



## PATRICK VAN DER PIJL

CEO  
Business Models Inc.

Producer  
*Business Model Generation*

### Professional

Patrick van der Pijl, CEO Business Models Inc., facilitates the formulation of new business model strategies in international organizations, finding strengths and weaknesses of their business model and supporting business model innovation.

Patrick has 17 years of experience in innovation, organizational (re)design, process (re)design and business modeling for (inter)national organizations in many industries among others Entertainment, Media and Telecom, Hospitality, Financial Sector.

Patrick challenged the traditional publishing business model through a Self Published Crowdfunded Business Book “Business Model Generation” (BMG) in cooperation with Alex Osterwalder, Yves Pigneur, Alan Smith and Tim Clark. BMG was crowdsourced and -funded in 2009 by a community of 470 co-creators from 45 countries. At the moment more than 500.000 copies have been sold worldwide and the book is translated into 26 languages.



## LISA KAY SOLOMON

Innovation Studio  
US Partner, Business Models Inc.

### Professional

Lisa Kay Solomon teaches innovation and venture studio at the groundbreaking MBA in Design Strategy program at San Francisco's California College of the Arts. Building on her background in experience design, scenario planning, and business strategy, Lisa is passionate about helping leaders think originally and expansively about the future, and their role in creating it. She has brought her "Innovation Tradecraft " to executive teams in diverse organizations, such as Herman Miller Inc., Toyota Financial Services, Citrix, Stanford's Media X, and the Kauffman Fellows Program. She also works with educators to bring innovation and discovery skills into primary education through teacher and student workshops. Lisa has lectured at such leading business schools as Stanford University, University of California Berkeley, Cornell University, and the University of Virginia.

She is the coauthor of the forthcoming book *Moments of Impact: How to Design Strategic Conversations that Accelerate Change* (Simon & Schuster, 2014) with Chris Ertel, which describes how to apply design principles to high-stakes, open ended strategic challenges

### Education/Personal

Lisa holds an MBA from New York University's Stern School of Business, where she was a Dean's Scholar and recipient of NYU's university-wide service award in leadership, and a BA in government from Cornell University. She lives in Menlo Park with her husband Glenn and two daughters.



## AILEEN LEE

Founder  
Cowboy Ventures

### Professional

Aileen Lee has many years of experience helping startups build products customers love, and helping companies scale, both as an investor and operator.

She founded Cowboy Ventures in 2012, a fund focused on backing seed-stage entrepreneurs. Prior to Cowboy, Aileen began her venture capital career with the venture firm Kleiner Perkins Caufield & Byers in 1999. At KPCB she worked hands-on with a range of consumer, enterprise, media and greentech companies including Bloom Energy, Blue Nile, Good Technology(acquired by MOT), One Kings Lane, Plum District, Rent the Runway, Shopkick, Tellme(acquired by MSFT), and Trendyol. During that time she was also founding CEO of RMG Networks, the leading digital out-of-home media company, backed by KPCB.

Aileen has also held operating roles at Gap Inc., The North Face and Odwalla and started her career at Morgan Stanley. She has degrees from MIT and Harvard Business School, and is the proud mom of 3 kids and the wife of a series A stage co-founder/CTO.



## MICHAEL MADISON

Managing Director  
Sozo Ventures

Fellows Class 12

### Professional

Michael Madison is a Managing Director at Sozo Ventures, a firm that specializes in global expansion and cross-border venture collaboration. Along with his Sozo colleagues, he helped launch the Cross Pacific Innovation Network (CPIN) collaboration between Japan's Ministry of Economy and the Kauffman Fellows Program (KFP), with endorsement by the US Embassy. As a part of the CPIN initiative, Michael served as a venture and technology advisor where he helped Japan create viable ventures from technology harvested from a top national laboratory.

Michael is a passionate philomath and code polyglot beginning his career in technology writing software in 2nd grade and later becoming a code-contributor to NASA Langley's supercomputer management systems by the time he finished junior high. His technical leadership spans a breadth of disciplines from videogames and flight simulation to virtual surgery and particle acceleration. Michael was also named among Business Journal's 2009 Silicon Valley 40 Under 40.

