



**edison**partners

2018

DIRECTOR  
FORUM

SEPTEMBER 26, 2018 | THE APELLA | NEW YORK, NY

# EDNext



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RESULTS



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# 2018 DIRECTOR FORUM

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## AGENDA HIGHLIGHTS

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**9:30 AM Registration, Breakfast & Networking**

**10:00 AM Welcome & Introduction**

**10:15 AM Edison Vision, Strategy & Update**

**10:45 AM The Edison Investment Process**

**11:00 AM Roll-out of IDF Incentives**

**11:20 AM Chairperson Panel**

Moderated by Michael Kopelman, General Partner  
Jamie Egasti, Board Director, PathFactory and Veepak  
Joe Mrak III, Group President, Envestnet, Inc.  
Glenn Stevens, President and CEO, GAIN Capital

**12:20 PM Lunch & Networking**

**1:00 PM Edison Panel**

Moderated by Christopher Clark, Partner  
Chris Sugden, Managing Partner  
Ryan Ziegler, General Partner  
Lenard Marcus, General Partner  
Gregg Michaelson, Partner  
Kelly Ford, Partner

**1:50 PM Keynote Speech & Interactive Session**

Ori Brafman

**3:15 PM EDN Excellence Awards**

**3:30 PM CEO Panel**

Dev Ganesan, CEO & President, ItemMaster  
Josh Smith, Co-Founder & CEO, Solovis, Inc.  
Al Subbloie, President, CEO & Founder, Budderfly

**4:15 PM New Tools**

**4:30 PM Closing Remarks**

**5:00 PM Cocktail Reception**

Royalton Hotel (formerly Gansevoort Park Avenue),  
420 Park Avenue South  
*Transportation will be provided*

# WELCOME & THANK YOU

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## Welcome to the 2018 Edison Director Forum!

I would like to bring you back to a critical moment of your career. Who was there with you to guide you? What set of skills, experiences, and personality attributes did they convey to earn your trust? How did that mentoring occur? And what made it possible?

My guess is that the strongest memory you have of such critical mentorship was during a time of challenge, newness, risk, uncertainty, trial, and the potential for triumph. It likely occurred in uncharted territory where, faced with unfavorable odds, you found a capable ally that accelerated your learning curve, reduced your risk, made you more self-aware, and guided you through either wisdom or process. We all have those special people in our professional lives. They are the difference-makers that have made our success possible. And today, we don't only need to remember the impact they have had on us, but reflect on how we ourselves can empower others.

Now, I want you to think back to the best team you have been a part of. What made it the best? Was it the challenge, the learning, or the eventual success? What was it about

the team culture, value system, beliefs, and approach to problem solving that distinguished the team over others?

Today we have a “two-way” opportunity that is special and rare. You are in this room because you are called to build successful teams and make a difference in people's lives. Our Director Forum today brings together leaders in the private and public sector, Chairpersons, CEOs, LPs, General Partners, experts in the field of organizations, human networks, and group dynamics. And before us are the challenges we all face:

- How to build trust and alignment among BOD members and how BODs are influenced by changing contexts of the business.
- How to create a process for all BOD members to have a voice, including a strong voice for Independent Directors
- How to foster openness from a CEO and avoid them worrying about repercussions
- How to create trust-but-verify conditions and lateral accountability
- How to develop networks of inclusion within organizations

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We ask you to bring your full focus on your experiences as a CEO, a BOD member, a Chairperson, and being a key player in the business as you developed your career. We want you to reflect and offer to the group your biggest lessons learned and how you were helped to improve yourself and your company. We count on you to help us overcome our shared challenges and emerge as better board members, mentors, and supporters.



Sincerely,

A handwritten signature in black ink, appearing to read "Chris Clark". The signature is fluid and cursive, written over a white background.

