CEO SUMMIT

edisonpartners

MAY 15-17, 2018 | WHARTON BUSINESS SCHOOL

CEOs, Directors, Limited Partners, and Sponsors:

Welcome to Edison Partners' 7th Annual CEO Summit at Wharton Business School!

Great leaders create value by anticipating change and proactively planning for the future while executing in the present. For over 130 years, Wharton Business School has helped thousands of great business leaders including: Elon Musk, Brian Roberts, Jeff Weiner, and many more, develop and refine these skills.

One of our goals this year is to help you find a formula for scaling your businesses through best practices on culture, organizational design, span of control, go-to-market strategy, financial analytics and modeling, and board governance. More than 60 current and former CEOs are in attendance, representing many years of growth-stage leadership and operating experience.

The program will include challenging interactive sessions designed to help us grow as entrepreneurs, executives, and board members. The distinguished Wharton faculty will teach through experiential programs that will allow you to build leadership capabilities and develop business acumen in yourself, your team, and your organization. We believe you will emerge from this experience with even more practical business knowledge that you can apply to your daily challenges as soon as you return to your organization.

We hope you find the experience at this year's CEO Summit memorable. Our goal is for you to learn more about yourself and to consider new methods of management. You will have ample opportunity to share knowledge and network with your peers, and we will also have a great time along the way.

Thank you to our sponsors - Bowdoin Group, Comerica, DLA Piper, RSM McGladrey, Square 1 Bank, and UBS.

We encourage you to open your minds to innovative ways of thinking. Let's take advantage of the unique opportunities that the 2018 Edison Partners CEO Summit has to offer.

Thank you again for joining us!

Edison CEO Summit Team

CEO SUMMIT

AGENDA HIGHLIGHTS

DAY 1: TUESDAY, MAY 15

11:00-12:00 PM	Arrival & Registration at Steinberg Conference Center
12:00-1:00 PM	Lunch Available
1:00-2:15 PM	**Welcome & Wharton Program Introduction** ***Led by Jim Thompson***
2:15-2:30 PM	Break
2:30-5:30 PM	**ExecEd Session I: Creating a Value Culture** ***Led by Michael Roberts***
5:45-6:30 PM	Hotel Check In & Personal Time
6:45-9:00 PM	Opening Reception & Dinner at *The Penn Museum*

DAY 2: WEDNESDAY, MAY 16

(Attire for day: Active wear & sneakers)

7:00-8:00 AM	Breakfast at Steinberg
8:00-8:30 AM	Recap Day 1 / Intro Day 2
8:30-10:00 AM	**ExecEd Session 2: Developing an Outside-in Marketing Strategy** ***Led by Patti Williams***
10:00-10:15 PM	Break
10:15–11:45 PM	**Keynote: Patty McCord**
11:45-12:15 PM	Departure to Boathouse *(Boxed Lunch will be provided)*
12:30-4:30 PM	**Personal Leadership & Team Development: Rowing on the River** ***Led by Dan Lyons*** *(Suitable for all fitness levels)*
5:00-6:30 PM	Personal Time *(Change into dinner attire: Business casual)*
6:45-10:00 PM	Dinner & Networking at *Davio's Northern Italian Steakhouse*

DAY 3: THURSDAY, MAY 17

7:30-8:30 AM	Breakfast at Steinberg
8:30-10:00 AM	**ExecEd Session 3: Big Data, New Data, Better Science** ***Led by Eric Bradlow***
10:00-10:15 AM	Break
10:15-12:30 AM	**ExecEd Session 4: Business Model Innovation** ***Led by Jim Thompson***
12:30-1:00 PM	**Wrap-up & Closing**
1:00 PM	Departure *(Boxed Lunch will be provided)*

JAMES D. THOMPSON

CO-FOUNDER & DIRECTOR
WHARTON SOCIAL
ENTREPRENEURSHIP PROGRAM

COAUTHOR OF *THE SOCIAL ENTREPRENEUR'S PLAYBOOK*

ADJUNCT ASSOCIATE PROFESSOR AT THE SCHOOL OF SOCIAL POLICY AND PRACTICE OF THE UNIVERSITY OF PENNSYLVANIA

James Thompson is co-founder and director of the Wharton Social Entrepreneurship Program and coauthor of *The Social Entrepreneur's Playbook*. He is an adjunct associate professor at the School of Social Policy and Practice of the University of Pennsylvania. His current areas of research focus are social innovation, future market growth, and investment under conditions of high uncertainty.

