



Thought Leadership Summit 2012

Speaker Biographies

Henry Harteveltdt

Chief Research Officer & Co-Founder, *Atmosphere Research Group*

Henry Harteveltdt leads Atmosphere's overall research strategy as well as its airline and travel industry practice. Prior to helping launch Atmosphere, Henry spent over 11 years at Forrester Research, where he published more than 130 pieces of research about technology's impact on the world's travel industry. At Atmosphere, Henry's research and analysis focuses on a broad mix of airline and travel topics. Henry's industry experience includes marketing, planning and distribution at TWA, Continental Airlines, The Trump Organization, Fairmont Hotels, and GetThere. He currently serves as Chairman of the Board of Directors of the Association of Travel Marketing Executives (ATME). Travel Weekly named Henry one of the 33 most influential people in the travel industry in November 2007. In 2008, Henry was honored by HEDNA, the Hotel Electronic Distribution Network Association, with its Award of Excellence. Leading media, including The New York Times, Associated Press, CNN, CNBC, The Wall Street Journal, and Bloomberg, regularly seek Henry's insights on the industry. Henry is a graduate of the Tulane University School of Business in New Orleans.

Jim Hornthal

Venture Partner, *CMEA Capital*

Jim Hornthal is a Venture Partner with CMEA Capital, an established venture capital firm with over \$1 billion under management that invests primarily in early stage technology, energy and life science companies. Jim is best known as the Founder of Preview Travel, one of the first online travel agencies. Jim took Preview Travel public in 1997, and later initiated its merger in 2000 with a division of Sabre Holdings to create Travelocity.com, where he served as Vice Chairman. Jim is a co-founder and Chairman of PolitEar, a listening and engagement platform for political, social and corporate users that want to make intelligent decisions informed by real-time social media signals. He is also the founder and Chairman of Triporati, whose "Destination Genome Project" is changing the way travelers discover their perfect travel destination. Jim is also on the board of several private companies including KIND Snacks, and Via.com, and has been a Lester Center Fellow for Entrepreneurship at the Haas School of Business at UC Berkeley since 2002, where he now co-teaches The Lean Launchpad course to MBA and Executive MBA students. Jim received a BA in Economics from Princeton University *cum laude*, and his MBA from Harvard Business School, where he was a Baker Scholar.

Geoff Lewis

Senior Director, Social Loyalty, *Switchfly*

Geoff Lewis serves as Senior Director, Social Loyalty at Switchfly, Inc. Previously, Geoff served as the Co-Founder & Chief Executive Officer of Topquest, a disruptive technology company enabling the world's largest loyalty programs to engage with and reward members via mobile devices and social networks. Founded in 2010, Topquest has already been adopted by loyalty programs reaching over 260 million members, including United MileagePlus and Hilton HHonors. In Dec 2011, Topquest was acquired by Switchfly. A noted expert on emerging marketing technologies, Geoff has appeared as an expert commentator on CNBC Power Lunch, MSNBC Your Money, TechCrunchTV, TV Globo (Brazil), and CBC (Canada). He's been a featured speaker at Web 2.0 Summit, Gamification Summit, EyeForTravel, New Digital Future, and numerous other events. Prior to his endeavors in the loyalty and travel spaces, Geoff was an executive at a global macro hedge fund, and began his career as a Brand Manager at Procter & Gamble. In his spare time, he mentors young entrepreneurs for the Founder Institute and The Brandery, and is a regular contributor to The Business Insider.



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Mark Mahaney

Managing Director, Internet Research, *Citi Investment Research & Analysis*

Mark Mahaney is the Managing Director, Internet Research at Citi Investment Research & Analysis. For the past two years, Mark has been ranked #2 in the Greenwich Institutional Investor Poll for the Internet sector and ranked as Runner Up in the Institutional Investor Annual Poll for the Internet sector. Prior to Citigroup, Mark covered Internet stocks for seven years on both the sell-side and the buy-side at American Technology Research, Morgan Stanley, and Galleon Capital. Mark holds an MBA from Wharton Business School (1996), an MA from Johns Hopkins' School of Advanced International Studies (1990), and a BA from Amherst College (1987). Prior to Wall Street, Mark worked in management consulting with Deloitte Touche Tohmatsu and with the U.S. Department of State, the U.S. Senate, and the Office of the U.S. Trade Representative. Mark lives in the San Francisco Bay area with his wife Patricia and their sons Noah, Carter, Aidan, and Malcolm. Mark is a member of the National Down Syndrome Society and Cure Autism Now.

Dan Schatt

Senior Director, Financial Innovations, *PayPal*

Dan Schatt heads Financial Innovations for PayPal. In this role, he is responsible for defining the business and product strategy for PayPal's initiatives with financial partners. Prior to PayPal, Dan was an industry analyst with Celent, and led the company's retail payments practice. Prior to his role as industry analyst, he served as GM of Yodlee's data services group, responsible for integrations with top tier financial institutions. Prior to Yodlee, Dan worked as an investment banker for Salomon Smith Barney and held positions in Asia, Europe, and Africa with Citigroup. Dan has been widely quoted in the media, including The New York Times, The Wall Street Journal, Financial Times, Business Week, and has also written articles for American Banker and Bank Systems & Technology. He has presented at national and international venues, including the United Nations Development Program Roundtable on Remittances, the World Bank / APEC Dialogue on Remittance Systems, NACHA's Annual Payments Conference, BAI's TransPay conference, and The Internet Retailer conference. Dan received a dual MBA (Finance) and MIA (International Economic Policy) from Columbia University and his BA from the University of California.

Gabe Zichermann

CEO, *Gamification Co & Dopamine Inc.*

Gabe Zichermann is the chair of the Gamification Summit, where top thought leaders in this burgeoning industry gather to share knowledge and insight. Gabe is also an author, highly rated public speaker and entrepreneur whose book, *Gamification by Design*, looks at the technical and architectural considerations for designing engagement using game concepts. His previous book, *Game-Based Marketing*, achieved critical and industry acclaim for its detailed look at innovators who blend the power of games with brand strategy. A resident of NYC, Gabe is a board member of StartOut.org, advisor to a number of startups and Facilitator for the Founder Institute in Manhattan.