PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT
dinner

April 3, 2012
San Francisco

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INVESTMENT BANKERS

SPOTLIGHT
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AGENDA

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

6:30-7:30	**Reception**
7:30	**Dinner**
7:45	**Speaker Introduction**

Dean Stoecker
President & CEO, Alteryx
Josh Yuster
CEO, BranchIt
Jamie Tedford
CEO, Brand Networks
Kristin Luck
President, Decipher
John de Souza
President & CEO, MedHelp
Tony Zito
CEO, mediaFORGE
Benu Aggarwal
President, Milestone Internet Marketing
Rick Stollmeyer
CEO, MINDBODY
Bill Orr
Executive Vice President, Racepoint Group
(a W2 Group company)
Jason Spievak
CEO, RingRevenue
Gregory Shove
CEO, SocialChorus
Lucy Jacobs
COO, Spruce Media
Chris Babel
CEO, TRUSTe
Sheldon Owen
CEO, Unified Social
Srikanth Kakani
CEO, Vdopia

9:00-9:30	**Cocktails & Networking**

Dean Stoecker
President & CEO
Alteryx

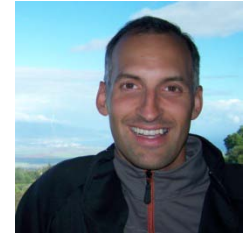Dean is chairman, CEO, and founding partner of Alteryx, a leading software developer and a pioneer of agile business intelligence technology with analytics. He is responsible for the overall vision and execution of the company's strategic goals. Dean's leadership and motivational skills, along with his ability to create, communicate, and realize a vision, are a driving force behind the steady, +20% annual growth rates of Alteryx over the last decade. He is an accomplished and respected industry professional with more than 20 years of experience, bringing to Alteryx a strong knowledge of industry dynamics, technology trends, and application requirements related to market analysis and spatial technologies. Prior to Alteryx, Dean led business development efforts for Integration Technologies, a systems integrator, where he helped develop technology that automated the selection of cellular tower locations for several of the company's telecommunications customers, including AT&T Wireless Services. He also helped to develop the first geocoding engine tied to Experian's real estate mainframe system and built a sophisticated flood certificate engine for a leading insurer. Dean also served as vice president of sales at Strategic Mapping and held various sales and strategic roles at Donnelly Marketing Information Services. As an industry veteran, Dean has been a featured presenter at industry events, such as the Direct Marketing Association conference and various ICSC (International Council of Shopping Centers) regional events. He was also a contributing author for a book on geographic information systems titled, *Profiting from a Geographic Information System*, collected by Gilbert H. Castle and published by John Wiley and Sons.

About Alterx

Alteryx provides indispensable analytic solutions for enterprise and SMB companies making critical decisions about how to expand and grow. Our product, Alteryx Strategic Analytics, is a desktop-to-cloud Agile BI and analytics solution designed for data artisans and business leaders that brings together the market knowledge, location insight, and business intelligence today's organizations require. For more than a decade, Alteryx has enabled strategic planning executives to identify and seize market opportunities, outsmart their competitors, and drive more revenue. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily for their most important decisions. Headquartered in Irvine, California, with offices in Boulder, San Francisco, Dallas, and Chicago, Alteryx empowers +250 customers and +200,000 users worldwide. *www.alteryx.com.*

