



# SPOTLIGHT DINNER

**AGENDA:**

**Wednesday, April 25, 2018**

**Julia Morgan Ballroom, Merchants Exchange**

**6:30 Reception**

**7:45 Dinner & Presentations**

**9:00 Additional Cocktails & Networking**

**SPEAKERS:**

**Jack Sturn, Senior Vice President**  
**4Cite Marketing**

**Robi Ganguly, CEO**  
**Apptentive**

**Ben LaBolt, Partner**  
**Bully Pulpit Interactive**

**Joel Davne, CEO**  
**Cloudnexa**

**Bonnie Crater, President & CEO**  
**Full Circle Insights**

**Glenn Renner, CEO**  
**HomeSphere**

**Mark Smith, President**  
**Kitewheel**

**Mark Opauszky, CEO**  
**LookBookHQ**

**Chaitanya Chandrasekar, CEO**  
**QuanticMind**

**Art Shaw, CEO**  
**RepairPal**

**Ka Mo Lau, COO/CFO**  
**Thunder**

**Amrit Raj, Managing Partner**  
**XCentium**

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

## Jack Sturn, Senior Vice President, 4Cite Marketing



Jack is 4Cite’s senior vice president in charge of sales and marketing and client services, and serves as the public liaison for the company. He is a veteran of the marketing services industry and has led account management and sales teams for the better part of 30 years. Prior to joining 4Cite in 2012, Jack was a partner and member of the senior management team at I-Centrix since its formation in 2000. Before I-Centrix, Jack worked in retail banking for almost 15 years, holding management, senior management, and executive roles.

### About 4Cite Marketing

Albany, New York-based 4Cite Marketing is a leading consumer identification and data insights company. The 4Cite Consumer Insights Interaction Hub uses innovative web visitor identification technology and advanced data and analytics to identify previously unidentifiable customers and influence purchasing activity. 4Cite helps companies increase revenues by identifying more shoppers and gaining personal consumer insight to prompt real-time, personalized messages and offers that influence purchasing and foster brand loyalty. 4Cite is privileged to partner with some of the industry’s leading B2C and B2B companies, including Harry and David, Tesla, Staples, Michael’s, Orvis, J.Jill, and Vera Bradley.

[www.4cite.com](http://www.4cite.com)

---

## Robi Ganguly, CEO, Apptentive



Robi grew up in Redmond, Washington back when it was more famous for Nintendo than Microsoft. He spent his formative years studying Tae Kwon Do (six-time WA state champ) and experimenting with BASIC on a Sperry PC. After attending Pomona College, where he majored in politics, philosophy, and economics, Robi moved to San Francisco and worked for Deutsche Bank Alex Brown, experiencing the “dotcom crash” firsthand. Following DB, Robi spent three years at WebEx Communications, where he built one of the industry’s first SaaS pricing strategies. Robi then joined Yahoo!, where he created the supply management practice and set many of today’s ad standards. Since leaving Yahoo! in 2008, Robi has advised several global CPG brands on their digital communications strategies, which led him to create Apptentive.

### About Apptentive

Apptentive’s mobile customer engagement software helps companies listen to, engage with, and retain their customers. Our products give the world’s largest B2C brands the opportunity to identify who to talk to, intelligently engage customer segments, and listen at scale through in-app messages, surveys, and our proprietary Love Dialog. Every month, companies using Apptentive’s software receive customer feedback from 15% to 20% of their audience, along with the insights to make product, customer experience, marketing, and strategic decisions. Working with Starbucks, eBay, Shell, Philips, Kohl’s, JCPenney, Disney, Turner, and other consumer giants, Apptentive has helped the leaders embrace and implement truly customer-centric strategies and culture.

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

---

## Ben LaBolt, Partner, Bully Pulpit Interactive



Ben is a partner at Bully Pulpit Interactive (BPI), overseeing strategic communications services and co-leading the agency's San Francisco office. He also co-founded The Incite Agency, which was acquired by BPI in 2016. He advises clients on how to transform communications efforts to be more targeted and persuasive, defend organizations under siege, and tackle significant consumer and policy initiatives. His clients have included Fortune 500 companies, like McDonald's and Eli Lilly, emerging brands like Uber, Airbnb, and Sonos, and major philanthropies, such as Bloomberg Philanthropies and the Emerson Collective. His prior work includes serving as the national press secretary for President Obama's re-election campaign, press secretary for then-Congressman Sherrod Brown's campaign for Senate, communications director for Rahm Emanuel's first campaign for Mayor, and White House spokesman for the efforts to confirm Justices Sotomayor and Kagan to the Supreme Court. In 2015, Ben was named to PRWeek's 40 Under 40 list of industry leaders who "get results, never settle and represent the future of communications."