He teaches in Wharton Executive Education programs and works with management teams around the world to design and execute growth strategies that increase the value of their firms. In addition to academic interests, he has served on the executive board of a venture capital-funded technology company in Philadelphia, and currently invests in and advises startup firms in the U.S. Prior to joining the academic world, he was a divisional director of a public company, responsible for business unit turnarounds and new market development.

Thompson holds a PhD from The Swiss Institute of Technology (EPFL) and he has been published in the *Harvard Business Review, Journal of Management, Long Range Planning, Management Science, Organization Science,* and the *Research-Technology Management* journal. He is a recipient of Best Paper Awards in both the U.S. Academy of Management and the American Marketing Association.

MICHAEL R. ROBERTS

WILLIAM H. LAWRENCE PROFESSOR OF FINANCE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA

RESEARCH ASSOCIATE NATIONAL BUREAU OF ECONOMIC RESEARCH

Michael R. Roberts is the William H. Lawrence Professor of Finance at the Wharton School of the University of Pennsylvania and a Research Associate of the National Bureau of Economic Research. Professor Roberts earned his B.A. in Economics from the University of California at San Diego, and his M.A. in Statistics and Ph.D. in Economics from the University of California at Berkeley.

His primary research is in the areas of banking and corporate finance, and more specifically capital structure, investment policy, payout policy, and security design. Recent work has examined issues at the intersection of macroeconomics and finance including the role of government borrowing in affecting the supply of credit to and investment behavior of corporations. His research has received several awards including two Brattle Prizes for Distinguished Paper published in the *Journal of Finance*, a Jensen Prize for best paper on Corporate Finance and Organizations published in the *Journal of Financial Economics,* and Best Paper awards at the Financial Management Association and Southwestern Finance Association annual conferences. Professor Roberts has served on nine journal editorial boards, including the *Journal of Finance* of which he was a co-editor.

In addition to his research, Professor Roberts has earned a number of teaching awards at the Wharton School including the David W. Hauk Award, multiple Excellence in Teaching awards, and a nomination for the Helen Kardon Moss Anvil Teaching Award. While at Duke University, he won the Daimler-Chrysler Core Teaching Award at the Fuqua School of Business. He has taught undergraduate, M.B.A., Ph.D., and executive education courses in Finance, Economics, and Statistics. Outside of academia, Professor Roberts has worked as a financial engineer and consultant, providing service to numerous financial and nonfinancial corporations.

PATTI WILLIAMS

IRA A. LIPMAN ASSOCIATE PROFESSOR OF MARKETING AT THE WHARTON SCHOOL

Patti Williams is the Ira A. Lipman Associate Professor of Marketing at the Wharton School. She received a BA in communication from Stanford University, and an MBA and PhD in marketing from UCLA's Anderson School of Management.

Prior to joining the Wharton School in 2000, she was an assistant professor at the Stern School of Business at NYU. She is the recipient of multiple Wharton Excellence in Teaching Awards for outstanding performance in the undergraduate, MBA and Executive MBA classroom and has received the "Goes Above and Beyond the Call of Duty" MBA Core Teaching Award numerous times.

Her research interests include the role of emotions in consumer decision making. Her papers have appeared in the Journal of Consumer Research and the Journal of Marketing Research, among others. She has served as Associate Editor for the Journal of Consumer Research and is a member of the Editorial Review Boards for the Journal of Consumer Research, the Journal of Marketing Research and the Journal of Consumer Psychology. She is co-author of Marketing for Financial Advisors, published by McGraw Hill. Patti serves as the Academic Dean for the Global Marketing University at the Estee Lauder Companies and teaches executive education courses to many companies and organizations on marketing topics including developing an outside-in strategic perspective, consumer insights and segmentation, branding and managing brand experiences. You can follow her thoughts on branding and marketing on Twitter: @PattiAW.

ERIC T. BRADLOW

THE K.P. CHAO PROFESSOR

PROFESSOR OF MARKETING

FACULTY DIRECTOR- WHARTON CUSTOMER ANALYTICS INITIATIVE

CHAIRPERSON, WHARTON MARKETING DEPARTMENT

PROFESSOR OF ECONOMICS, EDUCATION & STATISTICS

Eric T. Bradlow is currently The K.P. Chao Professor; Professor of Marketing; Faculty Director - Wharton Customer Analytics Initiative; Chairperson, Wharton Marketing Department; Professor of Economics; Professor of Education; Professor of Statistics. He earned a Bachelor of Science in Economics from The Wharton School in 1988, an A.M. in Mathematical Statistics in 1990 and a Ph.D. in Mathematical Statistics in 1994 from Harvard University.