Christopher Clark  
Partner  
2018 Director Forum Chair





# Edison Vision, Strategy & Update

CHRIS SUGDEN | MANAGING PARTNER



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Chris will share the firm's point of view about the current trends in growth equity and venture markets coupled with the Edison's vision for Fund IX and Fund X. He will discuss our added sector focus. We will also update you on our current Fund VIII outlook and sidecar investor performance. This is an opportunity for us to talk shop and for you to ask any questions about Edison.



## The Edison Investment Process

RYAN ZIEGLER | GENERAL PARTNER

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Ryan will show you both the process and analytics on how Edison sources, evaluates and decides to make an investment. This session will cover the overall process and an example from Fund VIII. You will learn how Edison thinks about structuring the deal, performing due diligence and structuring a 180-Day Plan.





# Roll-out of Independent Director Fees

CHRIS SUGDEN | MANAGING PARTNER  
CHRISTOPHER CLARK | PARTNER



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We will introduce a new facet of the Edison Director Network program! This is an annual compensation model, in addition to the equity grants, for independent directors only. This new fee-based model is for both recognition and expectation that EDN members are actively supporting CEOs and their management team in value-add areas of the business. Christopher Clark and Chris Sugden will present the model.



# Chairperson Panel

MODERATOR | MICHAEL KOPELMAN

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This session will focus on the Chairman's view about Board governance, value-add support and situational management. Our Chairerson panel has experience in both public and private companies across various sizes and phases of companies. They will discuss how to build a high-functioning BOD, how to ensure a safe zone for a CEO to be open, how to determine where a CEO needs coaching and where he doesn't, what is good and bad behavior among Directors, and where to "stick your nose, but not your elbows."

PANELISTS | JAMIE EGASTI  
JOSEPH MRAK III  
GLENN STEVENS





PANELIST

# Jamie Egasti

BOARD DIRECTOR, PATHFACTORY  
AND VEEPAK



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Throughout his career, Jamie has enjoyed increasing responsibility in sales, marketing, innovation and general management roles leading to President then CEO positions in consumer packaged goods and data-enabled platform technology. As the CEO of Catalina, he led the transformation from analog to digital solutions provider and the sale from Hellman & Friedman to Berkshire Partners. As CEO of Folgers, he led the spin out and sale to J.M. Smucker. Jamie has gained extensive experience with internal and external director roles including Audit and Compensation Committees, in addition to Board development and selection. Throughout his career, he has served on several private equity boards, held Board roles with early stage and growth companies, along with advisory board roles in Academia.

Jamie has extensive experience in early growth and venture backed companies with board roles in the data enabled technology, digital media and healthcare space including: Pathfactory, a content and insight activation platform, Resource Interactive, a digital advertising agency, Mr. Youth, a social media agency; Thinkvine, a marketing technology/measurement company; and Linkwell, a digital healthcare solutions company. All these experiences have provided opportunities to leverage domain expertise in marketing, innovation, and value creation.



## PANELIST

# Joseph Mrak III

GROUP PRESIDENT, ENVESTNET, INC.  
CHAIRMAN OF THE BOARD,  
SOLOVIS, INC., BOARD MEMBER,  
AVERTRA CORP, CLEARPOOL  
GROUP, STATIONMD

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Joseph Mrak is a well-known pioneer in the SaaS based Financial Technology and Wealth Technology industry. He was most recently Chairman and CEO of FolioDynamix having founded the firm back in 2007 and growing the firm's technology and advisory solutions to \$850B+ in AUA, \$25B+ in AUM, and 3.5M accounts across 35K active advisors. Before its last sale the firm had gross revenues of \$73M and was highly profitable. FolioDynamix sold to Actua Corp in 2014 for \$210M at a -7x COC return, and then again to Envestnet in January of 2018.

Prior to FolioDynamix Joe was also the Co-Founder of Placemark Investments in Dallas, TX which was one of the pioneers of the UMA (Unified Managed Account) which radically changed the high-net worth investment management industry. Placemark was later acquired by Envestnet in 2014 for \$66M. Joe also served as an executive at CheckFree APL (Now Fiserv) as well as BISYS (now Citi) driving technology and innovation in the wealth management space.