### Education/Personal

Michael has a Berkeley MBA, Stanford MS in Electrical Engineering and UMBC BS in Computer Engineering, graduating top of his department. Together with his wife Maya, he manages their most important venture, their son Zion; with an earlier stage venture (son) on the way.



## CYNTHIA RINGO

Managing Partner  
DLB Investors

Mentor Class 17

### Professional

Cynthia Ringo is a Managing Partner of DBL Investors, which she joined in April of 2008. Ms. Ringo currently sits on the board of directors of Solexant and View and works with Livescribe, Kateeva and Ecologic. Ms. Ringo was formerly a Managing Director of VantagePoint Venture Partners from 2002 to 2008 where she was Group Leader of the Communications, Systems, Internet and Media Practice. Ms. Ringo served as a Board Member of the following VantagePoint portfolio companies: Entrisphere, Klipsh, Tymphony, Widevine, Livescribe, Provina and Meriton.

Prior to VantagePoint Venture Partners, Ms. Ringo served as the CEO of Coppercom, a next-generation network switching company, from 1998 to 2001 and was the Chairman of the Board from 2001 to 2002. While at Coppercom Ms. Ringo took the company from pre-revenue and five employees to an industry leader in two new communications markets. Coppercom was acquired by Heico Corporation in 2003. Prior to Coppercom Ms. Ringo was the SVP of Corporate Development and Business Units at networking company Madge Networks from 1993 to 1997. While at Madge Networks Ms. Ringo had P&L responsibility for 3 business units with \$400 million revenue and 500 staff, and identified and negotiated acquisitions worth over \$500 million. Ms. Ringo was the VP Marketing and Sales at data warehousing software company Red Brick Systems from 1990 to 1993. From 1980 to 1990 Ms. Ringo held various legal, sales, marketing, business development, and consulting roles.

Ms. Ringo served on the board of the Forum for Women Entrepreneurs from 2000 to 2004, and as Chair of the Board for 2001 through 2003. Ms. Ringo is a mentor to Stanford University's Graduate School of Business, Center for Entrepreneurial Studies. She also serves as an advisor to several organizations including: the SVForum, a Silicon Valley leadership forum, Astia, supporting women-led entrepreneurs, and is a member of the Emeritus Board, Watermark. Ms. Ringo received a BS in Legal Systems from Georgia State University and a JD from Emory University School of Law



## ANDREW FARQUHARSON

Managing Director  
InCube Ventures

Fellows Class 9

### Professional/Education

Andrew is an investor and entrepreneur with two decades of success shaping and building companies in life sciences. The co-founder of VentureHealth and InCube Ventures in Silicon Valley, he is also an advisor to InCube Labs, which develops breakthrough medical technologies under the leadership of Mir Imran

Prior to joining InCube, Andrew served as a Partner in the Halo Funds, where he completed a Kauffman Fellowship and led investments in a portfolio of life science firms. These investments include Penumbra (ischemic stroke), Sonoma Orthopedic Products (bone repair), SwitchGear Genomics (gene regulation) & Spinal Modulation (pain management). Andrew has also been an active angel investor in a broader variety of ventures.

Earlier in his career, Andrew served as Executive Vice President of sales, marketing and research for Operon Technologies. During his tenure there, Andrew built a global sales force from scratch, grew revenues of synthetic DNA products to \$40M in two years, and helped to negotiate a sale of the business to QIAGEN for \$150M. He subsequently acquired a company in Japan for QIAGEN, and restructured it into the company's global operations. Prior to Operon, Andrew held several roles in research operations at Genentech, Inc., where he managed \$200M of protein therapeutic production and optimized cell lines for expression. Andrew has also co-founded a gene design business in agricultural biotechnology (Gluczyme), launched a company in microfluidics (Innovadyne), sat on a wide range of boards, and developed strategies for healthcare firms as a consultant with Deloitte & Touche.