Josh Yuster
CEO
BranchIt

Josh is the founder and CEO of BranchIt Corporation, a SaaS provider of social networking recommendation software. Under his leadership the bootstrapped company developed multiple award-winning products, including the "BranchIt for Chattersm" application, which won the $100,000 grand prize from Salesforce.com's AppQuest Competition. BranchIt has signed up more than 25,000 business users from notable enterprise customers, including Bell Aliant, Computer Associates, Enterasys Networks, Freeman, Penske, William Blair, Xactly Corporation, and others. Josh brings to the company experience selling SaaS-based CRM solutions from his work as president and chief operations officer at RewardCafe, where he successfully negotiated contracts with distribution partners, resulting in the product's reach to more than 30,000 travel agencies. Previously, Josh was a strategy consultant for Computer Science Corporation (CSC Index), where he advised various Fortune 500 companies. Josh helped one of his clients, Occidental Petroleum Corporation, start a new direct-to-consumer start-up subsidiary that became so successful it was acquired by KN Energy within two years. Josh began his career at Intel, where he co-founded the company's vendor assessment group to evaluate the quality of chip data being purchased from various Intel partners. Josh has been a guest speaker in the areas of loyalty, customer relationship management, and corporate social networking at events sponsored by *CRM Magazine*, *KM World*, Salesforce.com's Dreamforce, the Legal Marketing Association, and PhoCusWright Travel. He has been quoted, and the companies he has founded have been mentioned, in numerous publications, including the *Wall Street Journal*, *Forbes Magazine*, *CIO Magazine*, *Inc. Magazine*, *BusinessWeek*, *CRM Magazine*, *TechCrunch*, the *San Francisco Business Journal*, *Law.com*, and *CRM Helpdesk*, and by notable industry analysts, including IDC Research, Forrester Research, Gartner Research, Beagle Research Group, 451 Group, ThinkJar Research, and Outsell Research. Josh is also an inventor of a sales and marketing relationship management patent that is currently in the final office action stage at the US Patent Office.

About BranchIt

BranchIt is a leading provider of relationship discovery solutions. Through its cloud-based software, BranchIt enables companies to leverage the collective strength of the relationships held by their employees to grow sales, develop strategic partnerships, and drive business objectives, while preserving security, privacy, and integrity of information. The BranchIt solution requires no software installation, upgrades, or maintenance. *www.branchitcorp.com.*

Jamie Tedford
CEO
Brand Networks

In 2007, ad executive and word-of-mouth marketing pioneer Jamie Tedford founded Brand Networks. He partnered with Rochester-based software engineer and technology entrepreneur Mike Garsin to build the company on a foundation of creative, social technology. Their shared vision was to help clients recruit and engage "brand networks" of fans by leveraging a new breed of social technology, which continues to be the company's mission today. Prior to founding Brand Networks, Jamie was the senior vice president media innovation at Arnold Worldwide. Earlier in his career, Jamie was on the management team of IPO-bound Student Advantage. Jamie is also a founding board member of the Word of Mouth Marketing Association (WOMMA). He is a frequent contributor to *Marketing Daily*, and his commentary on social media, word of mouth marketing, and advertising has been featured in the *New York Times*, *Mashable, CNN* and *ABC News*.

About Brand Networks

Brand Networks is a leading Facebook Preferred Developer Consultant and Facebook Ads API Partner. We engineer mobile, social, and local experiences for some of the world's most liked brands, including Walmart, AMEX, P&G, and Starbucks. These experiences create powerful stories featuring a blend of friends, places, images, and brands. We amplify these organic stories with targeted Marketplace ads and Sponsored Stories through our *Story AMP* platform, enabling a "brand network" to thrive and grow. We are based in Boston, MA with offices in Rochester, NY and New York City. *www.brandnetworksinc.com.*

John de Souza
President & CEO
MedHelp

John de Souza is the president and CEO of MedHelp, the largest online health community and health application site. Prior to MedHelp, he was a vice president at Goldman Sachs, co-founder and director of Smartleaf, and a co-founder of Flash Communications. John also performed research on guidance systems for robotic surgery at IBM T.J. Watson Research Center, virtual reality systems for NASA's Neurolab Space Project, and tools for laparoscopic surgery at the University of Tokyo. Founded in 1994 out of a shared need for better medical information and support, MedHelp is the pioneer in online health communities. The MedHelp site connects people with the leading medical experts and others who have similar experiences.

About MedHelp

Today, MedHelp empowers more than 12 million people each month to take control over their health and find answers to their medical questions. MedHelp, a privately-funded company, has more than 16 years of accumulated information from doctors and other patients across hundreds of conditions. In addition, MedHelp has long-standing partnerships with the top medical institutions, such as the Cleveland Clinic, National Jewish, Partners Health, and Mount Sinai. MedHelp's audience, archives, and partnerships make it a unique health destination on the Internet. In addition to helping patients find answers to their questions, MedHelp has a robust infrastructure to help patients actively manage their health. Through its condition-specific health applications and Personal Health Records (PHRs), MedHelp members are able to track more than 1500 symptoms and treatments on a daily basis as relates to the progression of their medical condition. The ability to document and share this information with their doctors has led to better communication and more active patient engagement. MedHelp trackers are available on the website and on mobile phones through web-based browsers and iPhone apps covering both general health conditions, such as weight loss and allergies, and very specific disorders, such as infertility and diabetes. MedHelp now has one of the largest databases of self-reported medical data, totaling five million data points. Every day, members come to MedHelp to receive the support they need from other patients like them, to research information on drugs and health topics, to document their medical history, and to share their knowledge with others in need. Through MedHelp's patients, doctors, experts, researchers, hospitals, and non-profit organizations, each day, we are one step closer in our mission to find cures together. *www.medhelp.org.*