Joe started his career in strategy consulting with A.T. Kearny and Ernst & Young. He has an MBA from the University of Texas at Austin McCombs School of Business as well as a BS from Marquette University. He sits on many boards of fintech and healthtech firms such as Clearpool Group and StationMD in NYC, and serves as Chairman of Solovis, Inc. in Dallas TX. He recently joined the board of Avertra which is a SaaS-based provider of services and technology to the Utility industry. Joe is also an active angel investor.





PANELIST

# Glenn Stevens

PRESIDENT AND CEO,  
GAIN CAPITAL



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Glenn is GAIN's Chief Executive Officer and a member of the Company's Board of Directors. He joined GAIN Capital in 2000 as a founding partner and managing director.

Glenn is a financial industry veteran with more than 30 years of trading and foreign exchange (FX) experience. Prior to joining GAIN Capital, Glenn was managing director and head of FX North American sales and trading at NatWest Bank. He also served as a member of NatWest's North American Management Committee.

Prior to NatWest, he spent seven years at Merrill Lynch and Co, finishing his tenure there as managing director and chief dealer for spot and forward FX. Glenn began his FX career in 1984 at Bankers Trust Company.

Glenn holds a BS from Bucknell University and an MBA from Columbia University.



## Edison Panel

MODERATOR | CHRISTOPHER CLARK

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This session will be an integrated perspective from Edison partners who are both investing and operationally supporting a portfolio company from due diligence to funding to exit. The Edison panel will be a mix of investment professionals and operating executives who will share their view of what is an effective Board, what a CEO should expect from a BOD, and the role of an independent Director. They will share how they see company needs evolve over time from when they are \$3M, to \$30M, and beyond.

PANELISTS | CHRIS SUGDEN, MANAGING PARTNER  
LENARD MARCUS, GENERAL PARTNER  
RYAN ZIEGLER, GENERAL PARTNER  
KELLY FORD, PARTNER  
GREGG MICHAELSON, PARTNER





# Keynote

ORI BRAFMAN



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Ori Brafman knows how groups of people relate differently to one another, interact with governing bodies, determine their roles, are influenced by the digital sphere, and become agile and inspired or disconnected and dysfunctional. We will, as a group, learn about how to identify, promote or prevent these realities. We will participate in a fun exercise to develop awareness and skills on how to ensure we are building an effective, high functioning, sustainable executive Board of Directors.



## Edison Director Excellence Award

PRESENTORS |  
CHRIS SUGDEN, MANAGING PARTNER  
KELLY FORD, PARTNER

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This is a new feature of our EDN program and we are both proud and happy to launch it here at the 2018 Director Forum. This award recognizes Directors who are seen by the CEO, the management team and fellow BOD members as exemplary contributors, and have been a consistent force of great value-add to the CEO and team. Award winners were integral for achieving a successful outcome for all Company stakeholders.





# Award Winner

DAVID EISNER | ASSISTANT SECRETARY  
FOR MANAGEMENT, UNITED STATES  
DEPARTMENT OF THE TREASURY



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**EDISON DIRECTOR NETWORK SUCCESS** | David joined the Board of Directors of ComplySci in early 2015 after he was nominated by the Founder and CEO shortly after Edison invested in the Company. His experience as a startup CEO with a successful, active angel fintech investor and large financial services company executive proved to be a potent and unique combination. David jumped in quickly to mentor the management team where he spent significant time with the sales, technology and product teams.

In 2016, the CEO stepped down and David volunteered to step in as Interim CEO. His decisiveness and urgency to act led to many of the successes the Company is enjoying today. He immediately recruited a CFO to the Company and raised a small round of additional capital from Edison to ramp up sales and marketing. His relationships and experience in selling to large enterprises led to the Company winning a multi-million-dollar contract with Jeffries, which was the Company's largest customer win to date and was the catalyst for ComplySci's entry into the enterprise market.

