



# SPOTLIGHT DINNER

## AGENDA

May 20, 2015

San Francisco

### Co-Sponsor:



6:30 Reception  
7:30 Dinner  
7:45 Speaker Introductions

**Ron Burr, CEO**  
CallFire

**Jeffrey Tseng, CEO**  
CrowdStar

**Cory Klippsten, Chief Business Officer**  
Fuisz Media

**Steven Gold, Founding Principal**  
Giant Creative/Strategy

**Craig Harris, CEO**  
HG Data

**Kevin Lee, Chief Product Officer**  
JustVisual

**Josh Becker, CEO**  
Lex Machina

**Robert Blatt, CEO**  
MomentFeed

**Justin Choi, CEO**  
Nativo

**Steve Sachs, CEO**  
OneSpot

**Josh Steinitz, VP, Global Business Development**  
Revinate

**Hagai Tal, CEO**  
Taptica

9:00 Cocktails & Networking

*Please contact us if you would like to arrange a meeting or call with one of these presenters outside of this event.*

## Thank you to our co-sponsor Square 1 Bank



Square 1 Bank is a full service commercial bank dedicated exclusively to serving the financial needs of the venture capital community and entrepreneurs in all stages of growth and expansion. Founded in 2005 by a group of entrepreneurs focused on serving entrepreneurs, Square 1 is staffed by industry experts that know the entrepreneurial ecosystem and its trends – knowledge that enables us to provide clients consistent, responsive service, and tailored solutions unique to their needs.

The bank offers venture, commercial, and international banking services, plus corporate cash management solutions through its global treasury management and asset management product offerings.

Square 1 has offices in key innovation markets across the country including: Austin, the Bay Area, Boston, Chicago, Denver, Durham, Los Angeles, Minneapolis, New York, San Diego, Seattle, and Washington, DC.

**Ron Burr**

**CEO**

## **CallFire**

A web pioneer, Ron founded the first free Internet service, NetZero, eventually helping it become one of the world's largest Internet service providers. Holder of nine Internet technology patents in online advertising and market research, his long career in the technology industry includes both operational and investment roles, serving in leadership positions at WebVisible, LRN, Westlake Venture Partners, United Online, Layer2 Networks, and Vault Corporation. Ron was named one of the 25 top unsung heroes of the net by *Interactive Week*, one of the 21 people leading us into the 21st century by *Response Magazine*, and one of the top 50 IT executives at xSPs by *InfoWorld*. Ron regularly serves as an advisor and board member to technology companies, currently working with both TuneGO and PetNet, and is a board member for his nonprofit Faith Horizon.



### **About CallFire**

CallFire provides phone and text services to help organizations of all sizes efficiently communicate with customers, prospects, and other constituents through its CallFire and EzTexting brands. The CallFire self-serve platform is intuitive enough for the smallest organization or startup, while also robust enough for the Fortune 500. More than 200,000 customers have relied on CallFire since 2006. [www.callfire.com](http://www.callfire.com)

**Jeffrey Tseng**

**CEO**

## **CrowdStar**

Jeffrey is the CEO and co-founder of CrowdStar. Jeffrey blends his extensive console game knowledge with many years of developing mobile experiences for women to distinguish CrowdStar in the interactive entertainment space. Particularly obsessed with product and audience engagement, Jeffrey has deep hands-on experience across all areas of the business, from marketing and business intelligence to game design. Prior to CrowdStar, Jeffrey was part of the core team at Secret Level (acquired by Sega) creating AAA console titles, such as Magic the Gathering: Battlegrounds, Star Wars Starfighter, and Iron Man.



### **About CrowdStar**

CrowdStar creates interactive entertainment enjoyed by millions of women around the world every day. CrowdStar's products blend an elegant, sophisticated art style with aspirational gameplay. The company's flagship styling game, Covet Fashion, is known for elevated aesthetics, real-world fashion, creativity, and an engaged community. Covet Fashion brings you a whole new genre of fashion entertainment as the only app that lets you style head-to-toe looks with real world-class brands, including BCBGMAXAZRIA, Rebecca Minkoff, Rachel Zoe, and more. It's like having an infinite closet of luxury fashion at your fingertips. Get it now from the App Store, Google Play, or Amazon App Store and see what the fashion world has been obsessing over.