Kristin Luck
President
Decipher

As president of Decipher, a market research services firm, Kristin Luck serves as Decipher's brand evangelist. Kristin was one of the original pioneers of the multi-media online research business more than 12 years ago when she joined ACNielsen to assist in the development of proprietary capabilities for testing full screen video and other multi-media materials securely online. As the co-founder of OTX (Online Testing Exchange), Kristin built and managed the operational and client management infrastructure for a start-up online market research firm that became the fastest growing research company in the US in 2002 and 2003. In 2006, Kristin started Forefront Consulting Group, a research services consulting firm. Forefront was acquired in June 2007 by Decipher. Kristin has more than 15 years of management experience in both domestic and international custom market and social science research and is a regular speaker at industry conferences and a columnist for *research business report*, where she explores emerging research methods. She's a 2010 recipient of the American Marketing Association's 40 Under 40 Award and was recently named to Oregon's 40 Under 40.

About Decipher

A marketing research services provider, Decipher specializes in online survey programming, sampling, data collection, and data reporting. Utilizing proprietary Web-based applications, Decipher integrates state-of-the-art technology with traditional research techniques. Decipher is all about uncovering opportunities in whatever territory we explore with our clients. As your partner, Decipher isn't interested in just data, but also about what that data represents for you. We focus on technology and research systems that bring data to life, and in doing so, we help you reveal how even seemingly small discoveries can yield meaningful insights. *www.decipherinc.com.*

Tony Zito
CEO
mediaFORGE

Tony has been CEO of mediaFORGE since 2006. He is passionate about display media technology and the potential it has to shape the future of the advertising/marketing industry. With 20 years of entrepreneurial experience, Tony believes the key to building a successful business is developing a strategic partnership with clients, allowing their needs and interests to guide the company's direction. Prior to mediaFORGE, Tony worked as CEO of start-up tech companies ezADit.com and Precision Data Link, which were both acquired. Tony is an active member of the Utah Technology Council and is passionate about technology and marketing.

About mediaFORGE

mediaFORGE is an online banner-ad solution. It specializes in personalized interactive ads that create a unique experience for each of its clients' customers and prospects. The company's suite of display media products are designed to engage internet users at varying stages of the shopping experience, whether pre- or post-conversion, while leveraging multiple marketing channels. Among these products are site, search, and email-retargeting, behavioral targeting, lapsed user targeting, and loyalty campaigning. Its engaging ad platform allows it to attribute ad interactions to subsequent revenue, creating a defensible way to measure its influence on consumer behavior. *www.mediaforge.com.*

Benu Aggarwal
President
Milestone Internet Marketing

Benu Aggarwal, founder and president of Milestone Internet Marketing, is a recognized expert in internet marketing strategies for the travel industry. She offers her vast experience in conceptualizing and implementing comprehensive online marketing programs for the lodging industry. Prior to starting Milestone, Benu worked as a director of sales, general manager, and sales and marketing trainer for the lodging industry. Benu is responsible for overseeing the entire production team, including team of e-strategists, search engine specialists, designers, programmers, content writers, PPC specialist, etc. Benu is an author of the widely-used Internet marketing handbook, *Hotels to HTMLs*™. She has also written several articles on Internet marketing and website development and has been a speaker at several lodging industry conferences and workshops. Benu has lectured at several trade associations, including AAHOA, CLIA, the Western Lodging Show, Eye For Travel, HFTP, AHLA, Best Western International, Phocuswright, SES (Search Engine Strategies), SMX, and many more.