In mid-2016, Eisner's rolodex was again put to good use. David introduced Jean-Marc Levy to the Board of Directors as his replacement at CEO. Levy worked with him at a prior company as COO. David remained VP of Sales under Levy to ensure the Company maintained its strong growth. In 3Q18, ComplySci completed a transaction with Vista Equity Partners. Vista's investment allowed the founders to successfully exit the business while Edison received more than 2X its total investment while maintaining a large ownership interest in the Company. Today, ComplySci is positioned as the market leader in employee trading and risk compliance.

Unfortunately, for ComplySci and the EDN program, earlier this year, David broke the news that he needed to step down from

the board. The reason, however, was a good one as he received a call from Secretary of the Treasury, Steve Mnuchin. The Secretary asked David to join him as his Assistant Secretary (in business terms, David is COO of the Department). The opportunity was one of David's longtime dreams to serve the country with the added benefit of staying out of political.

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**BACKGROUND** | David is a longtime mentor and friend of Treasury Secretary Steve Mnuchin and, when Secretary Mnuchin called, David couldn't resist the opportunity to serve.

David F. Eisner was sworn in as Assistant Secretary of the Treasury for Management on April 30, 2018. He is responsible for leading and executing Department-wide operations, including formulation of the Department's budget and strategic plan. The U.S. Department of Treasury employs over 115,000 people and its budget is \$11B. The Treasury has 10 bureaus including the IRS, OCC, FinCen, U.S. Mint and ATF. David also oversees data-driven reviews of policy and operational units across the Department and within Treasury's bureaus.

Prior to joining the Treasury, David was a private investor and the executive chairman of ComplySci, Inc., a technology company focused on regulation of the financial industry. He founded and served as the chief executive officer of TheMarkets.com LLC, a financial software and data firm, which was sold in 2010. He spent 12 years at the investment bank Jefferies & Company, including six years as executive vice president in the office of the chairman.

David earned a B.S. in accounting and government from American University and he later served on the Board of Trustees. He earned a J.D. from Boston University School of Law, where he was an editor of the American Journal of Law and Medicine.

He is married to Karen Lehmann-Eisner, and they have two sons, Joshua and Jason.



# Award Winner

ROBERT J. "BOB" FARRELL | CHAIRMAN &  
CEO, GLOBALTRANZ



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**EDISON DIRECTOR NETWORK SUCCESS** | Bob has been a member of the Edison Director Network since 2012. He has served on two Edison portfolio company Board of Directors, participated in several Edison Director Colleges and CEO Summits.

In 2012, Bob joined the Board of FolioDynamix. His impact was felt immediately as he added the point of view of a "CEO and operator that had scaled" to the board. Bob immediately took on the role of mentor, listener and sometimes advocate to the CEO, Joe Mrak. He worked actively with the CEO and investors in the transition of the technology co-founder as he stepped away from the business.

Bob's perspective as a CEO with several private equity and growth equity companies under his belt was impactful as a communication bridge between Joe and investor board members. Specifically, he jumped into work on the compensation committee bringing both a firm hand and advocacy on behalf of the CEO. During Folio's successful exit in 2014 (Edison returns: \$75M and 5X+), Bob played an instrumental role coaching the CEO and management team in positioning the business.

The good news for Edison (and our portfolio companies) is one successful EDN role was not enough for Bob. A big believer in boards of strong operators with scaling experience, Billtrust CEO and Founder Flint Lane was instrumental in bringing Bob on the Billtrust board in 2015. Bob's input as a bridge between management and investors is again on display as Chairman of the Compensation Committee, while Company investors include Goldman Sachs, Bain Capital and Riverwood. Bob is a trusted advisor to the CEO and his expertise scaling sales and marketing has been a valuable asset to Billtrust's management team. Board excellence at Billtrust is one of the many reasons Edison was able to exit its investment earlier this year with a total return of 10X.

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**BACKGROUND** | Bob has 30+ years of experience and a proven track record of building high-growth software and technology-driven companies. He is Chairman and CEO of GlobalTranz Enterprises, Inc., a leading technology-driven freight management solution provider. Farrell led GlobalTranz through three acquisitions. Recently, GlobalTranz investors successfully exited the Company with the investment from The Jordan Company, L.P. (TJC). TJC has acquired 100% of GlobalTranz from Providence Strategic Growth (PSG), the growth equity affiliate of Providence Equity Partners and several other investors, Bob remains CEO.