### About Bully Pulpit Interactive

Bully Pulpit Interactive is a modern communications agency that builds believers for brands, causes, and candidates. Born in politics and founded by leaders of the Obama campaign, we apply our unique expertise from these experiences to create sophisticated and customized strategies for companies, causes, and candidates. Our clients include established market leaders, new economy firms, philanthropists, CEOs, and elected officials. What these varied brands share in common is the growing need to establish differentiated and lasting bonds with their consumers in a world of fragmented media, deep skepticism, and rapidly changing culture. Reputation has never been more relevant to business ROI, and, in our view, requires consumers to believe — not only in what a brand is saying, but also in why. We combine proprietary technology and deeper insights to build believers with the speed and agility that today's market requires. [www.bpimedia.com](http://www.bpimedia.com)

---

## Joel Davne, CEO, Cloudnexus



Joel has been a leading cloud computing executive for the past 10 years having successfully launched two business in the cloud space and recorded notable sales wins, a \$254 million award from the US Army, as well as the Department of Energy, The United Nations, New York Life, Palm (HP), and other large commercial enterprises. He is currently the founder, CEO, and president of Cloudnexus, a leading cloud management solution provider based in Philadelphia, PA. Prior to Cloudnexus, he was the founder, president, and CEO of Freedom Professional Services & Technologies (Freedom OSS). Over the previous 20 years, he held positions as the CEO for Content Solutions (2002-2007), chief operations officer at Talk Technology (1996-2001), and director with Whitehorse Professional Services (1984-1996).

## About Cloudnexus

Cloudnexus gets your business on a public cloud with a results-oriented process. From architecture to building, migrating, and operations, our service teams provide solutions from simple web apps to complex compliance needs and enterprise applications. We provide best practice solutions to insure your success on the cloud. Cloudnexus insures you get the utility value of cloud computing you need to be successful. [www.cloudnexus.com](http://www.cloudnexus.com)

---

## Bonnie Crater, President & CEO, Full Circle Insights



Prior to joining Full Circle Insights, Bonnie was a five-time vice president of marketing and executive at many software companies in Silicon Valley. Bonnie held vice president and senior vice president roles at Genesys, Netscape, Network Computer, Salesforce.com, Stratify, and VoiceObjects (now Voxeo). A 10-year veteran of Oracle and its various subsidiaries, Bonnie was vice president, Compaq Products Division and vice president, Workgroup Products Division. In 2013, Bonnie was named one of the “100 Most Influential Women” by the Silicon Valley Business Journal, in 2015 the Sales Lead Management Association named her one of the “20 Women to Watch”, and, in 2016, Diversity Journal honored her as one of the “Women Worth Watching.”

### About Full Circle Insights

Full Circle Insights allows B2B marketers to get top returns on their marketing spend by tracking and measuring the impact of marketing campaigns on pipeline and revenue. Our native Salesforce applications align sales and marketing, deliver funnel metrics and attribution, and provide key information on optimizing lead management to drive more revenue. Customers commonly achieve a very material 30% improvement in efficiency when adopting Full Circle.

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

---

## Glenn Renner, CEO, HomeSphere



Glenn is CEO of HomeSphere, the largest marketplace serving the residential construction industry. He joined HomeSphere as the senior vice president and CMO in 2004 and was appointed president and COO in 2008. In 2015, he led a management buyout of the company and took over as CEO. Glenn has grown HomeSphere – organically and through a series of acquisitions and investments – into a world-class technology foundation serving an exclusive channel of local production builders and product manufacturers. Its builder base constructed 18% of all homes built in the U.S last year. Prior to HomeSphere, Glenn spent 17 years with Sherwin-Williams (NYSE: SHW), in sales, operations, and product development positions, culminating in his role as vice president of architectural marketing. Glenn is a recognized expert in

the residential construction industry. He served on the board of directors of PureColor and is the past chairman of the board of Rebuilding Together Metro Denver.