About Milestone Internet Marketing

Milestone Internet Marketing is a leading provider of Internet marketing solutions for the lodging, hospitality, and travel industry, specializing in hotels, resorts, bed and breakfasts, restaurants, vacation rentals, etc. Milestone has been providing online marketing services to the hospitality industry since 1998. We work with more than 1000 hotels, resorts, and travel clients to design websites, market, and promote their properties on the Internet and currently drive more than $500 million in annual revenue to our clients. Milestone is engaged with most of the leading lodging industry brands and some of the largest management groups worldwide. Milestone is a preferred Internet marketing vendor for several major hospitality brands and franchises. Over the years, we have developed proven Internet marketing solutions that drive revenue and income for our clients and drive a significant return of investment. *www.milestoneinternet.com.*

Rick Stollmeyer
CEO
MINDBODY

Raised in a family of local business entrepreneurs, Rick left that world after high school to serve his country. He graduated from the U.S. Naval Academy and was commissioned a naval officer at the age of 21. Rick served for six years as a submarine officer, before leaving the Navy to pursue a corporate engineering career. It didn't take Rick long to realize that he would not be truly happy until he started his own company. Hedging his bets, Rick co-founded two businesses in 2001, one that leveraged his experience in engineering services and another called MINDBODY Software. Rick didn't know much about software development in 2001, but he knew a lot about small business owners from his Dad and brothers. The idea of producing powerful internet-enabled tools for local businesses turned Rick on. The fact that MINDBODY's target audience were health and wellness professionals improving the lives of millions cinched it. MINDBODY launched on 01/01/01 as a bootstrap startup. The company's first product was a desktop software solution linked to a web scheduler that enabled consumers to book and pay online, a groundbreaking innovation for local businesses at the time. But, as the client count grew past a few hundred installed locations, it became clear that the model was unscalable. In 2005, Rick and his partner raised $1 million in angel funding around the vision of a web-only product. When the company released MindBody Online in February of that year, the phrase "SaaS" was unknown to local business owners, but the solution was an instant hit nevertheless. Today, MINDBODY's SaaS solution has been adopted by 17,000 businesses in 82 countries. These small businesses serve more than 30 million consumers and manage 12.5 million sessions worth in excess of $320 million per month. MINDBODY has averaged > 60% annual revenue growth since 2005 and has been listed in the INC 500 / 5000 five years in a row.

About MINDBODY

MINDBODY was founded in 2001 as the first desktop management software designed for the wellness industry. In 2005, the company moved its software online, pioneering the industry's first fully web-based business management system. More than 17,000 businesses in more than 75 countries use MINDBODY to operate all aspects of their business, from scheduling and staff management to automated marketing and eCommerce. These businesses process more than 12 million class and appointment bookings per month in the company's software. More than 3.2 million of those sessions are booked online directly by consumers via websites, mobile devices, and Facebook pages. www.mindbodyonline.com

Bill Orr
Executive Vice President
Racepoint Group
(a W2 Group company)

For nearly two decades, Bill has led reputation, public relations and digital initiatives for global and emerging brands. As executive vice president for the Racepoint Group, Bill oversees the growing West Coast office, including all operational matters including creative planning, client relations, employee engagement, marketing and business development. He currently oversees an office that manages the firm's relationships with ARM Holdings, Marvell Technology, Soitec, KONAMI, Silicon Image and more than a dozen emerging startups. Bill's experience covers a wide range of corporate reputation, policy, strategic media relations and digital roles for household brands including Hasbro Interactive, Mattel Sports, LeapFrog Enterprises, Hewlett Packard Company, Nike, Gap, Mitsubishi Motor Sales of America, Cingular Wireless (now AT&T Wireless), eBay, Clif Bar, Nestle/Dreyer's Grand Ice Cream, Midway Digital Entertainment, Bayer and Philips. Notable consumer campaigns have included:

"Wanna Play?": A global campaign on behalf of International Association of Music Product and Instruments, also known as NAMM, to inspire more recreational music makers worldwide.

"Spare the Air": An award winning regional program completely dedicated to having Bay Area consumers reduce the number of hours they spend in their cars.

2007 MLB All Star Game: Leading a strategic communications position on behalf Major League Baseball, helping to coordinate with the City of San Francisco, the San Francisco Giants and a variety of major corporate sponsors.