[www.crowdstar.com](http://www.crowdstar.com)

## Cory Klippsten

### Chief Business Officer

#### Fuisz Media

Cory is chief business officer of Fuisz Media. He is responsible for strategy, business development, finance, and operations. Cory came to Fuisz from Google, where he worked on ad sales strategy and operations. Before Google, he was a management consultant with McKinsey's New York office and Bridge Strategy in Chicago, focused on growth strategy, sales, and marketing. Prior to earning an MBA at the University of Chicago, he worked for Microsoft Interactive Television, Ogilvy (interactive advertising), and Morgan Stanley (interactive marketing).



#### About Fuisz Media

Fuisz Media is a technology company that turns any video into an interactive experience, allowing the viewer to touch or click on any item to discover information. This includes information about the object or product and direct links to company websites. Fuisz works with world-class brands, such as Target and Wal-Mart, to unlock the video experience, delivering significant increases in engagement, new and innovative branding opportunities, and an unobstructed shopping experience for consumers. The company is headquartered in Santa Monica, CA. [www.fuiszmedia.com](http://www.fuiszmedia.com)

## Steven Gold

### Founding Principal

#### Giant Creative/Strategy

Over the past 25 years, Steven has provided creative, strategic, and marketing leadership for a wide variety of brands spanning multiple categories within the pharmaceutical, biotechnology, device, diagnostic, managed-care, and consumer health arenas. Steven co-founded Giant and oversees all agency creative personnel and output. From positioning and branding to messaging and conception, Steven's touch can be seen in some of the industry's most award-winning and successful campaigns. Steven has extensive experience in developing fully integrated communications programs that span platforms, channels, and audiences, and he works closely with all agency teams and clients to make sure each and every insight and idea is as Giant as it can be. Prior to starting Giant in 2002, Steven held various positions in creative and leadership with agencies, including Harrison Wilson & Associated, FCB, Medicus, LWS, and K&B.



#### About Giant Creative/Strategy

Giant Creative/Strategy is the largest independent full-service healthcare marketing communications agency on the West Coast. Founded and headquartered in San Francisco with full-service operations in Philadelphia and on-the-ground staff in Switzerland, Giant specializes in positioning, branding, and creative development for pharmaceutical, medical device, and biotech companies. Founded in 2002 by three principals with more than 100 years of collective marketing experience, Giant was a finalist for Med Ad News Agency of the Year in 2012 and 2014, and won the award in 2013. Giant is recognized for industry-leading strategy, creative, and execution, and is fully committed to leveraging innovation across channel, platform, and audience. [www.giantagency.com](http://www.giantagency.com)

**Craig Harris**

**CEO**

## **HG Data**

Craig is founder and CEO of HG Data Company, a Santa Barbara-based business intelligence service used by marketing and sales teams at hundreds of enterprise technology companies. HG's big data platform processes billions of unstructured documents each day to build a detailed profiling of the enterprise technology marketplace. Prior to launching HG Data, Craig served as the founder and CEO of NOZA (a former Model of Excellence Winner). NOZA was acquired by Blackbaud CRM in 2010. NOZA developed technology to convert unstructured public data into the world's largest research database of philanthropy data, which is used by thousands of nonprofit organizations. Before entering the business intelligence field, Craig spent several years as a fundraising consultant in Santa Barbara.



## **About HG Data**

HG Data is the global leader in competitive intelligence for installed technologies. The world's largest technology companies, the fastest growing startups, and some of the most innovative OEM partners achieve an unfair advantage by using HG Data in building market analysis, competitive displacement, predictive modeling, marketing campaigns, and client retention initiatives. Every day, HG Data indexes more than one billion unstructured documents across the open Internet, the archived Web, and offline resources to produce a detailed, accurate census of B2B technology installations in use at companies globally. Indexed resources include content, such as social media, case studies, press releases, blog postings, government documents, content libraries, technical support forums, website source code, and job postings. Founded in 2010, the company is based in Santa Barbara, CA. [www.hgdata.com](http://www.hgdata.com)

**Kevin Lee**

**Chief Product Officer**

## **JustVisual**

**(formerly Superfish)**

Kevin is a Silicon Valley vet with more than 15 years of experience working with consumer Internet companies, ranging in scale from early-stage startups to billion-dollar businesses. His vast experience includes building highly successful consumer products from the ground up for industry leaders, such as Yahoo, Zynga, and Fox Interactive. Kevin led the team that created the first widely available auto-complete for web search, Search Suggest, which launched on Yahoo! in 2007, and he holds multiple patents for both search engine and game applications.



