

'07-'08

MSIM Executive Lecture Series

You're invited to the MSIM Executive Lecture Series

This year's Saturday Executive Seminar series is designed to focus on entrepreneurial opportunities related to Information Technology. We're inviting leading experts to speak about various areas of entrepreneurship including visionaries/futurists, entrepreneurs and venture capitalists, and leaders who can advise on managing an entrepreneurial business.

February 9, 2008

8:30 am - 12:30 pm | BAC Building, Room 116

R.S.V.P. to Angela Walline at
angela.walline@asu.edu or 480.965.2483
Dress is business casual

Managing an Entrepreneurial Firm

This third Lecture Series session is designed to answer the question, "How do I manage an entrepreneurial organization, through its initial phases and beyond?"

Our first speaker, Pat Sullivan, will share his insights about managing firms from startups through maturity, based upon his successes with Act!® and SalesLogix®. Thomas Blondi will focus his discussion on how to manage a business through its exit strategy, sharing several success stories - and what made them!

Jaime Casap will discuss the concept of innovation at Google and how creating an environment of innovation and creativity is critical to the overall success of Google.

The session will conclude with an interactive question and answer panel with the three presenters.



Pat Sullivan
Founder,
Jigsaw Health

Pat Sullivan is widely recognized as a pioneer and visionary in the high-tech industry who created ACT!®—the best-selling contact manager—used by millions of business professionals around the world. Sullivan was named as one of the "80 Most Influential People in Sales and Marketing History" among the ranks of Henry Ford, Walt Disney, Jack Welch, Donald Trump, and Bill Gates. Sullivan was also honored with the prestigious Ernst & Young "Entrepreneur of the Year" award not once, but twice! First for creating and marketing ACT!®. And again for SalesLogix®, the leading mid-market customer relationship manager.



Thomas Blondi
President and CEO,
Ethix Media

Tom Blondi is a seasoned software executive and management consultant with more than 25 years' experience in the information technology industry. For the past 15 years, he has specialized in early stage technology - organizational development, marketing and sales, market expansion and positioning, capital formation, and mergers and acquisitions. His extensive experience includes CEO for Involve Technology, CEO at Hard Dollar Corporation, co-founder/CEO of Language Management, Inc. (LMI), and executive sales/marketing positions with Cyclone Commerce, Inc. and Peerless Systems Corporation. He has drawn on his experiences to be a world-wide lecturer and writer, and co-authored "The Information Technology Challenge—Surviving." Mr. Blondi has a degree in Mathematics and Physics from Southern Illinois University.



Jaime Casap
Business Operations Project Manager,
Google, Inc.

Jaime Casap is a Business Operations Program/Project Manager at Google, inc., a provider of search technology. Jaime is responsible for managing various engineering projects. He is currently the Program Manager on Google's Dogfood Team, responsible for rolling out Google applications and services internally (before they become public.) In addition, Jaime is responsible for the Google ASU relationship, finding new and innovative ways to collaborate and partner.

Previously, Jaime was responsible for Charles Schwab's employee development program for the Technology organization. Jaime was also part of Schwab's Talent Management and Develop Team. Prior to that, Jaime was a manager at Accenture (formerly Andersen Consulting) for six years, where he consulted on organizational strategy and human performance in the Electronics and High Tech Industry. Jaime holds a B.S. from the State University of New York at Brockport and a Master's from Arizona State University.

In addition to his role at Google, Jaime is a Faculty Associate at Arizona State University's School of Public Affairs, where he teaches graduate classes in Organizational Behavior, Leadership, and Innovation in Government.