



Circulate 2017

Keynote & Panel Biographies

Ashu Garg - General Partner, Foundation Capital

Ashu Garg is a General Partner at Foundation Capital, focusing on startups in Marketing Technology (MarTech), Analytics, and SaaS applications. Before joining Foundation Capital in 2008, Ashu was the General Manager for Microsoft's Online Advertising business where he ran Ad Ops and Yield Management, after previously leading Field Marketing for Microsoft's software business. Currently, Ashu serves on the board of directors of TubeMogul, Localytics, Conviva, ZeroStack, and Yozio – and served on the boards of Aggregate Knowledge (acquired by Neustar in late 2013), Spotzot (acquired by Valassis in early 2015), and TreeHouse Education. Ashu has lived in India, Nigeria, the Sudan, and today makes his home in California with his wife, Pooja (an entrepreneur in her own right) and their two sons.

Bonnie Crater - President and CEO, Full Circle Insights

Prior to joining Full Circle Insights, Bonnie Crater was a five-time vice president of marketing and executive at many software companies in Silicon Valley. Bonnie held vice president and senior vice president roles at Genesys, Netscape, Network Computer Inc., salesforce.com, Stratify, Realization, and VoiceObjects (now Voxeo). A ten-year veteran of Oracle Corporation and its various subsidiaries, Bonnie was vice president, Compaq Products Division and vice president, Workgroup Products Division. In 2013, Bonnie was named one of the "100 Most Influential Women" by the Silicon Valley Business Journal, in 2015 the Sales Lead Management Association named her one of the "20 Women to Watch" and in 2016 Diversity Journal honored her as one of the "Women Worth Watching." Bonnie holds a B.A. in biology from Princeton University.

Andrew Gaffney - Editor, Demand Gen Report

Andrew Gaffney is Editor of Demand Gen Report, a targeted e-media publication focusing on best practices in lead nurturing and digital acquisition strategies. Each week Demand Gen Report delivers targeted content to more than 40,000 sales & marketing executives across a wide variety of verticals, all looking to drive leads to their pipeline.

In 2010, applying the learnings and best practices covered in Demand Gen Report, Andrew launched Content4Demand, a marketing services company which helps build custom content

specifically designed to support lead generation, lead nurturing campaigns, and other digital marketing initiatives.

Cari Baldwin - Chief Revenue Officer, Square2Marketing

Cari is Chief Revenue Officer at Square 2 Marketing and is a seasoned demand generation expert, recognized thought leader and frequent industry speaker on marketing trends and technology. Cari's strengths include Account Based Marketing, nurture and process strategy, demand generation planning, and analytics. She is focused on new client acquisition, client success, marketing, and partner strategy.

Cari is passionate about educating the next generation of marketers and as co-founder of GreenFig Micro Education, she drives curriculum creation, instructor recruiting and class delivery of the Digital Marketing Science course. She is also a frequent guest instructor at George Fox University.

Steven Wastie - Chief Marketing & Revenue Officer, Origami Logic

Steven has over 20 years of experience leading global marketing, product management, and business development activities in highly competitive and high-growth markets. Before joining Origami Logic, he was CMO at AppDynamics, where he ran marketing during a period of explosive growth as the company grew from 250 to 1,000 employees. Previously, Steven served in executive roles at Xirrus, Juniper Networks, and Inktomi.

Scott Miller - Chief Revenue Officer, Synthio

Scott has over 20 years of experience in sales and sales management. He was the third employee and Chief Sales Officer of Synthio – shaping the company's go-to-market and pursuit strategy. Scott served as a Vice President of Sales for Ceridian – a Fortune 1000 HR / Payroll outsourcing firm. He also served as a Principal at The Complex Sale, a B2B sales consultancy focusing on sales enablement, strategy, and execution for the largest companies in the world.

Jim Sinai - VP Product Marketing, Salesforce Einstein

Jim leads product marketing for Salesforce Einstein. Einstein is AI for CRM - helping every customer get smarter workers and happier customers. In this role, Jim and his team work closely with the product teams to build, package, and deliver AI to Salesforce customers.

Prior to Einstein, Jim led marketing for SalesforceIQ and Salesforce Inbox - early AI-powered products that leverage the power of big data to deliver predictive intelligence to the Salesforce ecosystem and small businesses. Jim is a long-time veteran of Salesforce and previously led marketing teams across the Salesforce Platform, including Force.com and AppExchange.

John Donlon - Senior Research Director, SiriusDecisions

John Donlon is a dynamic, results-driven leader who thrives on helping organizations accelerate the maturity of their business operations. He has more than 20 years of experience in marketing operations as both a practitioner and consultant.

Before joining SiriusDecisions, John was the director of sales process and technology for Iron Mountain, where he pioneered the use of Lean Six Sigma process improvement techniques to drive efficiencies and effectiveness throughout the sales and marketing funnel. Prior to that, he helped found the marketing operations function within Iron Mountain and led several of its key disciplines, including marketing strategy development, planning and budgeting, reporting and analytics, data governance and process improvement.