### About HomeSphere

HomeSphere is the world's largest marketplace serving the residential construction industry. Its platform connects major building product manufacturers and local production home builders through a host of digital solutions that address major pain points experienced in the industry, such as insufficient sales force coverage, information gaps in the supply chain, inadequate data analytics, and manual rebate processing. With its unmatched combination of people, programs, and technology, HomeSphere delivers value to an exclusive builder channel of more than 2,100 builders and brands supplying more than 1,500 products from foundation to finish. In 2017, HomeSphere's builders built 18% of all homes in the U.S. [www.homesphere.com](http://www.homesphere.com)

---

### Mark Smith, President, Kitewheel



With more than 20 years of global experience in marketing applications and analytical CRM, Mark is a leader in building, growing, and managing successful companies. Currently in “innovation mode” as the president of Kitewheel, Mark is focused on helping marketing agencies deliver better consumer engagement through solutions that unify the “logic” layer of today's customer-facing technology for their large brand clients. Mark's journey into customer behavior and experience started early in his career. Shortly after achieving his Ph.D. in Mathematics and Statistics from the University of Edinburgh, Mark founded Quadstone, the first data mining company to focus explicitly on the analytics of customer behavior. In the years that followed, Mark moved to Boston to build the U.S. business and oversaw revolutionary

analytic progress at clients, including T-Mobile, Dell, Merrill Lynch, and Fidelity. His leadership role expanded to global sales, marketing, and product teams that led to a series of three successful M&A transactions over the last 10 years. Mark is a regular at industry conferences and events and shares his insights on customer journeys, omni-channel marketing, solutions sales leadership, and high-tech marketing.

### About Kitewheel

Founded in Boston's Innovation District in 2013, Kitewheel is the world's only cloud-based Customer Journey Hub designed for innovative businesses looking to move in step with the modern digital consumer. Our goal is to provide technology that stops shouting at consumers and orchestrates intelligent customer journeys through all stages of their lifecycle. Recognized as a Gartner Cool Vendor in 2014, a Gartner MQ Visionary in 2016, and a Forrester Wave Leader in 2017, Kitewheel serves its global partner and client base from offices in Boston, New York City, and London. [www.kitewheel.com](http://www.kitewheel.com)

---

## Mark Opauszky, CEO, LookBookHQ



During his 25 years of working and leading in B2B technology industries ranging from manufacturing to SaaS, Mark developed a keen interest in how considered purchase decisions are made and how that process continues to evolve. Prior to LookBookHQ, Mark was the CEO of BPS, a top Gartner ranked enterprise risk management software company, and was twice-nominated as an Ernst & Young Entrepreneur of the Year.

### About LookBookHQ

LookBookHQ helps performant B2B marketers transform their passive content into active buying journeys, so they can accelerate buyer education and qualification. The LookBookHQ Content Activation Platform makes it easy for marketers to create, deliver, and measure personalized Content Tracks that connect their buyers with all the information they need to make purchase decisions, whenever and wherever they click. LookBookHQ collects rich data on the content buyers consume and the channels that drive the highest engagement to detect Engaged Intent: the leading indicator of sales readiness and marketing performance.

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

---

## Chaitanya Chandrasekar, CEO, QuanticMind



Chaitanya Chandrasekar is CEO and a co-founder of QuanticMind, the data platform for intelligent marketing. Previously, he built and managed the traffic acquisition platform and was part of the data science team at NexTag. Chaitanya strongly believes in the power of data-driven technology, which unlocks the power of big data to yield actionable insights and real business opportunities. He continues to be fascinated by the possibilities of digital marketing and its continued evolution alongside new and developing channels, such as social, mobile, and online-to-offline.

### About QuanticMind

QuanticMind, the Platform for Smarter Advertising, is the pioneer of predictive management software for digital marketing channels, including paid search and social. By reinventing ad management point solutions through machine learning, distributed cloud computing, and in-memory processing, QuanticMind delivers the most intelligent, scalable, and fastest platform for maximizing digital performance for enterprises. A global community of data-driven marketers relies on QuanticMind's data science-powered platform to anticipate and execute the best and most granular investments across their paid channels. [www.quantmind.com](http://www.quantmind.com)

---

## Art Shaw, CEO, RepairPal



Art Shaw is CEO at RepairPal. After going to Stanford Business School, Art worked at McKinsey and then left to run strategic planning at Charles Schwab. Art changed roles at Schwab in 1995 to help launch [www.schwab.com](http://www.schwab.com), which defined financial services online and grew to a \$1 billion business. He then ran myCFO and sold it to Harris Bank after achieving the #1 rating from Bloomberg Wealth Manager. Thereafter, Art was CEO of Connexus, an online advertising company targeting audiences through display, search, and social. He served as executive chairman of Tunecore (sold to Believe Digital) and is currently lead director of Insikt.