In 2017, Bob was named a winner of the 2017 CEO Awards by CEO Today. The CEO Today Magazine Awards celebrates the success, innovation and strategic visions of CEOs across a number of sectors and industries within the US, identifying the most successful, innovative and forward-thinking CEOs in business today.

Prior to GlobalTranz, Bob served as president and CEO of Kewill, a global leader in multimodal transportation management software. Prior to Kewill, Bob served as president and CEO of EDGAR Online, a leading global provider of XBRL software, services and data that was acquired by RR Donnelley & Sons (NASDAQ: RRD) in August of 2012. His role at EDGAR Online was preceded by his time as Chairman and CEO of Metastorm, a leading provider of Business Process Management (BPM) enterprise software and solutions that was acquired by Open Text (NASDAQ: OTEX) in February of 2011. Farrell also served as President of Mercator Software, a provider of enterprise application integration solutions; COO at LeadingSide, a global provider of unstructured data solutions; and held executive management positions at Computer Horizons Corp., a provider of IT services and solutions.

Bob currently serves on the board of Billtrust, the premier provider of payment cycle management solutions. Bob is also a Senior Advisor at Providence Equity focusing on investments in technology-enabled service companies. Previously, he served as a Senior Advisory for Kitchen Brains, a pioneer and global leader in the development and deployment of integrated, end-to-end, wireless M2M networking solutions and SaaS applications for the commercial kitchen/food service industry. He has also served on the Board of FolioDynamix, an award-winning SaaS provider of investment management programs and wealth management platform solutions to financial services organizations that was acquired by Actua (NASDAQ: ACTA) in November of 2014; and on the Board of I.D. Systems (NASDAQ: IDSY), a leading global provider of wireless solutions.



# CEO Panel

MODERATOR | CRISTOPHER CLARK



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Our panel will be comprised of successful CEOs, both in private and public companies, who have assembled excellent BODs, created or co-created BOD cultures of openness, transparency, honesty and humility. These CEOs have focused on the role of the independent as the most important and impactful member of the BOD. They will share how they think about matching company phase with BOD skills and needs. They will provide examples of good and bad board behavior and what is value-add to them.

PANELISTS | DEV GANESAN  
JOSH SMITH  
AL SUBBLOIE



PANELIST

## Dev Ganesan

CEO & PRESIDENT, ITEMMASTER  
BOARD MEMBER

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Dev has a successful track record of building and scaling companies in the digital, mobile and analytics industries. Currently Dev is the CEO of ItemMaster, where he is leading the efforts to transform the company to an Ai-driven Data as a Service (DaaS) platform for the CPG and retail industry. Dev served as the CEO of Fishbowl Inc, where he transformed the company from a legacy email services provider for more than 14 years to a big data analytics and marketing automation platform in the restaurant business, culminating in a sale to a private equity firm in early 2017. Dev had served as CEO of Aptara, where he led its evolution from a content service provider to a digital and mobile solutions partner, guiding the publishing industry's transition from print to the digital age. Under his leadership, Aptara tripled its value in a three year period and was acquired in 2012.

Prior to Aptara, Dev had leadership roles in several tech companies including Advanced Communications Systems (NASDAQ: ACSC, a professional services firm) where he led seven acquisitions and the company's IPO. He currently serves on the Board of Directors of BrandMuscle and ItemMater, and volunteers on the Board of DC Central Kitchen. Ganesan received the EY 2017 Entrepreneur-of-the-Year award, Future 50 award in 2014 and 2013, and was recognized as a Washington Tech Titan in 2013.

Specialties: Strategy, M&A, strategic business development, IPO, fund raising, building teams, go-to-market planning and execution.



PANELIST

## Josh Smith

CO-FOUNDER & CEO,  
SOLOVIS, INC.



