddy Hall**, Chief Strategy Officer of the Advertising Research Foundation
8. From A to CEO - How to get from founder to Cutting-Edge Operator with **John Hamm**, General Partner of VSP Capital
9. Getting Smart Money - The right time, the right partner with **Bill McGlashan**, Partner and Managing Director of TPG
10. Making it Stick - Branding with **Claude Salzberger**, President of Emblem
11. How to Fire People Gracefully with **Craig Schiffer**, former CEO of Dresdner Kleinwort
12. Corporate Social Responsibility with **Federico Seineldin**, CEO of Openware, and **Silvia Torres Carbonell**, Executive Director of Endeavor Argentina
13. The Entrepreneur's Dilemma with **Chip Seelig**, Managing Director of Dune Capital Management
14. Eureka! Product Innovation with **Alex Zubillaga**, Executive VP Digital Strategy & Business Development of Warner Music

Speaker Biographies



Matthew Bishop

Matthew Bishop is Chief Business Writer/American Business Editor of The Economist, based in New York. He was previously The Economist's London-based Business Editor, and has also served as its New York Bureau Chief. Matthew is the author of several Economist special survey supplements, including most recently "The Business of Giving", which looks at the industrial revolution taking place in philanthropy; "Kings of Capitalism", which anticipated and analysed the recent boom in private equity; and "Capitalism and its Troubles", an examination of the impact of problems such as the collapse of Enron.

Matthew is the author of "Essential Economics", the official Economist layperson's guide to economics. Before joining The Economist, Matthew was on the faculty of London Business School, where he co-authored three books for the Oxford University Press, on subjects ranging from privatisation and regulation to corporate mergers. Prior to that he was educated at Oxford University. Matthew has served as a member of the Sykes Commission on the investment system in the 21st Century. He was also on the Advisors Group of the United Nations International Year of Microcredit 2005. He has been honoured as a Young Global Leader by the World Economic Forum.

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Wendy Bounds

Gwendolyn (Wendy) Bounds is The Wall Street Journal’s small business editor and writes about the quirks and challenges of small business and entrepreneurship in the paper’s Tuesday Enterprise column. She also pens a new column on home improvement called Did It Myself for the paper’s Saturday Pursuits section. Over the last decade at the Journal, Bounds has chronicled the rise and fall of companies in many industries including fashion, travel, retail, marketing and media. Bounds appears weekly on CNBC’s “Morning Call” to discuss small business and recently has been a guest on ABC’s “Good Morning America,” MSNBC’s “Your Business” and Fox News’ “Fox & Friends.” Bounds’ second non-fiction book, “Little Chapel on the River,” was published June 28, 2005. The book chronicles her experiences at an old Irish pub in New York’s historic Hudson River Valley. She is a graduate of the University of North Carolina at Chapel Hill, a native of North Carolina and now lives in the Hudson River Valley and New York City.



Nick Beim

Nick Beim is a General Partner at Matrix Partners, one of the leading venture capital firms in the United States. Since 1977, Matrix has invested in pioneering technology companies including Apple, Tivoli, Veritas, SanDisk, Cascade, Sycamore, Sonus and Phone.com. Nick’s investments at Matrix include OatSystems, TheLadders.com and JBoss. Prior to Matrix, Nick worked at McKinsey & Co. and in the High Technology Investment Banking Group at Goldman Sachs & Co. In 1993, Nick worked at the U.S. Agency for International Development on the task force providing foreign aid to the former Soviet Union and Eastern Europe, where he was in charge of programs promoting the development of independent media in these areas. Nick graduated from Stanford University and received an M.Phil. in International Relations from Oxford University, where he was a Marshall Scholar. Nick is a member of the Council on Foreign Relations.



Marcelo Cherto

Mr. Cherto is the Founder and CEO of GrupoCherto, a Brazilian consulting firm which specializes in Strategies for Business Expansion. Among the Cherto Group’s clients are Unilever, Coca-Cola, Johnson & Johnson, Xerox, Endeavor Brazil, Blockbuster, Hypercom, General Motors, Avon, Prudential Insurance, the Bank of Brazil, and over 400 other companies and organizations, including several Non-Governmental Organizations (one of the Cherto Group’s divisions specializes in franchising not-for-profit activities). Marcelo is President of the Brazilian Institute of Franchising; a member of Endeavor’s Venture Corp and Global Advisory Board; Professor of Franchising – for over 11 years – at the Getulio Vargas Foundation School of Business, in São Paulo, Brazil; and Professor at the University of São Paulo’s MBA Program. He has a Master’s in Comparative Law from New York University. He is the Founder of the Brazilian Franchise Association and its former Legal Vice President and Operations Vice President. He is also an avid writer, having authored / co-authored eight books on Franchising and Marketing Channels and written over 1,500 articles published in magazines and newspapers both in Brazil and in other countries.