Eric is past Editor-in-Chief of Marketing Science, the premier quantitative journal in Marketing. Eric was also recently named one of eight inaugural fellows of the University of Pennsylvania (2009), a fellow of the American Statistical Association (2005), a fellow of the American Education Research Association (2009), is past chair of the American Statistical Association Section on Statistics in Marketing (2004), is a Fellow of the Wharton Risk Center, a Senior Fellow of the Leonard Davis Institute for Health Economics, is a past statistical fellow of Bell Labs, and was named DuPont Corporation's best young researcher.

After completing his doctorate, while working at the DuPont Corporation in their Corporate Marketing and Business Research Division, Eric worked for two years as an Associate Research Scientist in the Statistics and Psychometrics Research Group at the Educational Testing Service in Princeton, NJ. He joined the Wharton faculty in 1996.

Eric has received numerous academic and teaching awards. For research, he was a finalist in 1994 for the Savage Award Dissertation Prize in Statistics, the Paul E. Green Award for the best paper in the *Journal of Marketing Research* in 2004, and the John D.C. Little Award for the best paper in an INFORMS journal in 2005 and 2008. He has also been named the winner of the 2006 National Council of Measurement in Education Award for scientific achievement, the winner of the 2006 best paper award in internal medicine from the *Journal of the American Medical Association*, and the winner of the 2007 AMA Explor Award. Eric has

also received the MBA Core Curriculum teaching award and Miller-Sherrerd MBA Core Teaching award in 1999, 2000, 2001, 2002, 2007, 2008, 2011, and 2012 and the 2003, 2004, 2005, 2006, and 2007 Excellence in Teaching Award.

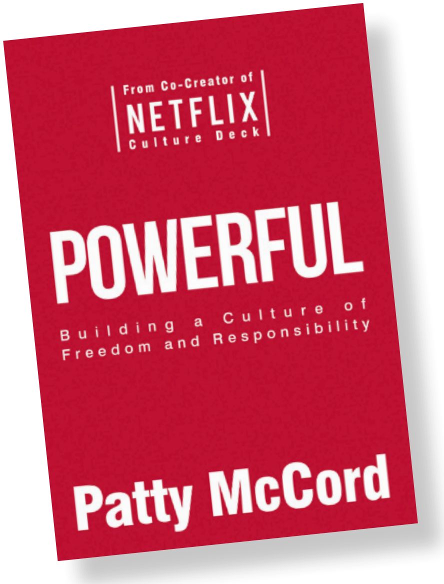
His research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures with application to business problems, education and psychometrics, and those in health-care outcomes research. His personal interests include his wife Laura, his three sons Ethan, Zach, and Ben, and his love of movies and sports.

PATTY MCCORD

AUTHOR OF *POWERFUL; BUILDING A CULTURE OF FREEDOM AND RESPONSIBILITY*

FORMER CHIEF TALENT OFFICER, NETFLIX

Patty McCord brings the Silicon Valley concepts of fresh ideas and innovation and applies them to rethinking the way we work. She challenges norms and invites us to reconsider the idea of "best practices."



From her many years working with companies that range from very large global tech companies to small very small innovative start-ups, Patty saw first-hand how companies can become slow and complacent and employees become cynics and whiners. She spent 14 years at Netflix experimenting with new ways to work. Making the Netflix culture deck become reality for the people who work there. From abolishing performance reviews to challenging the need for policies, Patty believes people come to work as fully formed adults with a desire to make an impact and be proud of what they do and she's on a mission to spread the word that we can do this differently. She is frequently in the media with interviews and articles from Harvard Business Review, NPR, Fast Company and The Wall Street Journal. She speaks at CEO Forums, Business schools and for large groups around the world.

CHRIS SUGDEN, MANAGING PARTNER

Chris leads Edison's overall strategy and chairs the investment committee. Led 27 initial investments. Currently director of six companies. Instrumental in several premium exits including Operative, PHX, 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 New Jersey thanks to his kids. Married to Debbie, who is incredibly supportive of his work, Michigan State sports and golf addictions, they a son and two daughters (15, 13 and 9)

GREGG MICHAELSON, PARTNER & CEO SUMMIT CO-CHAIR

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 now focuses on investments in Healthcare IT and Enterprise software, specifically marketing technology. He serves as director for four companies. This year marks Gregg's third as chair of the CEO Summit, a key component of the Edison Edge platform. 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, 2 dogs, a 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.