### About RepairPal

RepairPal's mission is to take the mystery out of auto repair. Launched in 2007, RepairPal developed a patented auto repair price estimator that educated consumers about the fair cost of auto repair. Arming consumers with knowledge of this kind was revolutionary in an industry riddled with negative stereotypes and poor consumer satisfaction. RepairPal has since expanded their product offering to build a nationwide network of certified repair shops that strive for a better car care experience marked by transparency and trust. All RepairPal certified shops are rigorously screened for quality, tools, training, and a commitment to honor the price guidelines set by our industry-leading estimator. [www.repairpal.com](http://www.repairpal.com)

---

## Ka Mo Lau, COO/CFO, Thunder



Ka Mo is the co-founder and COO/CFO of Thunder, a marketing technology startup that helps marketers personalize, optimize, and connect ad experiences across channels. In his executive leadership role, Ka Mo has overseen corporate development, finance, and operations. Prior to entering the startup world, Ka Mo worked in finance and consulting, with stints at Credit Suisse and IBM's Global Business Services division respectively.

### About Thunder

Thunder Experience Cloud is a marketing technology SaaS startup that enables marketers to personalize, optimize, and connect ad experiences across channels. Brands, such as AT&T, McCormick, and Logitech, rely on Thunder to ensure their consumers see relevant, consistent, and timely ads. Thunder Experience Cloud consists of a Creative Management Platform, Dynamic Creative Optimization, and Experience Measurement solution. Thunder has raised \$16 million in capital and is based in San Francisco, CA. [www.makethunder.com](http://www.makethunder.com)

---

## Amrit Raj, Managing Partner, XCentium



Amrit is a technology executive and leader with a track record of envisioning, nurturing, and growing successful businesses. With more than 21 years of progressive experience, Amrit brings a unique combination of entrepreneurship, technical leadership, business acumen, and focus to deliver both strategic and tactical goals. Amrit is a founder and managing partner at XCentium. Prior to founding XCentium, Amrit was a vice president at The Revere Group/NTT Data, where he led the National Microsoft Practice. Earlier at Revere, Amrit was the chief services officer for Revere's western region, leading and managing delivery functions for all practices of Revere West. Amrit was a partner at Tryarc, a full-service information technology consulting firm. He was

responsible for overseeing the custom and web solutions and process outsourcing practices and successfully sold Tryarc to The Revere Group/NTT Data in 2007.

### About XCentium

XCentium is an award-winning, full-service digital consultancy. We focus on user experience, content management, commerce, Salesforce CRM, and Cloud. The name XCentium is derived from two words – Ascent and Continuum. Our goal is to help our clients align their digital strategy with business objectives, leverage technology excellence to deliver superior results, engage customers on the web and mobile, and run their business in the cloud. XCentium is a Platinum Sitecore and Sitecore Commerce Partner, Gold Certified Microsoft Partner, Platinum Insite Commerce Partner, and Strategic CloudCraze Commerce Partner. [www.xcentium.com](http://www.xcentium.com)

---



## Petsky Prunier Ranked #1 M&A Advisor by Bloomberg 2011-17

### For Mid-Market Internet & Advertising Transactions

| Bloomberg M&A League Tables   |                        |            |
|---|------------------------|------------|
| TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS |                        |            |
| 2011-2017   |                        |            |
| Rank  | Advisor                | Deal Count |
| 1   | Petsky Prunier         | 114        |
| 2   | Goldman Sachs          | 104        |
| 3   | KPMG Corporate Finance | 78         |
| 4   | Morgan Stanley         | 77         |
| 5   | PwC                    | 76         |
| 6   | Jordan Edminston       | 74         |
| 7   | JP Morgan              | 64         |
| 7   | GCA Savvian            | 64         |
| 9   | Ernst & Young          | 63         |
| 10  | Rothschild             | 60         |

\*Based on number of deals announced in 2011-2017 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

**Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries.** Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

**With more than 75 transactions closed in the last 36 months, Petsky Prunier is one of the most active M&A practices within the media, marketing, information, and technology industries.** These transactions have ranged from strategic sales, private equity recaps, and divestitures to growth, mezzanine, and alternative financings. Industry expertise served us well, as we worked across our broad banking universe on engagements in digital advertising, marketing technology, information services, digital media, eCommerce, software, and tech-enabled services, among other areas, with both B2B and B2C-focused businesses. We also advised clients across various verticals, including healthcare, automotive, financial services, and travel, among others.