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Josh Smith is Co-founder and CEO of Solovis. Since graduating Georgia Tech magna cum laude in 2007, Josh has spent his entire career in institutional finance and investment management. Out of college, Josh spent a little over a year with the Royal Bank of Canada in Atlanta, GA as a real estate investment banking top tier analyst helping to issue equity and debt as well as buyouts on behalf of many of the largest REITs and JVs in the market.

In 2008, Josh joined Investure, LLC, one of the most prominent OCIOs in the institutional investing market. While there, Josh helped diligence investment decisions on behalf of the \$10B portfolio run by a seasoned team of endowment and foundation professionals. During the financial crisis, Josh became responsible for creating a novel technology system and built an internal team of professionals to handle the technology and data needs of Investure. After leaving Investure in 2012, Josh began consulting as an independent consultant for family offices, endowments, and foundations. While performing his consulting work, Josh discovered the needs he helped fulfill at his previous firm were widely desired in the institutional investing community.

In 2013, Josh co-founded Solovis, the first true multi-asset class portfolio management system for asset owners. Josh has helped grow Solovis as CEO since 2013 into an industry leading technology platform for the largest asset owners in the USA and internationally.

In his spare time, Josh is an avid golfer, skier, and foodie and routinely spends time mentoring and helping guide local individuals who have created new startup companies.



PANELIST

## Al Subbloie

PRESIDENT, CEO & FOUNDER  
BUDDERFLY

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Al Subbloie is a unique breed of CEO: combining entrepreneurial passion, hands-on knowledge of successfully growing nascent businesses, and an intuition for identifying non-existent and emerging markets. Al is currently the Founder, CEO, President, and Chairman of Budderfly, Inc., his 3rd technology start-up, which delivers a revolutionary Energy Management Solution that quickly became one of the fastest growing technology Companies in Connecticut. Prior to Budderfly, Al was the Founder, CEO, President, and Chairman of Tangoe, Inc. where he successfully navigated this leading provider of global Telecom Expense Management technology solutions from start-up through IPO and beyond. Al grew Tangoe from annual revenues of \$1M in 2002 to over \$200M in 2015, a compounded annual growth rate of over 45%. He also drove global expansion throughout the Americas, EMEA, and APAC regions, growing Tangoe from a few employees to more than 2,000. Tangoe was the second company Al founded, managed, and took public.

Prior to Tangoe and Budderfly, Al co-founded and ran Information Management Associates (IMA), which focused on integrated call center solutions for sales, marketing, and customer service capabilities. IMA was a forerunner to the CRM industry of today. Al started his career at Andersen Consulting, has numerous patents to his credit, and his inspirational approach has resulted in moving markets and motivating teams to realize corporate goals that previously seemed unachievable.

Al has served on numerous Boards, most recently with Acxis, Inc., a leading provider of RFID device management technology, which was successfully sold to Safeguard Scientific in December 2005 and NYC-based Operative, Inc, where he helped lead the successful acquisition of the company by Francisco Partners.



# New Tools

CHRISTOPHER CLARK | PARTNER

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This brief session will deliver new tools and applications that EDN members can use for adding more value to their companies and more suggestions for ensuring a strong understanding of company trends. We will also cover engagement sources for the EDN.



## CHRIS SUGDEN MANAGING PARTNER

Chris leads Edison's overall strategy and co-chairs the investment committee. Led 27 initial investments. Currently director of five companies. Instrumental in several premium exits including Operative, PHX (now Zelis), FolioDynamix and Gain Capital (NYSE: GCAP). Previously CFO/COO of two startups, began career as an auditor with PWC. BS Michigan State, CPA. **LIFE BEYOND EDISON?** Chris can give you directions to nearly every hockey rink, lacrosse field and swimming pool in the Mid-Atlantic thanks to his kids. Married to Debbie, who is incredibly supportive of his work, Michigan State sports and golf addictions. They have a son, Cooper (15) and two daughters, Madison (14) and Ava (10).