## **JustVisual**

We're JustVisual. We're the people turning visual search into the next massive thing in search. Really, who has time for word-tag guesswork in a tiny search box when you can just snap a smart phone photo or use any image on your computer? Seems like a more creative, engaging, and rewarding way to find exactly what you're looking for. The JustVisual technology is the evolution of search, the one that brings creative self-expression and vision to an old school word-tag game. Our algorithm recognizes color, texture, shape, and dimension. It analyzes millions of possible matches for context, relevance, and ranking. It puts visual discovery in the hands of anyone with a computer image or smart phone photo. Justvisual is headquartered in Palo Alto, CA and is backed by Draper Fisher Jurvetson (DFJ).

[www.justvisual.com](http://www.justvisual.com)

**Josh Becker**

**CEO**

## **Lex Machina**

Josh is the CEO of Lex Machina. Josh leads strategy and operations, working to make Legal Analytics an essential part of intellectual property strategy for companies and law firms.



Under his guidance, Lex Machina has evolved from a Stanford-based public interest project to a trusted analytics provider to some of the largest technology companies and law firms in the U.S. Josh's Silicon Valley and venture capital experience includes serving on the founding team of Dice.com, Agile Software (sold to Oracle), and Redpoint Ventures. Josh also chairs the Full Circle Fund, a coalition of technology and business leaders that collectively funds and supports leading social entrepreneurs.

### **About Lex Machina**

Lex Machina provides Legal Analytics, a new category of legal technology that fundamentally changes how companies and law firms compete in the business and practice of law. Delivered as SaaS, Lex Machina creates structured data sets covering judges, lawyers, parties, and patents out of millions of pages of legal information. This allows law firms and companies for the first time ever to predict the behaviors and outcomes that different legal strategies will produce, enabling them to win cases and close business. Lex Machina is used by established companies, such as Microsoft, Google, and eBay, and law firms, including Wilson Sonsini, Fish & Richardson, and Fenwick & West. The company was created by experts at Stanford's Law School and Computer Science Department. In 2014, Lex Machina was named one of the best new legal services by readers of The Recorder, American Lawyer Media's San Francisco newspaper. [www.lexmachina.com](http://www.lexmachina.com)

**Robert Blatt**

**CEO**

## **MomentFeed**

Robert, who serves as chairman and CEO of MomentFeed, has more than 25 years of senior management experience. Robert has successfully



transformed visions into reality at telecommunications, enterprise software, business-to-consumer, and SaaS companies. While the industries have varied, results have always come through constant focus on customer success, flawless execution, and teams that are capable of rapid learning and innovation. Robert's previous roles include SVP of product and service development at Ascent Media, VP and GM of personal media at AOL, and CEO of Outcome.

### **About MomentFeed**

MomentFeed connects national brands with local consumers in the communities they serve. Brands such as AT&T, Applebee's, JCPenney, Disney, and The Home Depot utilize MomentFeed's localized marketing platform to create locally relevant marketing that feels as if it is coming from a neighborhood store. This allows them to drive their customers into local stores by winning mobile search rankings, executing paid and social media campaigns, and delivering a superior customer experience. MomentFeed was founded in 2010 and is headquartered in Santa Monica, CA.