CHRISTOPHER CLARK, PARTNER & CEO SUMMIT CO-CHAIR

Joins Edison after scaling a previous Edison investment (Fiberlink) to $130M in ARR and a very successful acquisition to IBM. Has led venture- backed companies both on the east and west coast that achieved highly accretive exits. He has lived and worked around the globe in F500 companies, including Sprint and IBM. MBA from NYU and BBA in Finance and Economics from Temple University. LIFE BEYOND EDISON? He would like to privatize Amtrak, solve its problems and create the best commuting experience on the Northeast Corridor for 50M mobile workers who pay a monthly subscription fee that includes software and services. Renewal rates would be 110%.

LAUREN PASSANNANTE, PROGRAM MANAGER, EDISON EDGE & EVENTS

Lauren joined Edison in January 2016. She manages Edison Edge programs, including all events as well as social media activities for the firm while supporting two investment professionals. She holds a BA in Sociology from Rider University. LIFE BEYOND EDISON? Passion for photography, music, travel, and tracking her family's genealogy.

RYAN ZIEGLER, GENERAL PARTNER

Ryan is an Edison Investment Committee member and leads growth-stage investments within the enterprise software, marketing technology, verticalized SaaS and data service sectors. He has completed new investments totaling over $250M invested capital. Before getting his data and marketing tech stripes, Ryan helped to build Edison's Fintech portfolio after get trained up at an industry leader, SEI (NASDAQ: SEIC). He holds a BS Business Management and BA Biology from Bucknell University.

LIFE BEYOND EDISON? Enjoys living in Country Jersey with his beautiful bride Nicole. Daddy sherpa, professional ice cream eater and dance partner for two smart and vivacious little girls, Izzy and Nola. Born and raised Philly fan...and yes, Jason Kelce should run for mayor - GO BIRDS!

MICHAEL KOPELMAN, GENERAL PARTNER

Joined Edison in 2005. Leads Fintech investments and is Exit Leader, a member of the Edison Edge team that guides portfolio companies through the exit process. Serves on board of four 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 recently joined the Board of the American Heart Association which has mission close to his heart.

TOM VANDER SCHAAFF, GENERAL PARTNER

Joined Edison in 2003. Leads Edison's Analysis Team. Involved in more than 50 initial investments and more than a hundred total investments. Currently serves as director of four Edison portfolio companies. Eighteen 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.

LENARD MARCUS, PARTNER

Leads investments in Enterprise Solutions. Serves as director of four 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.

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 six companies and focuses on Enterprise solutions for Energy, Government and Telecom. 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.

KELLY FORD BUCKLEY, PARTNER

Leads the Edison Edge platform, and advises portfolio companies on building and optimizing sales and marketing. 23-year track record with established and emerging organizations, including SundaySky, Operative (former Edison company), LivePerson (LPSN), Groove Networks (now Microsoft) and IBM. BA, Michigan State. LIFE BEYOND EDISON? Bostonian at heart, counting Fenway and Nantucket as homes away from the 105-year-old fixer-upper shared with husband Ryan and two handsome labradors, Buster and Maxwell.

DAVID NEVAS, PARTNER

Leads marketing technology and other enterprise solution investments. Joined Edison in 2008 as an Associate, and prior had more than 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 toddler and four-year old daughter at home… now grudgingly forced to find a new passion until they're old enough for an international flight.

JAMES HILL, VICE PRESIDENT

Joined Edison in 2013 and focuses on investments in the Healthcare IT sector. Played Varsity soccer in college, previously worked in the legal field, and later worked for IBM on its Watson Solutions team. Currently a director of one portfolio company. Serving his second year as Chair of the Edison Director Network, a key component of the Edison Edge. BS Wisconsin, JD and MBA Michigan State. LIFE BEYOND EDISON? His free time is spent playing competitive sports, pretending he's good at fixing houses, flying airplanes, and going "up North" to relax on the beaches of Lake Michigan with his wife, Andrea. He admittedly roots for the Badgers over the Spartans, but cheers for both when they don't play each other.

JENNIFER LEE, SENIOR ASSOCIATE

Joined Edison in 2016 and focuses on Fintech and Security investments. Started her career at ForgeRock, a global leader in identity and access management stemming from Sun Microsystems, as company's first Sales Executive; grew revenue 100%+ YoY including 200%+ during the last year of her term while building the company and raising $52M in funding. Prior to joining Edison, conducted comprehensive financial analysis on select European equities and wrote value-oriented fundamental long/short investment theses for hedge fund clients of Commerzbank. BA Johns Hopkins, MBA Columbia. LIFE BEYOND EDISON? Serves on the UNICEF New York chapter and volunteers with both Exeter and Columbia alumni associations. Avid traveler (with a pet-passport-holding dog). Wants to learn a fifth language.