Bill has won numerous awards from the Public Relations Society of America and International Association of Business Communicators for strategic program planning.

About Racepoint Group/W2 Group

Racepoint Group is a global public relations agency defining the new model of communications through our unrivalled understanding of the evolution of traditional and social media. A team comprised of passionate and creative PR professionals, we partner with our clients to deliver inspired, strategic and fully measurable communications campaigns. We create compelling content and tailor-made strategies to drive engagement, build brand affinity, influence mindshare, and impact business goals. www.racepointgroup.com.

Racepoint Group is part of W2 Group, a digital ecosystem of marketing services companies that build brands, deepen customer and partner relationships, and drive demand for products and services. In addition to the Racepoint Group, the W2 Group network includes Digital Influence Group, 2 Martinis, A2aMedia, and Partners+simons. www.w2groupinc.com.

Jason Spievak
CEO
RingRevenue

Jason Spievak is the co-founder and CEO of RingRevenue, the leading call performance marketing solution. Nearly all leading U.S. performance advertising networks license RingRevenue's platform, including Commission Junction, LinkShare, ShareASale, the Google Affiliate Network, PepperJam, Epic Media and dozens of others. Prior to founding RingRevenue, Jason was a director and CFO at CallWave, where he led its successful IPO in 2004. Prior to CallWave, Jason was vice president of technology M&A in Broadview's Silicon Valley office, where he was the execution lead on more than $1.25 billion in successful technology mergers. Jason has also held product management roles with Nextel Communications and with Netopia, where he helped the company complete its successful IPO in 1996.

About RingRevenue

More calls. More customers. We'll prove it. RingRevenue improves every marketing campaign with better quality leads, higher conversions, and increased ROI. By tapping the power of the phone, RingRevenue's patent-pending call performance marketing platform captures and converts more high-value customers. RingRevenue's comprehensive tracking and analytics consistently increase revenues from mobile, print, and other "offline" media, while also improving the performance of online campaigns such as search, email, and display. RingRevenue powers many of the leading performance marketing networks and agencies. *www.ringrevenue.com.*

Gregory Shove
CEO
SocialChorus

Gregory Shove is the founder and CEO of SocialChorus, a Social Influencer Relationship Marketing software and services company. Prior to SocialChorus, Gregory was an active investor in both private and public companies, with a focus on consumer segments. He also co-founded 2Market, a Silicon Valley start-up that pioneered the development of interactive shopping (acquired by America Online in 1995). Prior to 2Market, Shove held positions at Digital Equipment Corp and Sun Microsystems.

About SocialChorus

SocialChorus is a Social SaaS and Services company, which helps brands find and connect to the people whose social influence matters most. The platform allows brands and agencies to work with these influencers in authentic ways to drive real social marketing results. SocialChorus' Influencer Relationship Marketing (IRM) software beta launched in February 2012 and is available along with strategic IRM and activation services to give brands the simplicity, speed, and efficiency needed to build enduring social relationships at global scale. SocialChorus was founded by CEO Gregory Shove and co-founders John Eaton and Jonathan Cohen. The company's lead investor is Kohlberg Ventures. SocialChorus has offices in New York City and San Francisco. *www.socialchorus.com.*

Lucy Jacobs
COO
Spruce Media

Lucy is COO of Spruce Media based in San Francisco. She oversees the company's business functions, including sales, marketing, business development, and communications. Prior to Spruce Media, Lucy was vice president of sales, business development, and marketing at adBrite and was responsible for adBrite's sales and business development strategy from June 2006 to April 2011. Lucy was tasked with driving both supply and demand for the largest independent ad exchange serving more than one billion impressions a day on more than 120,000 sites through agency sales, performance sales, and Real Time Bidding and DSP relationships. Prior to joining AdBrite, Lucy served as CFO of JP Private Bank, managing $100MM in spend across eight business units. Lucy also spent time at Merrill Lynch Investment Bank in its Technology Group and three years with Deloitte in Africa, Europe, and the United States managing audits of multinational financial institutions.   Additionally Lucy was founder and CEO of Body Basics, a leading cosmetics company in South Africa and was named South African Business Women of the Year in 1995.