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## CHRISTOPHER CLARK PARTNER

Christopher joined Edison last year. Prior to Edison, he worked in both commercial and federal entities as an executive and CEO/President. The last two companies he led on both the east and west coast resulted in very successful outcomes (Fiberlink, an Edison company, acquired by IBM & Virtela Communications acquired by NTT Communications). He lived and worked in China, Japan, Taiwan, India, Brazil, Brussels and the UK. He speaks Chinese, Japanese, Dutch and German and he holds an MBA from NYU and BBA from Temple University.



## RYAN ZIEGLER GENERAL PARTNER



Ryan leads the Enterprise Technology and Marketing technology group. He manages emerging and growth-stage investments within marketing technology, verticalized SaaS and the data service sectors. He has completed new investments totaling over \$250M invested capital. Before getting his data and marketing tech stripes,

Ryan worked in Fintech for Edison after coming from an industry leader, SEI (NASDAQ: SEIC). He holds a BS Business Management and BA Biology from Bucknell University. [LIFE BEYOND EDISON?](#)

Enjoy living in country Jersey with my beautiful bride Nicole. Daddy sherpa and dance partner for two smart and vivacious little girls, Izzy and Nola. Born and raised Philly fan... and yes, Wentzylvania is a real thing - go Birds!

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## TOM VANDER SCHAAFF GENERAL PARTNER



Joined Edison in 2003. Leads Edison's analysis function, is fund captain for Edison IX, and is co-chairman of the investment committee. Involved in more than 50 initial investments and more than a hundred total investments. Currently serves as director of four Edison portfolio companies. Nineteen years of private equity experience and three years of investment banking experience. BSE, Princeton University. [LIFE BEYOND EDISON?](#) Tom enjoys spending time with his wife, Sarah, and two lovely daughters, Heidi and Ava - and playing squash as often as he can.



## MICHAEL KOPELMAN GENERAL PARTNER

Joined Edison in 2005. Leads Fintech investments and the firm's exit management practice, guiding portfolio companies through the exit process. Serves on board of six companies. Began career at Credit Suisse where he advised numerous financing and M&A transactions. Launched E\*TRADE's online investment bank which was acquired by SoundView. Past President of Wharton's private equity alumni association. BA University of Pennsylvania; MBA Wharton. **LIFE BEYOND EDISON?** Married college sweetheart, Amy. Resides in Villanova, PA where he enjoys chasing after two kids (12 and 8 years old). Michael has become increasingly active with the American Heart Association.

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## LENARD MARCUS GENERAL PARTNER

Leads investments in Enterprise Solutions. Serves as director of five companies. Operating experience in development and finance at IBM. Delivery and managerial roles at Princeton eCom. Joined Edison in 2005 as Business Development Associate. BS Stanford, MBA Columbia. **LIFE BEYOND EDISON?** In his spare time, Lenard loves to read non-fiction, maintain some semblance of physical fitness and spend time with his wife, Charlotte, and three sons.



## DAVID NEVAS PARTNER

Manages investments in Marketing Technology sector and leads the Sourcing Team at Edison. He joined Edison in 2008 as an Associate, and prior had over seven years of experience in operating and consulting roles at IBM, PWC, and several startups. Before Edison, David worked at A.C. Lordi, a startup in the risk and compliance space, where he helped grow the company to an acquisition by a private equity syndicate. BS, Business Information Systems, Lehigh University; MBA, Finance and Strategy, New York University Stern School of Business. **LIFE BEYOND EDISON?** Avid traveler with only Antarctica left on his list of continents to hit. Married to Jennifer with a two and five-year old at home... now grudgingly forced to find a new passion until they're old enough for an international flight.



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## KELLY FORD BUCKLEY PARTNER

Pioneer of the firm's operating platform, Kelly helps portfolio companies optimize and scale their go-to-market machines. Partner on six investments. Instrumental in recent successful exit of Billtrust. 24-year track record with established and emerging organizations, including SundaySky, Operative (former Edison company), LivePerson (LPSN), Groove Networks (Microsoft) and IBM. BA, Michigan State. **LIFE BEYOND EDISON?** Bostonian at heart, counting Fenway and Nantucket as 2nd homes; Mild sickness for home design and renovation, tolerated by husband Ryan and two handsome labradors, Buster and Maxwell.