DOBA PARUSHEV, ASSOCIATE

Doba joined Edison in 2016 and focuses on investments in the Enterprise and Healthcare IT sectors. Born and raised in Bulgaria, began his career with Endeavor in Chile, where he assisted in the search, selection and support of promising startups. Later, worked in management consulting with McKinsey & Company and got a taste for venture capital with AXA Strategic Ventures. Holds an MBA from Harvard Business School and a BSE from Princeton University. LIFE BEYOND EDISON? Contemplating the state of US infrastructure while driving down to Washington, DC to visit his fiancé. Patiently learning how not to be horrible at golf.

JON REYNOLDS, ASSOCIATE, FINANCIAL PLANNING & ANALYSIS

Joined Edison in 2016. Splits his time into three areas: working alongside the portfolio's finance teams, performing accounting and financial reviews of potential investments, and other initiatives to build out the Edison Edge. Formerly working in public accounting, Served as Edison's auditor for three years, and also worked with a number of professional sports teams. BS, Accounting, Lehigh University. LIFE BEYOND EDISON? If not outside playing soccer, football or golf, then it must be Sunday and Jon can be found watching the NY Jets. After growing up in the Arizona desert, he does his best to make it back out west a few times a year to visit his family.

JUDI CONTURSI
LP RELATIONS

DEL GIANNOTTI
ANALYST

MARYBETH KELLY
ADMINISTRATIVE ASSISTANT, IT OPERATIONS

EILEEN COVEY
DIRECTOR, FINANCE & OPERATIONS

JOSEPH GIQUINTO
CONTROLLER

JOY WHITNEY
RESEARCH DIRECTOR

CAITLIN WOOD
ADMINISTRATIVE ASSISTANT & OFFICE MANAGER

NOTES

PROGRAM CHECK-IN
5/15 BY 12PM

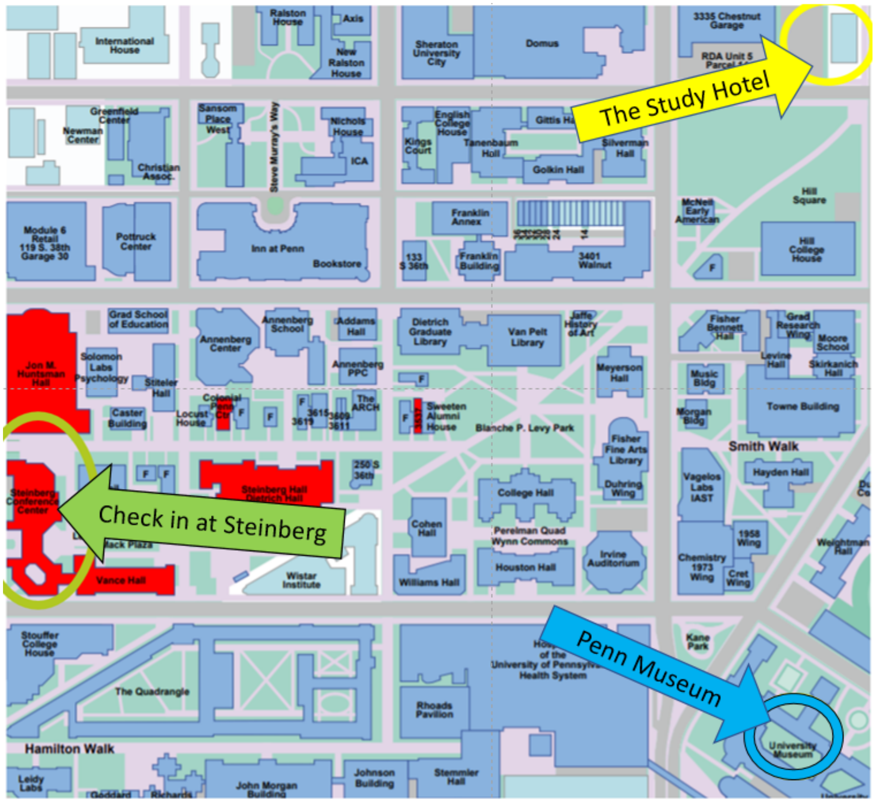
Wharton Business School
Steinberg Conference Center
255 South 38th Street
Philadelphia, PA 19104
Contact: Evan
at evanmill@wharton.upenn.edu