Andrew holds a Masters of Business Administration from Harvard University and a Bachelor's with high honors from the University of California at Berkeley.

### Academic Affiliations

Faculty, Kauffman Fellows

Lecturer, UC Berkeley

Coulter Oversight Committee, USC (University of Southern California)



## CRAIG TAYLOR

General Partner  
Alloy Ventures

### Professional

Craig C. Taylor has been an active venture capitalist since 1977, and co-founded Alloy Ventures in 1996. At Alloy, he focuses on investments in laboratory instrumentation, medical diagnostics and devices, and cleantech companies that sit at the intersection of biotech, nanotech and IT. Before co-founding Alloy Ventures, Craig worked in the Office of Technology Licensing at Stanford University and at Asset Management Company, which he joined in 1977. He is a past member of the Board of Directors of the National Venture Capital Association. He earned a BS (1972) and an MS (1974) in physics from Brown University, and an MBA from Stanford in 1977.



## JEWEL SAVADELIS

Principal  
Savadelis Consulting

### Professional/Education

After graduating with an MBA from the Harvard Business School, Jewel took the Atari home game division from \$300 MM to \$1 B in 18 months. She provided strategic planning, product development, market launch and consulting services to high tech companies for 20 years.

For the past five years, Jewel has guided Kauffman Fellows to define their field projects, weave a compelling story and present them in a powerful, authentic way which has inspired others. During the process, Fellows have often found their personal touchstone and redefined their careers.



## MEL WILLIAMS

General Partner  
TrueBridge Capital

### Professional

Mr. Williams has over 15 years of private equity experience and is a founding general partner of TrueBridge Capital Partners. TrueBridge is an alternative investment firm managing over \$750 million in institutional assets across a platform of venture capital and growth equity funds-of-funds. TrueBridge has a unique and exclusive relationship with the Kauffman Fellows Program, a 501 (c)(3) nonprofit that has a 15-year history of identifying, educating, mentoring and networking the future leaders of the venture industry.

Prior to co-founding TrueBridge Capital Partners, Mr. Williams was a vice president of the UNC Management Company from 2001 to 2006. At the UNC Management Company, Mr. Williams was part of the senior management team that managed the \$2+ billion endowment for the University of North Carolina at Chapel Hill. He had primary responsibility for UNC's portfolio of investments in venture capital, leveraged buyouts, restructurings, real estate, oil and gas, and distressed debt. In his role, Mr. Williams served on the advisory boards of several private capital partnerships.

Mr. Williams is a frequent speaker at global conferences on private equity investing and is also a guest lecturer at the Fuqua and Kenan-Flagler Schools of Business on portfolio management theory and private equity investing.

Prior to his career at UNC Management Company, Mr. Williams spent five years in the private equity industry as a successful venture-backed entrepreneur and an entrepreneur-in-residence at a Boston-based venture-capital firm. Mr. Williams was previously a manager with the General Electric Capital Company and the General Electric Corporate Audit Staff.

### Education

Mr. Williams received his MBA from Harvard after graduating *cum laude* with a BA in Economics from the University of North Carolina at Chapel Hill.



## JOSH STEIN

Managing Director  
Draper Fisher Jurvetson

Fellows Class 9  
Mentor Class 13 and 17

### Professional/Education

Josh Stein is a Managing Director of Draper Fisher Jurvetson, where his current board responsibilities include Box, Chartbeat, LendKey, SugarCRM, and Swell. He is also actively involved with the firm's investments in AngelList, Glam Media, Opscode, Path, Redfin, Tremor Video, and Twilio. His previous investments include GoodGuide (acquired by UL), iList (acquired by IGN/News Corp), Polaris Wireless (strategic recapitalization), Yammer (acquired by Microsoft), and Yardbarker (acquired by Fox Sports Interactive).