[www.momentfeed.com](http://www.momentfeed.com)



## Justin Choi

CEO

### Nativo

Justin is a serial entrepreneur who has founded three successful companies, two of which have been acquired generating more than \$100 million in exits. Justin founded Cie Games, a social/mobile game studio that has reached more than 70 million players with two top 25 mobile titles to its credit. At Cie Games, Justin pioneered the practice of brand integration within social games, working with more than 40 automotive brands and creating award-winning advertising executions. Prior to Cie Games, Justin founded Cie Digital Labs, while still in college and honed his marketing and application development skills, creating web and mobile apps for a variety of major brands. Justin's third venture, Nativo, is a rapidly growing advertising technology company that connects two of the most significant trends in online advertising: brand content and native ads. Nativo is a recognized leader in the space powering the native ads initiatives for more than 300 brands, as well as some of the largest media companies in the world.



### About Nativo

The Nativo platform enables publishers to easily activate, deploy, and manage native ad placements across their media properties. For marketers, the Nativo platform enables the distribution of branded content with scale, control, and relevancy. The placement is in the content well of each publisher site and marketer's content is consumed on the site as an article – all perfectly matched to appear native on every site type and every device. The result is higher performance and deeper user engagement with advertising that is less intrusive. [www.nativo.net](http://www.nativo.net)

## Steve Sachs

CEO

### OneSpot

Steve is CEO of OneSpot, a marketing platform for driving business results with content. Steve previously was



EVP of consumer marketing and sales at the Time Inc. division of Time Warner. Steve has also been the president of the Time Inc. Lifestyle Group, which includes *Real Simple*, *MyRecipes*, *Cooking Light*, and *MyHomeIdeas*. Steve is currently chair of the board of The Texas Tribune, a nonpartisan, nonprofit digital media organization. He also was a founding board member of the digital media company Next Issue Media, a member of the Board of Trustees at BAM (Brooklyn Academy of Music), and a mentor in TechStars.

### About OneSpot

OneSpot is a marketing platform for driving business results with content. Marketers find it is difficult to use their content to drive business results because it is challenging to build ongoing relationships with their content. Typically, less than 10% of an audience engages with more than one piece of content in a 30 day period. OneSpot solves that problem through Content Sequencing, which targets each individual with a unique sequence of a marketer's content that is most relevant and impactful for that person. OneSpot's platform delivers Content Sequencing through (1) personalizing content on clients' owned and operated content assets (web sites and mobile); (2) high-performing content advertising and content retargeting across display, social, and mobile channels using proprietary machine learning optimization across 20 digital ad exchanges. OneSpot customers span B2C and B2B categories, including Johnson & Johnson, Intel, Whole Foods, Charles Schwab, HSBC, JPMorgan Chase, SAS, EMC, and others. Mohr Davidow Ventures led OneSpot's Series A in November 2013. OneSpot is based in Austin with an additional office in New York. [www.onespot.com](http://www.onespot.com)

## Josh Steinitz

CEO

### Revinatē

A veteran of the digital travel space, Josh manages Revinatē's strategic partnerships around the globe, overseeing integration partners, sales and marketing channels, major vendor and content relationships, and M&A activity. Prior to Revinatē, Josh was founder and CEO of NileGuide, where he raised venture capital from a number of top-tier firms and built one of the largest independent travel content and media businesses online. Josh sold Nile Media, which included NileGuide, 10Best, and Localyte, to Tavora Media in 2012, where he then served as chief revenue officer. Earlier in his career, Josh was one of the first employees at Away.com; after Away sold to Orbitz, Josh ran the western North America partner marketing team for Orbitz/Cendant.



### About Revinatē

Revinatē is the world's leading guest marketing and engagement platform for the hospitality industry. Headquartered in San Francisco's Presidio, Revinatē has seven offices around the world and is serving 25,000 hotel customers in 140 countries. The company works with many of the industry's top brands, like Hilton, Four Seasons, Fairmont, InterContinental, and many more. Backed by Benchmark Capital and a number of other top venture funds, Revinatē has quickly established ourselves as the next great cloud SaaS business in the massive hospitality vertical. Offering a full suite of reputation and feedback management and analytics, along with a new marketing automation and mobile guest engagement platform, Revinatē is growing quickly and expects to be the dominant social CRM for hospitality in the coming years. [www.revinate.com](http://www.revinate.com)

## Hagai Tal

CEO

### Taptica

Hagai is an entrepreneur and investor with extensive international management and business development experience, specializing in growing startups into profitable ventures/IPO, predominantly in the areas of online marketing, digital media/advertising, and global financial processing. For more than a decade, Hagai has been actively involved in the strategic development and management of portfolio companies, such as Kontera, Amadesa, Payoneer, Marimedia, Taptica, and BlueSnap. Hagai is a fellow of the third class of the Middle East Leadership Initiative of The Aspen Institute and a member of the Aspen Global Leadership Network.