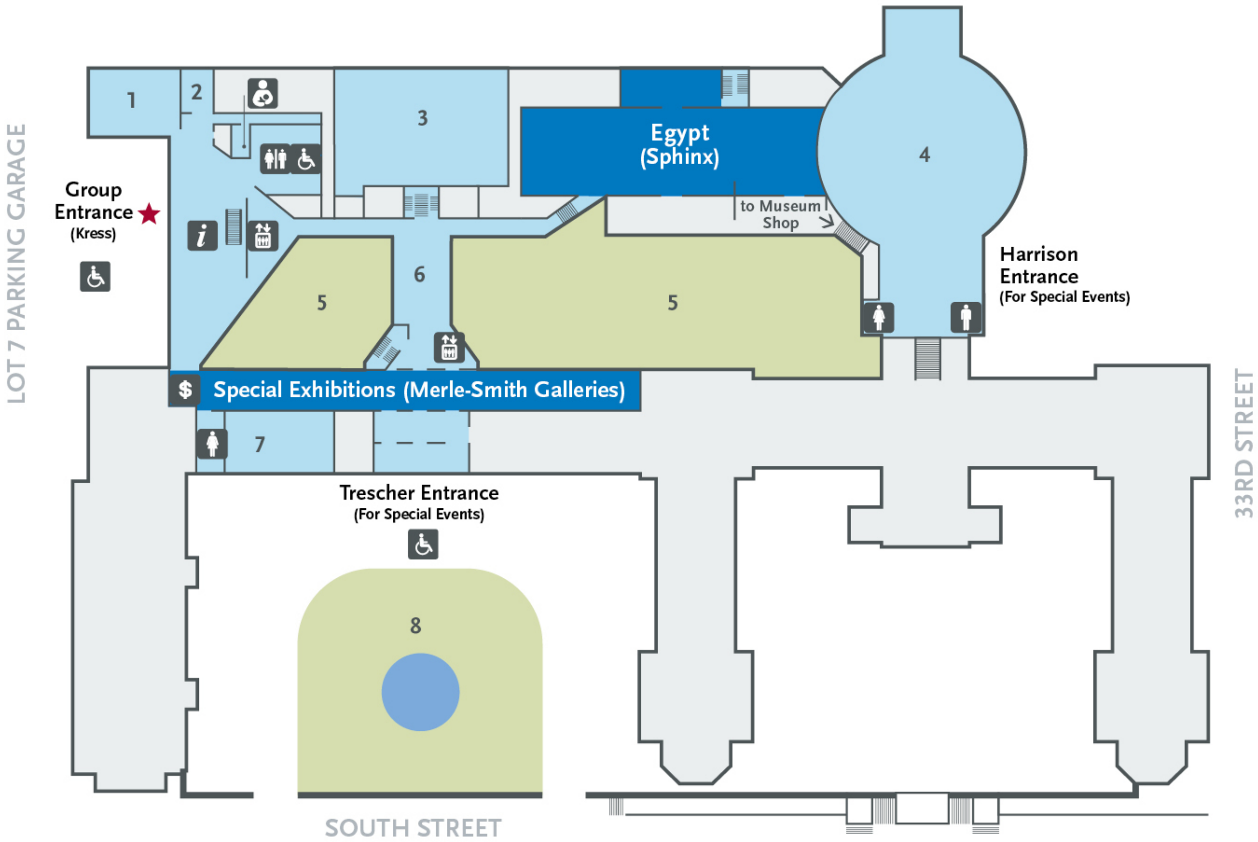
HOTEL CHECK-IN
5/15 AT 3PM

The Study at University City
20 South 33rd Street
Philadelphia, PA 19104
Contact: Evan
at evanmill@wharton.upenn.edu

DINNER VENUE 1ST NIGHT
5/15

Penn Museum
3260 South Street
Philadelphia, PA 19104
Contact: Lauren at
lauren@edisonpartners.com





1	Classroom 3	
2	Learning Programs Department	
3	Rainey Auditorium	
4	Harrison Auditorium & Restrooms (accessible via Floor 2)	
5	Museum Garden	
6	Mosaic Hall	
7	Classroom 2	
8	Stoner Courtyard (accessible via South Street)	

- ★ Public Entrance
- Elevator
- Restrooms
- Wheelchair Accessible
- Information
- Lactation/First Aid Room

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