Prior to joining DFJ, Josh was a Vice President at Telephia, where he managed a group providing strategic analysis and information to the nation's largest wireless carrier. Previously, Josh was a co-founder, Director and the Chief Strategy Officer for ViaFone (NYSE:SY), a DFJ portfolio company and a leading provider of wireless enterprise applications. Josh has previously held positions in product management at Microsoft and NetObjects, and was a management consultant in the San Francisco office of The Boston Consulting Group. Education

Josh holds a BA from Dartmouth College, an MBA from the Stanford University Graduate School of Business and is a graduate of the Kauffman Fellows Program. He currently serves on the board of directors of the Center for Venture Education and the Kauffman Fellows Program, the leading educational fellowship in venture capital. In 2013, Forbes ranked him #70 in their annual Midas List of top technology investors and he was selected by the AlwaysOn Network as a "Power Player" in both Digital Entertainment and Cloud Computing.

### Fellowship

Josh is a member of Kauffman Fellows Class 9, and completed his fellowship under mentor Tim Draper at DFJ. Josh served as a mentor to Josh Raffaelli, Class 13, and Rachel Pike, Class 17.



## LIAM DONOHUE

Co-Founder & Managing Director  
.406 Ventures

Mentor Class 13

### Professional

Liam brings 18 years of entrepreneurial and venture investing experience, including 15 years as a Founder, General Partner and Principal in two top-quartile performing venture capital funds. At .406 Ventures (.406), Liam chairs the board of portfolio company Business Intelligence Advisor (BIA) and American Biomass Corporation and is on the board of Healthsense, Iora Health, Connotate and Abilto.

Prior to founding .406, he was founding General Partner of Arcadia Partners, a Boston-based venture capital firm focused on education technology. At Arcadia, Liam led investments in several leading educational technology companies. In conjunction with Arcadia, Liam founded, chairs, and for several years was acting Chief Executive Officer of BIA, a company that pioneered the use of CIA-developed deception detection techniques for use in the financial services community.

From 1995 to 1998, he was a Principal at Foster Management Company, a top-quartile venture investor focused on the services industry, where he built a leading company in the outsourced marketing services space. From 1989 to 1993, he worked for Booz Allen Hamilton, where he opened and directed the firm's Budapest office in 1991.

### Education

Liam received his MBA from Dartmouth's Amos Tuck School of Business. He received his BS in chemistry from Georgetown University. Liam currently serves on Dartmouth's Tuck Private Equity Center Advisory Board.



## GENE TRAINOR

Chief Operating Officer  
Foundation Capital

### Professional

Gene joined Foundation in August, 2010 as the Chief Operating Officer. Prior to joining Foundation, Gene was with New Enterprise Associates for 10 years serving as Administrative General Partner and the Chief Operating Officer responsible for all day-to-day non-investment activities. Prior to joining NEA, Gene was an Executive Vice President and the Chief Operating Officer of Cramer Rosenthal McGlynn, LLC, a New York based asset management firm. Prior to CRM, Gene was the CFO/Controller of a Mid-Atlantic venture capital firm and a member of the audit group for Ernst & Young, LLP. A certified public accountant, he earned his BA from the University of Maryland, Baltimore County, and a MBA from Loyola College of Maryland.





## TOM FRANGIONE

COO  
Greylock Partners

### Professional

Tom joined Greylock in 2010 and serves as the COO. He works closely with all marketing, talent/recruiting, network development, and deal flow efforts.

Previously, Tom has co-founded and served as CEO of two venture backed start-ups. Most recently, he was CEO of Simply Continuous, a small-enterprise focused service provider in the large scale data back-up and virtual server recovery business, backed by Greylock Partners that was sold to NetEnrich in 2010. Before that, he was co-founder and CEO of Telephia. Telephia provided syndicated marketing and network quality information to the wireless industry. Funded by OakHill Venture Partners, Centennial Ventures, and AEA Investors, Telephia was sold to Nielsen in 2007 for \$440 million.

Before that, Tom was SVP and General Manager for Mindscape's Entertainment division, before its sale to Learning Company, and a consultant with McKinsey & Co. in their Palo Alto, New York, and Milan offices.