John's experience includes implementing large-scale, enterprise-wide technology solutions for financial, government and business services organizations. For three years at Staples, he managed the implementation of a marketing data mart and its reporting tools, transforming data from the company's enterprise data warehouse into actionable information for management. During his five-year tenure at Align360, he led clients such as Capital One, Wells Fargo and GE Capital through dramatic business transformations by reshaping their processes and leveraging decision engine and CRM software to drive sustainable gains.

John earned an MBA from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill and a BA in Economics from the University of Virginia.

Tom Seclow - Partner, Spencer Stuart

Tom Seclow leads the North American Marketing Officer Practice for Spencer Stuart and is a member of the firm's Consumer and Technology, Media & Telecommunications practices. He leads executive management and board searches across traditional consumer companies like packaged goods and retail as well as consumer technology businesses. He has deep functional expertise in marketing, having placed leaders in most industry sectors including enterprise technology, financial services and life sciences.

Some of Tom's most recent clients include worldwide leaders in packaged goods, consumer electronics and software. He also has extensive experience with private equity-backed companies.

Prior to joining Spencer Stuart, Tom had a successful career in the advertising agency business, beginning in New York and eventually taking him to the West Coast, where he rose to become senior vice president with Foote, Cone & Belding in San Francisco.

Tom is heavily involved in strategic planning and promotional activities for the Marketing Officer Practice, including contributing to the firm's intellectual capital through articles and studies, participating in regional events and hosting the annual CMO Summit.

Tom earned a B.S. in psychology from Connecticut College, where he is active in alumni and fundraising activities. He also works with Teach For America's initiatives to promote economic balance in public education.

AJ Agrawal - Founder, Verma Media

AJ Agrawal is the Founder of Verma Media, a multi-million dollar growth marketing agency in San Francisco that focuses on partnering with disruptive startup and Fortune 500 Brands. AJ has written about the marketing strategies he's used to help companies grow in Forbes, Fast Company, Fortune, Inc. Magazine, Entrepreneur, The Huffington Post and over a dozen more outlets.

Patrick Renvoise - Co-Founder & Chief Neuromarketing Officer, SalesBrain

Patrick has 3 passions in life: science, marketing and the human brain. For years as a specialist in complex business development transactions, he felt that the world was missing a more scientific, step by step model to explain how customers use their brain to make buying decision. So he spent 2 years researching and formalizing the first, 100% science-based persuasion model- NeuroMAP™. In 2002 Patrick and his business partner Dr. Christophe Morin co-authored the first book on Neuromarketing and published NeuroMAP™. This proprietary, award winning methodology has been used for the past 14 years to help over 6,000 companies worldwide scientifically CAPTURE, scientifically CONVINCED AND scientifically CLOSE more business.

Prior to co-founding SalesBrain Patrick was in charge of Business Development first at Silicon Graphics then at LinuxCare. In the course of closing over \$4B of business transactions and selling multi-million-dollar super-computers to NASA, Boeing, Shell, Canon, BMW, Airbus and more, Patrick met with some of the smartest people on earth and became fascinated by how the human brain makes decision. This started his scientific quest to unveil NeuroMAP™, a map leading to the buy button inside the brain.

Patrick received a Masters in Computer Science from the National Institute of Applied Sciences (Lyon, France). He is currently serving as Chief Neuromarketing Officer of SalesBrain. To get a diagnostic on the impact of your sales and marketing strategy on the brain of your customers, contact Patrick at: patrick@salesbrain.com

Tom Fishburne - Founder and CEO, Marketoonist

Tom Fishburne started drawing cartoons on the backs of business cases as a student at Harvard Business School. Tom's cartoons have grown by word of mouth to reach over 100,000 marketers every week and have been featured by the Wall Street Journal, Fast Company, and the New York Times. His cartoons have appeared on a billboard ad in Times Square, helped win a Guinness World Record, and surfaced in a top-secret NSA presentation released by Edward Snowden.

Tom is the founder of Marketoonist, a content marketing agency focused on the unique medium of cartoons. Since 2010, they've developed visual content marketing with a sense of humor for businesses such as Google, IBM, Vodafone, and Intuit. Marketoonist is expanding with a range of cartoonists from the New Yorker and nationally syndicated strips.

Tom draws (literally and figuratively) from 20 years in the marketing trenches in the US and Europe. He was Marketing VP at Method Products, Interim CMO at HotelTonight, and worked in brand management for Nestle and General Mills. Tom developed websites and digital campaigns for interactive agency iXL in the late 90s and helped launch the first English-language magazine in Prague.

Tom lives and draws near San Francisco with his wife and two daughters. More at marketoonist.com.