Alison Copus

Alison is currently setting up a new organisation called Entrepreneurs Unite, which is funded by Virgin Unite (Richard Branson’s foundation) & the UN Foundation. This will be a club of successful entrepreneurs who wish to help budding entrepreneurs in emerging markets become more successful. The club will harness the skills, networks, profile & funds of its members to “invest” in social & commercial enterprises, for social returns. Prior to her current role, Alison worked for 13 years for Virgin Atlantic, as Marketing Director. In that time, Alison played a key role in the management team that grew the business from 4 to 40 aircraft, making it one of the most innovative airlines in the world. Alison had responsibility for product & service development, design & marketing communications & was responsible for more than 25% of the airline’s revenue, in managing the frequent flyer programme & the web channel. Alison’s career started as a planner in a division of Ogilvy & Mather. She had various marketing roles at American Express before joining Virgin Atlantic.



Tom Friel

Tom Friel was elected non-executive Chairman of the Board of Heidrick & Struggles in September 2006. Heidrick & Struggles is a publicly traded company listed as HSII on NASDAQ. Previously he served as Chairman and Chief Executive Officer of the company since June 2003. In this role, he had overall responsibility for the firm’s activities worldwide, delivered through a global network of more than 50 offices located in over 32 countries. Since joining Heidrick & Struggles in 1979, Tom has played an important role in developing the firm’s leadership position in key markets. He established the firm’s Silicon Valley presence in 1984, serving as Managing Partner of the Menlo Park office for its first five years. He was co-founder and then later assumed the responsibility of managing the firm’s International Technology Practice, which serves clients in the computer, software, telecommunications, instrumentation, electronics, and related high technology industries. He led the practice from 1987 to 1995, during which time the practice became the recognized world leader in the senior-level search in the high technology marketplace. From 1992 to 1999, Tom undertook the additional role of Managing Partner, Asia Pacific. Under his direction, 10 offices were opened and staffed, as Heidrick & Struggles grew from start-up to its current market position as one of the leading firms in the region. From 1999 through 2001, Tom served as President of Heidrick & Struggles Ventures, the firm’s division responsible for all future initiatives, new business strategies, investments and alliances. In his search career he has specialized in recruiting Chief Executive Officers, Chief Technology Officers and Board of Director members. In her book, *The Global 200 Executive Recruiters*, Nancy Garrison-Jenn listed Tom as among the Top 200 Executive Recruiters in the world. The partners of Heidrick & Struggles honored Tom in 1998 by naming him the recipient of the John E. Struggles Partnership Award, the firm’s most significant honor. In March of 2007 the Association of Executive Search Consultants, (AESC) recognized Tom with the “Gardner Heidrick Award” the industry’s most prestigious honor for outstanding contributions to the profession. Tom is an honors graduate of Purdue University, where he majored in Industrial Engineering. He also holds an M.B.A. degree from Stanford University Graduate School of Business. He currently serves on the Business School Advisory Council. In addition to Heidrick & Struggles, his Board experience includes several private and not-for-profit companies.



Marco Giberti

Mr. Giberti is a successful entrepreneur with more than 15 years of intensive experience in marketing and communications with focus on the media and events industry. After several years in a successful career as a corporate executive, Mr. Giberti decided to give free rein to his entrepreneurial spirit. Along with several other successful startups, Marco co-founded Mind Trainer; a firm specialized in the organization of major regional trade-shows and events. After a very successful growth, regional expansion and partnerships, including a long term relationship with E.J.Krause, Reed Elsevier bought a controlling position in the business in the year 2005, and Mr. Giberti became its president and regional partner for the events and trade show division in Latin America, a role he has been performing since then. Under Mr. Giberti leadership, Reed Exhibitions Latin America became the leading company in the region organizing more than 25 events annually in different markets in Latin America including Brazil, Mexico and Argentina. Over the course of his business career, Mr. Giberti has been awarded a number of distinctions in his field, including, among others, the 1999 Entrepreneur of the year Award and was named one of the top 100 most influential people on the global convention and exhibition business by the Trade Show Week magazine. He is a regular guest speaker at conferences and business schools in Latin America, USA and Europe, and is considered a referential figure in the Events, Marketing and Publications industry for Latin America. His executive education includes an OPM Harvard Business School degree, and several executive education courses in Europe with special emphasis on strategic management and entrepreneurial skills. Marco has both Argentinean and Italian nationality and lives in Key Biscayne with his wife Paula and three kids Luca, Micaela and Francesca.