As a result of our deal volume, we have current and ongoing access to a broad range of strategic buyers, investors, and debt financing sources and have significant insight into their thinking regarding strategic needs, investment themes, valuations, and terms. We would welcome the opportunity to discuss your business and your strategic objectives. Please let us know if we can be helpful in any way, as you consider a sale, merger, acquisition, or raising capital for your company.

## Representative Recent Transactions

|  |   |  |   |  |  |
|--|---|--|---|--|--|
|  <p>has announced a definitive merger agreement with</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p> |  <p>has acquired</p>  <p>PetskyPrunier</p>  |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p> |  <p>has received a strategic investment from</p>  <p>PetskyPrunier</p>  |  <p>a portfolio company of</p>  <p>has sold a majority stake to</p>  <p>PetskyPrunier</p>   |  <p>has received a growth investment from</p>  <p>PetskyPrunier</p>  |
|  <p>has sold its auto insurance, home insurance, mortgage, and technology assets</p> <p>to</p>  <p>PetskyPrunier</p>   |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>  |  <p>has received a significant investment from</p>  <p>PetskyPrunier</p>   |  <p>has received an investment from</p>  <p>PetskyPrunier</p>  |  <p>has received a strategic investment from</p>  <p>PetskyPrunier</p>   |  <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>   |
|  <p>has sold a majority stake to</p>  <p>PetskyPrunier</p>   |  <p>has sold its Over 65 health insurance and life insurance business including</p>  <p>to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p> |  <p>has acquired</p>  <p>PetskyPrunier</p>   |  <p>has received an investment from</p>  <p>PetskyPrunier</p>  |  <p>has been sold to</p>  <p>PetskyPrunier</p>   |  <p>has been sold to</p>  <p>PetskyPrunier</p>   |
|  <p>has sold a majority stake to</p>  <p>PetskyPrunier</p>  |  <p>a portfolio company of</p>  <p>has been recapitalized by</p>  <p>PetskyPrunier</p>  |  <p>has been sold to</p>  <p>PetskyPrunier</p>  |  <p>has been sold to</p>  <p>(NYSE: FNFV)<br/>PetskyPrunier</p>   |  <p>has sold its indirect wholly-owned subsidiary</p>  <p>to</p>  <p>(LON: UDG)<br/>PetskyPrunier</p>  |  <p>capital raise to support a buyout of minority shareholding held by an outside institutional investor</p>  <p>and</p>  <p>PetskyPrunier</p>     |
|  <p>has received a \$60MM Series B minority investment led by</p>  <p>PetskyPrunier</p>  |  <p>has been sold to</p>  <p>a division of</p>  <p>(TYO: 4911)<br/>PetskyPrunier</p>   |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>   | <p>Compliance Solutions Strategies</p> <p>a portfolio company of</p>  <p>has completed an investment in</p>  <p>PetskyPrunier</p>   | <p>\$200,000,000</p>  <p>(NYSE: DLX)<br/>has acquired</p>  <p>PetskyPrunier</p>  |  <p>has sold</p>  <p>to</p>  <p>to</p>  <p>PetskyPrunier</p> |
|  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>                           |  <p>has been sold to</p>  <p>a subsidiary of</p>  <p>PetskyPrunier</p>   |  <p>has been sold to</p>  <p>PetskyPrunier</p>   |  <p>a portfolio company of</p>  <p>has agreed to be sold to</p>  <p>XAXIS</p>  <p>PetskyPrunier</p> |  <p>a network of online media brands comprised of</p>  <p>Reviews.com</p>  <p>has been sold to</p>  <p>PetskyPrunier</p> |  <p>has received a majority investment from</p>  <p>PetskyPrunier</p>  |
|  <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>                           |  <p>has acquired</p>  <p>from</p>  <p>(NASDAQ: AXOM)<br/>PetskyPrunier</p>   |  <p>(NASDAQ: CTSI)<br/>has acquired</p>  <p>PetskyPrunier</p>  |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>  |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>a division of</p>  <p>(NYSE: OMC)<br/>PetskyPrunier</p>      |  <p>has been sold to</p>  <p>PetskyPrunier</p>   |