## GREGG MICHAELSON PARTNER

Gregg joined Edison in 2015 and began his tenure by advising portfolio companies on strategy, operational efficiency, and leadership. Gregg continues to advise Edison companies and focuses on investments in Healthcare IT and Enterprise software, specifically marketing technology. He serves as director for four companies. This year marked Gregg's third as chair of the CEO Summit, a key component of our premier annual CEO education program. Gregg holds an MBA from NYU's Stern School of Business and a BA from the University of Michigan. **LIFE BEYOND EDISON?** Gregg and his wife, Anne, live on a farm in Skillman, NJ with their three children, dogs, barnyard full of horses, sheep, goats, chickens, and an awesome John Deere tractor. He remains a diehard fan of his hometown Pittsburgh Steelers and Penguins.

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## DANIEL HERSCOVICI PARTNER

Dan focuses his time within Edison's enterprise solutions practice, with a particular focus on IoT, Tech Services and companies where small business and consumers are the target market. He has held leadership roles at Comcast and Motorola. While at Comcast, he founded and led the Smart Home business, founded an IT services business, and conceived / launched Xfinity Wi-Fi. He has always been an entrepreneur and change agent within the enterprise. Dan holds an MBA from the Wharton School, as well as Mechanical Engineering degrees from Boston University and Drexel. **LIFE BEYOND EDISON?** Dan and his wife Laurie collect chef and restaurant experiences like baseball cards. He is always in search of amazing food and dining experiences. His son Aaron, 13, and daughter Olivia, 8, don't necessary share their enthusiasm.

## JAY NAIK OPERATING PARTNER



Joins Edison after a career leading high growth Enterprise software companies. Began career as an Investment Banker at Bear Stearns in their Media & Entertainment group. Post-banking, successfully exited Capital IQ to McGraw Hill Financial as an early employee and Executive team member. Then joined Dataminr as their head of both Product & Operations helping scale the company from inception to unicorn status. Jay holds an MBA from Columbia Business School and a BS in Finance from New York University's Stern School of Business. **LIFE BEYOND EDISON?** Jay enjoys spending time with his wife Sweta and 3 year-old daughter Layla while watching as many NBA games as possible.

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## JOE ALLEGRA GENERAL PARTNER



Joined Edison in 2001 and has led investments across Edison's targeted industry segments with primary focus on Enterprise Solutions. Led 30+ financings, served as a director of 25 companies and guided 16 to exit. Currently director of 2 Edison portfolio companies. Successful entrepreneur with 20+ years of software industry experience. Co-founder and CEO of Princeton Softech. Former Chairman of New Jersey Technology Council. BA Rutgers, MBA NYU. **LIFE BEYOND EDISON?** Joe and his wife Bobbie are golfers and especially enjoy playing near their Hilton Head Island vacation home. After many years of coaching his son and daughter in soccer, basketball, baseball and softball, Joe is cheerleading as they advance their careers in film and TV producing and early childhood special education.



## GARY GOLDING GENERAL PARTNER

Joined Edison in 1997 for Edison IV. With 25+ years experience, Gary serves on the board of four companies and is part of Edison's Enterprise 2.0 investment team, focusing on Energy IT, Government IT and Telecom IT. He was Edison's director on three Edison IV companies that completed successful IPOs and exits: Liberty Tax Service (NASDAQ: TAX), Tangoe (NASDAQ: TNGO) and Vocus (NASDAQ: VOCS). Co-founder of Pittsburgh Tech Council and past President of Pittsburgh Venture Capital Association. BS Boston College, MA University of Pittsburgh.

**LIFE BEYOND EDISON?** Three grown kids; coached kids (both girls & boys) basketball for seven years and hope to coach grandkids someday.





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