Taddy Hall

Taddy Hall has held senior management positions in US and Latin American companies in both private equity investment firms and operational companies. Currently, he is collaborating with Harvard Business School Professor and innovation authority Clayton M. Christensen on the publication of a book on innovation (sequel to *The Innovator's Dilemma*) as well as on the growth of a related consulting practice. Previously, Hall managed the successful growth of database marketer, WebMiner, from February 2001 through its sale to Exmplar, an email marketing firm, in May 2002. Before joining WebMiner, he managed international operations for Latin America's largest independent search engine, Guby Network, overseeing operations in seven countries. Before Guby, Hall launched and led the highly successful Internet Business Services Division for the nation's largest specialty autoparts distributor, Keystone Automotive. From 1994 to 1997 Hall lived in Santiago, Chile where he worked as CEO of Au Bon Pain, Chile. In his leadership of Au Bon Pain's first international venture, he oversaw the comprehensive expansion of the chain and was intimately involved with all elements of the successful business. He left Au Bon Pain as a profitably growing business comprised of three independent corporate entities: a frozen dough production company, the restaurant operating company, and a real estate development company.



John Hamm

As a General Partner, John Hamm brings a powerful combination of experience, investment acumen and leadership expertise to the VSP team. John's diverse background as an operating executive, a start-up CEO, a venture capital investor, a leadership coach and an advisor/board member to dozens of technology companies gives him a unique and informed perspective on early stage investing. John currently serves on the board of Centive, IconoCulture, and Encentuate. He also served on the boards of Truveo (acquired by AOL Time-Warner), IronPort Systems (acquired by Cisco), Brocade (NASDAQ:BRCD), SiliconStor (acquired by LSI Logic), Documentum (acquired by EMC), Ingrian Systems, and Sylantrio Systems. Most recently, John was a managing director at TCG Advisors, a division of The Chasm Group, founded by Geoff Moore, where he advised CEOs and executive teams in the areas of leadership coaching and management systems. Independently, John designed and led a quarterly CEO Boot Camp program on behalf of and sponsored by Deloitte & Touche that reached over 600 entrepreneurs nationwide. Prior to TCG, John was a venture partner at Redpoint Ventures and a Managing Director at Internet Capital Group (ICG), where he evaluated investment opportunities and provided management and leadership coaching to portfolio companies. As a private investor, John has a strong track record of successful technology start-ups, including Brocade (IPO, June, 1999), Military Advantage (acquired by Monster), Webify (acquired by IBM) and IronPort Systems. In addition to individual investing, John has provided CEO coaching expertise to the leaders of these companies and several other notable technology and consumer products companies, including TaylorMade-adidas Golf. John has excelled in leadership/operating roles at several high-growth companies, including Whistle Communications, where he served four years as president and CEO. Backed by Institutional Venture Partners (IVP) and The Mayfield Fund, Whistle became the leader in small office Internet appliance products and was acquired by IBM in June 1999. Prior roles included EVP and general manager of advanced storage products, a \$450M business division at Adaptec (NASDAQ:ADPT) and executive positions at Western Digital both in the U.S. and Europe. John started his professional career at Hewlett-Packard. John has been published in *The Harvard Business Review*, *Fast Company*, *Business 2.0*, *Business Week*, *Fortune*, *USA Today*, and *The Wall Street Journal*. His latest published work, *Five Messages Leaders Must Manage*, was the lead article in the May, 2006 issue of *Harvard Business Review*. Prior, Hamm wrote *Why Entrepreneurs Don't Scale*, which appeared in *The Harvard Business Review* in December 2002.



William McGlashan, Jr.