### About Taptica

Taptica offers data-focused marketing solutions that drive execution and powerful brand insight, leveraging mobile, video, native, and display, to reach the most valuable users for every app, service, and brand. Our proprietary technology is based on artificial intelligence and machine learning at big data scale, which enable data-driven mobile targeting and user acquisition, resulting in maximum ROI. We work with more than 450 advertisers, including Amazon, Disney, Facebook, Twitter, OpenTable, Expedia, Uber, and Zynga, and more than 50,000 supply and publishing partners worldwide. Taptica is headquartered in Israel with offices in San Francisco and New York. Taptica is a Marimedia company (AIM: MARI). [www.taptica.com](http://www.taptica.com)





**Ranked #1 by Bloomberg  
For Mid-Market Internet and Advertising Transactions:**

Rank	Advisor	2014 Internet & Advertising Deal Count	2011-2014 Internet & Advertising Deal Count
1	<b>Petsy Prunier</b>	<b>22</b>	<b>65</b>
2	Goldman Sachs	17	50
3	Morgan Stanley	15	43
4	JP Morgan	14	31
5	Nomura Holdings	12	39
5	Ernst & Young	12	24
7	China Renaissance Partners	11	36
7	PwC	11	34
7	Deloitte	11	18
7	AGC Partner	11	30
11	GCA Savvian	10	41

*Based on number of deals announced in 2011-2014 valued at \$500 million or less*

Petsy Prunier is Bloomberg's #1 ranked mid-market investment bank for Internet and Advertising transactions. We have closed 14 transactions to-date in 2015, after completing 30 transactions in 2014 and nearly 90 since the beginning of 2011. Our engagements have ranged from strategic sales and divestitures to private equity recaps to growth, mezzanine, and alternative financings, with a number of cross-border deals thrown into the mix. Industry expertise serves us well, as we work across a broad banking universe on deals in digital advertising and marketing, eCommerce, digital media, technology and software, information services, and healthcare, among other areas, with both B2B and B2C-focused businesses.

Together with strategic consulting firm Winterberry Group, a Petsy Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with investment bank Altium, which operates from nine offices across Europe.

Securities transactions are processed through Petsy Prunier Securities LLC, a member of FINRA and an affiliated entity.