About Spruce Media

Spruce Media is a rapidly growing leader in Facebook advertising that specializes in performance-based user acquisition. Spruce Media is one of the biggest Facebook Ads API partners and has built proprietary media buying software that allows us to more efficiently reach customers on Facebook and maximize reach and ROI for our advertising clients. Spruce Media simplifies the process of complex technology that powers your social buy via self-service or full-service and dynamic creative that tests thousands of ad variations simultaneously, giving them the ability to help advertisers scale (Spruce delivers one billion ads a day across Facebook). *www.sprucemedia.com.*

Chris Babel
CEO
TRUSTe

Chris Babel is the CEO of TRUSTe, the leading privacy solution provider and recognized authority on Internet trust and privacy. Chris has spent more than a decade building online trust, as he joined TRUSTe in November 2009 from VeriSign, where he was senior vice president and general manager of the Security Group, which is now owned by Symantec. At VeriSign, Chris held a variety of roles, such as senior vice president and general manager of Security, vice president and general manager of Managed Security Service, and vice president of Corporate Development. Prior to VeriSign, Chris was an associate in Morgan Stanley's Technology M&A Team.

About TRUSTe

TRUSTe is the leading privacy management solutions provider and offers a broad suite of solutions that enable companies to safely and efficiently handle the customer data powering their online businesses, including advertising, cloud services, mobile applications, and websites. More than 5,000 web properties from top companies like Apple, AT&T, Disney, eBay, HP, Microsoft, Nationwide, and Yelp rely on TRUSTe to ensure compliance with evolving and complex privacy requirements. TRUSTe's mission, based on a "Truth in Privacy" framework, is built on a solid foundation of transparency, choice, and accountability regarding the collection and use of personal information. TRUSTe's privacy seal is recognized and trusted by millions of consumers as a sign of responsible privacy practices. *www.truste.com*.

Sheldon Owen
CEO
Unified Social

Sheldon Owen is the CEO of Unified Social, the creators of the first enterprise social operating platform for global brands and agencies. Prior to co-founding Unified Social, Sheldon served as general manager of Connexus, where he spearheaded the company's social media advertising efforts and grew revenue from zero to a $50 million annual rate within 18 months. Sheldon was also a key member of the executive team that successfully sold Connexus for $100 million. Sheldon has previously served in a variety of senior executive roles throughout his career, including ArmorPoint, which he co-founded, and CA Technologies, which is where his career in enterprise software began.

About Unified Social

Unified Social is the enterprise marketing technology company for top global brands and agencies that need to activate social audiences and impact consumer actions. Unified's Social Operating Platform allows brands to simply and effectively execute sophisticated paid, earned, and owned media campaigns across multiple social ecosystems. The Unified Social Operating Platform features the socialCORTEX, Unified's proprietary social intelligence layer that includes the Social Action Pricing Engine, Social Action Server, and Earned Media Action Framework. The Unified Social Operating Platform and Unified professional services are used by leading brands and agencies worldwide. *www.unifiedsocial.com*.

Srikanth Kakani
CEO
Vdopia

Srikanth has more than eight years of rich experience in the software industry, with expertise in the field of video technologies and large scale distributed systems. Prior to founding Vdopia. Srikanth worked at Yahoo, where he was responsible for search back-end infrastructure and algorithms and worked on the world's largest hadoop distribution. He has also worked with EFI, where he was part of the team responsible for software design and development of their market-leading printer products.

About Vdopia

Vdopia, the world's largest mobile video advertising company, enables major brands to engage their desired audiences at scale. The company introduced video advertising to mobile devices and, today, is the only provider of auto-play video ads running across both apps and the mobile web. It is headquartered in Silicon Valley, with offices across the U.S. and in India. Vdopia's proprietary technology enables the most scalable mobile platform for video and rich media and powers the world's largest mobile video ad network, delivering hundreds of millions of video and rich media ad impressions each month. In the Asia-Pacific market, Vdopia also provides clients with the largest network for online video ads as rated by comScore, as well as patented technology for large-scale, real-time integration of video ads in live content. *www.vdopia.com*.

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About Petsky Prunier

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks in the internet, marketing, media, technology, information, healthcare, and service industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group (www.winterberrygroup.com) a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services. Securities transactions are processed through Petsky Prunier Securities LLC.