TPG Growth manages \$3 billion of capital and is focused on venture, growth equity, and buyouts globally. Prior to joining TPG Growth in 2004, Bill McGlashan was the Chairman and CEO of Critical Path (NASDAQ: CPTH). He joined Critical Path in April of 2001 to undertake a major financial and operational restructuring of the company. Previously, Mr. McGlashan co-founded and served as Chief Executive Officer of Vectis Group, a venture corporation that capitalized and built companies in emerging markets, in partnership with leading U.S. technology businesses. While at Vectis Group, McGlashan was a Venture Partner at Whitney & Co. Previously, Mr. McGlashan co-founded and served as President of Pharmanex, Inc., a leading phyto-pharmaceutical and dietary supplement company with annual sales of approximately \$500 million in 20 countries and significant operations in the People’s Republic of China. The company was sold to NSE (NYSE: NUS) in 1999. Mr. McGlashan was also co-founder and CEO of Generation Ventures, a firm focused on developing new ventures in China in the areas of healthcare and technology. Bill also co-founded and was President of TRADE, Inc., a venture funded trade information database company. Prior to TRADE, Mr. McGlashan was a senior associate with Bain Capital and Information Partners. Mr. McGlashan earned a B.A. with honors from Yale University and an M.B.A. from the Stanford Graduate School of Business. Bill is a member of Young Presidents’ Organization in the San Francisco Barbary Coast chapter and the World Economic Forum. He also serves on the Boards of AgraQuest, David’s Bridal, G2 SwitchWorks, StarCite, SuccessFactors , WIL Research Laboratories, Bay Area Discovery Museum, the San Francisco Conservation Corps and Endeavor.



Claude Salzberger

Claude Salzberger has substantive experience in guiding the creation and implementation of branding programs around the world. Widely regarded as a specialist and expert in the corporate identity field, Claude has personally directed some of the most highly acclaimed branding programs of the last twenty five years. Claude is President and Founder of emblem, a newly founded FutureBrand Affiliate Company dedicated to the Latin American market where globalization is putting pressure on companies to redefine their brands in order to expand beyond their traditional boundaries. As Founding Partner at FutureBrand, Claude has redefined the role of branding for clients with global brands such as UPS, Microsoft, GM, United Way, Telefónica, and Cemex. He has created innovative and groundbreaking visual expressions of national identity as a cultural statement for Air Canada, Saudi Arabian Airlines, South African Airways, LAN and Avianca. In the financial services sector he has worked with CHASE, FleetBoston, Banco Mercantil, and Banco Santander among others. Earlier in his career as Creative Director at Landor Associates, Claude focused on design as a strategic tool. There, he directed programs for a broad array of corporations, including ARCO, elf, British Airways, JAL, Northwest Airlines, and the World Gold Council. Claude holds a Bachelor of Architecture degree from Cornell University. He is fluent in english,

Craig Schiffer

Craig Schiffer has spent almost 30 years in the investment banking business consistently building and leading successful businesses in both Europe and the United States. He recently stepped down as Chief Executive Officer of the Americas at Dresdner Kleinwort where he also headed the Americas Management Committee, based in New York. He joined Dresdner Kleinwort in London in 2001 as a Managing Director & Head of International Debt responsible for the debt businesses in Asia and North America. Shortly after, he moved to the New York office to be Head of Capital Markets, North America. Prior to his roles at Dresdner Kleinwort, Craig headed the European Fixed Income Division for Nomura International, where he restructured the European Debt business in early 1999 and led the business to bottom line profitability for the first time ever in fiscal year 1999/2000. Prior to Nomura, Mr. Schiffer spent eighteen and a half years at Lehman Brothers, where he served in a variety of management roles in both Fixed Income and Equities. As the Head of Global Equity Derivatives at Lehman Brothers, Mr. Schiffer oversaw 130 professionals in New York, London, Tokyo, Frankfurt, Geneva and Hong Kong. He was also an initial member of the Lehman Brothers Finance Committee (the board committee that set financial policy for the firm) and Lehman’s representative to the board of EJV, the electronic trading joint venture. Craig Schiffer is married with five children and lives in New Jersey. He holds a B.A. with dual honors from the University of California at Santa Cruz.

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Silvia Torres Carbonell

Silvia is also the Executive Director of the Entrepreneurship Center at IAE (School of Business of Universidad Austral, Buenos Aires, Argentina). She is a full time professor of Entrepreneurship at IAE, Director of Investigation of GEM Project (Global Entrepreneurship Monitor) and coordinator of Regional BID-IAE agreement for small and medium companies managers training. Silvia is a member of ACDE (Asociación Cristiana de Dirigentes de Empresas), the international panel selection of Ashoka and the IWF (International Women Forum - Argentine chapter). She is a Certified Public Accountant from the Argentine Catholic University (UCA) and holds a High Direction Program (PAD) from IAE.