Tom was on the board of directors for Superscape before its sale to Glu Mobile in 2008. He has also served as President of NYSA, a youth soccer league of 1500 players from 2007 to 2010.

### Education/Personal

Tom holds an MBA from Stanford University and an MS in Electrical Engineering from Princeton University, where he also played varsity soccer.



## BILL TOBIN

Partner  
Strayer Consulting Group

### Professional

Bill Tobin is a partner at the Strayer Consulting Group, an organization development firm specializing in helping technology companies build strong management teams. Headquartered in Silicon Valley for twenty years, SCG has worked with hundreds of startups, 150 public companies, and has been affiliated with more than 30 venture groups as special limited partner or professional advisor.

At the Center for Venture Education, Bill oversees the flow of each module of the Kauffman Fellows' curriculum, working closely with the CVE team, faculty, and deans to assure that the material the fellows experience is always challenging, well-conceived, and grounded in the realities and possibilities of the venture industry.

Bill brings 25 years of consulting and high technology experience to his work, from PricewaterhouseCoopers (PwC), public companies such as Sun Microsystems, Intel, Ampex, RasterOps, and 3DO, and as a founding executive and board member at startups DotRocket and MediaFlex. Bill is an experienced business consultant and coach who offers his clients hard-won technical and organizational insights. He specializes in guiding companies that are navigating through strategic or operational growth opportunities or that are seeking out integrated, cross-functional problem-solving approaches in their business.

### Education/Personal

Bill has an undergraduate engineering degree from Drexel University and has completed post-graduate engineering and business studies at Stanford University and the University of California. He is an advisor and former chairman of the MIT/Stanford Venture Lab, an advisor at the Entrepreneurs Foundation and the Software Development Forum, and is active in a variety of Bay Area organizations that work with entrepreneurs and early-stage companies.

Bill loves getting outside to run, mountain bike, and ski and in his copious spare time enjoys books, music, food, and wine. A Philadelphia native, he now lives in San Jose, CA with his wife. Bill also has two beautiful daughters.



## **PHIL WICKHAM**

President & CEO  
Kauffman Fellows

Fellows Charter Class

### **Professional**

Phil serves as the President and CEO of Kauffman Fellows in Palo Alto, CA. The mission of the Kauffman Fellows Program is to develop the next generation of leaders in venture capital. Success for Phil means that entrepreneurs are building more enduring companies and investors are achieving superior returns. Overseeing all aspects of the CVE, Phil continues to push the program's international expansion. He also has a special passion for venture capital's opportunities globally in helping to meet societal needs.

Phil is a veteran venture investor and startup entrepreneur. Early in his career Phil co-founded the publishing company Reference Media in Tokyo, Japan, grew it to scale and sold it to the Princeton Review, where he became VP of Sales for Japan and Korea. Later, Phil served as General Partner at JAFCO America Ventures, a billion-dollar fund backed by leading Japanese financial and technology players such as Hitachi, Mitsubishi, NEC, Itochu, Nomura, and Nippon Life Insurance. Phil went on to become a partner and run US operations for Copan, a European venture fund based in Munich, Germany, where Phil also served on the Board. He has shepherded more than 30 investments, including Ikanos, Web Methods, Com21, and Emergent. Phil currently serves on the board of S2 Technologies, Trilibis, and Silicon Valley Association of Startup Entrepreneurs (SVASE), and is an advisor to the Creandum fund in Stockholm.

### **Education/Personal**

Phil holds a BS from the Aerospace Mechanical Engineering School at the University of Arizona, and an MBA from Rensselaer Polytechnic Institute. When not working--or playing hockey--Phil can be found in Los Gatos with his wife and two daughters.

### **Fellowship**

A Charter Class member of the Kauffman Fellows Program, Phil served his fellowship at OneLiberty/Flagship Ventures in Boston with mentor Ed Kania.

Phil was a CVE founding board member and serves on the board as CEO.