## Representative Recent Transactions

<p>APRIL 2015</p> <p><b>BRANDSHARE™</b></p> <p>has been sold to</p> <p>Aperion Management, LLC</p> <p>and</p> <p>LEEDS NOVAMARK CAPITAL</p> <p>PetskyPrunier</p>	<p>APRIL 2015</p> <p><b>UNDERCURRENT</b></p> <p>has been sold to</p> <p><b>Quirky</b></p> <p>PetskyPrunier</p>	<p>APRIL 2015</p> <p><b>wineaccess</b> direct from the source</p> <p>has been sold to</p> <p>NORWEST VENTURE PARTNERS</p> <p>PetskyPrunier</p>	<p>APRIL 2015</p> <p><b>socialmedialink</b></p> <p>has been sold to</p> <p>fromyouflowers.com</p> <p>PetskyPrunier</p>	<p>APRIL 2015</p> <p><b>Envelopes.com</b></p> <p>has received a significant investment from</p> <p><b>TZP GROUP</b></p> <p>PetskyPrunier</p>	<p>MARCH 2015</p> <p><b>cb</b> CAMBRIDGE BIOMARKETING</p> <p>has been sold to</p> <p><b>everyday HEALTH</b> (NYSE: EVDY)</p> <p>PetskyPrunier</p>
<p>MARCH 2015</p> <p>\$74,000,000*</p> <p><b>rpm DIRECT</b></p> <p>has been sold to</p> <p><b>EXL</b> (NASDAQ: EXLS)</p> <p>PetskyPrunier</p>	<p>FEBRUARY 2015</p> <p>\$120,000,000</p> <p><b>medimedia</b> Pharma Solutions</p> <p>has been sold to</p> <p><b>ICON</b> A Symbol of Excellence (NASDAQ: ICLR)</p> <p>PetskyPrunier</p>	<p>JANUARY 2015</p> <p><b>decipher</b></p> <p>has been sold to</p> <p><b>FocusVision™</b> a portfolio company of <b>THOMPSON STREET CAPITAL PARTNERS</b></p> <p>PetskyPrunier</p>	<p>JANUARY 2015</p> <p><b>HEALTH MARKET SCIENCE</b></p> <p>has been sold to</p> <p><b>LexisNexis®</b> a Reed Elsevier Company <b>Reed Elsevier</b> (NYSE: RUQ)</p> <p>PetskyPrunier</p>	<p>JANUARY 2015</p> <p><b>Bloomberg BNA</b></p> <p>has sold</p> <p><b>KENNEDY</b> Consulting Research &amp; Advisory to <b>ALM</b> Insights, Innovation, Connected.</p> <p>PetskyPrunier</p>	<p>DECEMBER 2014</p> <p><b>DDC</b></p> <p>has been sold to</p> <p><b>OmnicomGroup</b> (NYSE: OMC)</p> <p>PetskyPrunier</p>
<p>NOVEMBER 2014</p> <p><b>QualityHealth</b> Programs that Perform</p> <p>has been sold to</p> <p><b>sharecare</b></p> <p>PetskyPrunier</p>	<p>NOVEMBER 2014</p> <p>\$65,000,000</p> <p><b>DOCTORDIRECTORY</b></p> <p>has been sold to</p> <p><b>everyday HEALTH</b> (NYSE: EVDY)</p> <p>PetskyPrunier</p>	<p>NOVEMBER 2014</p> <p><b>STEEL MEDIA</b></p> <p>has been sold to</p> <p><b>SOCIAL REALITY</b> (OTCBB: SCRU)</p> <p>PetskyPrunier</p>	<p>OCTOBER 2014</p> <p>\$280,000,000*</p> <p><b>TRANZACT</b></p> <p>has sold a majority stake to</p> <p><b>White Mountains Insurance Group</b> (NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>OCTOBER 2014</p> <p><b>cadient group</b></p> <p>has been sold to</p> <p><b>Cognizant</b> (NASDAQ: CTSH)</p> <p>PetskyPrunier</p>	<p>SEPTEMBER 2014</p> <p><b>Visible</b> Deeper Insights. Driving Results.</p> <p>has been sold to</p> <p><b>VOCUS</b> which is being combined with <b>CISION</b></p> <p>PetskyPrunier</p>
<p>SEPTEMBER 2014</p> <p><b>miles</b> marketing destinations</p> <p>has been recapitalized to support future growth with significant debt financing from</p> <p><b>Monroe Capital</b> Innovative Capital Creating Value</p> <p>PetskyPrunier</p>	<p>SEPTEMBER 2014</p> <p>\$50,000,000</p> <p><b>baseline</b></p> <p>has been sold to</p> <p><b>gracenote</b> a division of <b>Tribune Media</b></p> <p>PetskyPrunier</p>	<p>MAY 2014</p> <p><b>welcome wagon</b></p> <p>has merged with an affiliate of</p> <p><b>MONEY MAIDERS</b> and <b>MADISON INDUSTRIES</b></p> <p>PetskyPrunier</p>	<p>MARCH 2014</p> <p><b>MediaAlpha</b></p> <p>has sold a majority stake to</p> <p><b>White Mountains Insurance Group</b> (NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>MARCH 2014</p> <p><b>Tag-Man</b></p> <p>has been sold to</p> <p><b>enlighten</b></p> <p>PetskyPrunier</p>	<p>FEBRUARY 2014</p> <p><b>BRANDERS.COM®</b></p> <p>has been sold to</p> <p><b>BEL PROMO</b></p> <p>PetskyPrunier</p>

## PetskyPrunier

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