Federico Seineldin

Without question, Federico (Openware’s founder) has already proved himself a successful entrepreneur, having won several regional awards while accumulating an impressive recognition in Corporate Social Responsibility. These include: Endeavor Entrepreneur, Junior Achievement Award, Ashoka panelist, JCI business fellow, and Avina Foundation leader. From Openware (www.openware.biz), Federico has dealt intelligently with large corporations, leveraging their technology to offer extremely valuable services in an important space that links telecommunications and information technology. He has thus been able to specialize as a first mover in niche outsource managed security services market while differentiating the company and brand from other general competitors, including CSR in the DNA process management. Openware ranks in the top10, by the specialist CSR magazine Valor Sostenible, in CSR issues in Argentina. Federico is also President of moveRSE (www.moveverse.org) a OSC focus in expanding ethics and responsibility in the corporate and SMB markets. He participates in the following associations: Polo Tecnológico Rosario, CABASE (ISPs), Avina foundation, Endeavor foundation, Ashoka, ITSMF(Argentina ITIL chapter), ISACA (Security Professionals), IARSE (CSR institute), MoveRSE (CSR ONG), Nodo Tau (Digital Divide ONG).



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Charles B. Seelig

Chip Seelig is a Managing Director of Dune Capital Management LP and a Member of the Management Committee. Prior to joining Dune he was a Managing Director at SFM Capital Management LP (an affiliate of Soros Fund Management LLC). Mr. Seelig brings a wealth of capital markets experience across multiple asset classes. His focus is on large credit-driven investments and special situation investments. Prior to SFM, Mr. Seelig launched Madstone Films with film industry veteran Tom Gruenberg. Mr. Seelig was Co-CEO of Madstone Films, Madstone Theaters, and Madstone DDN (Digital Distribution Network). Before forming Madstone, Mr. Seelig spent 18 years with Goldman Sachs & Co. He was the Chief Financial Officer of the Fixed Income, Currency, and Commodities (FICC) division of Goldman Sachs and member of the FICC Operating Committee. Mr. Seelig also served as head of the Mortgage and Municipal Businesses, co-head of the Asian Special Situations Group, and head of the firm-wide Latin American Business and Fixed Income Emerging Debt Markets Group. He pioneered the development of the Principal Finance Resource Group at Goldman Sachs. He became a partner in 1992 and a managing director in 1996. Prior to joining Goldman Sachs, Mr. Seelig spent 6 years at Citicorp involved in various financing capacities including asset based lending, leverage buyouts, and the precursor transactions to asset securitization. Mr. Seelig is a member of the Boston College President’s Circle and serves on the board of Prep for Prep and The Roundabout Theater Company. He is also a board member of FinAccess, an intermediary Internet organization in Mexico and a board member of Endeavor Global, Inc., a non-profit organization dedicated to supporting entrepreneurship in emerging markets. Mr. Seelig received his M.B.A. from Columbia University in 1979 and his B.A. from Boston College in 1977.



Alejandro Zubillaga

As Warner Music Group’s Senior Vice President, Strategy and Business Development, Alejandro (Alex) Zubillaga is responsible for the company’s worldwide digital music strategy and business development activity including its strategic initiatives in wireless, e-commerce, Internet, electronic music distribution and new music formats. Since joining Warner Music Group (WMG) in March 2004, Zubillaga has aggressively developed new product and distribution opportunities for WMG in the mobile space and online music space. WMG was the first music company to sell mobile music video downloads in the U.S. through an agreement with Verizon Wireless in January 2005; the first music company to execute a multi-territory, cross-platform “triple-play” agreement, reaching more than 110 million subscribers in 12 countries through an agreement with France Telecom in May 2005; and has been a carrier launch partner supporting the introduction of major new products including full-track downloads, ring back tones and video ring tones through agreements with leading mobile carriers including Vodafone, Verizon Wireless, T-Mobile and Sprint. Before joining WMG, Zubillaga served as managing director and co-founder of Lexa Partners LLC, a management venture capital group based in New York City, where he was responsible for sourcing, analyzing and managing investment opportunities in the media and technology sectors. Some of the major Lexa Partner investments he helped to direct include the recent purchase of Warner Music Group with Thomas H. Lee Partners, Providence Capital and Bain Capital, as well as the bid for Vivendi Universal’s entertainment assets. Previously, Zubillaga was founder and managing partner of E-Quest Partners, a venture capital firm focused on Latin America, where he directed the origination of all potential investment opportunities and assisted portfolio companies in raising in excess of \$100 million of private equity capital from institutional sources. Prior to that, Zubillaga served as founder, chairman and chief executive officer of NETUNO, a leading provider of broadband communication services in Venezuela. Zubillaga graduated from Babson College with a degree in Business Administration.