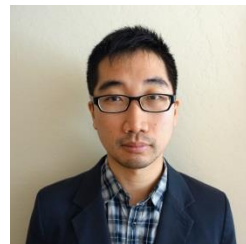




## INNOVATION BOOT CAMP

team regularly digs deep into research materials to tease out the compelling thread and craft an engaging visual-driven narrative that wins hearts and minds. When not knee-deep in prototyping, David can be found participating in hackathons or adding another board game to his board game collection.

**DAVID CHIEN** is Vice President of Product Development at Aniden. He has a background in fine arts, interaction design, programming, and development. At Aniden, he leads the team focused on creating experience design workshops, collaborating with clients on strategic vision pitches, and crafting custom immersive experiences at unique form factors ranging from mobile to tablet to table to wall to audio. His



**CINDY KENNAUGH** is the CEO of On The Mark and has extensive experience in business management, marketing strategy, partnership management and product positioning with a keen emphasis on messaging. She has worked for and was promoted at companies such as Fairchild, Schlumberger, Seagate Technologies and HP before starting On The Mark. On The Mark marketing consultancy specializes in working with technology companies. Their consultants are thinkers and doers with years of results-oriented marketing experience; applying a can-do approach to identifying lucrative market opportunities and implementing innovative yet sound marketing programs. Cindy has an M.B.A. from Santa Clara University and a B.S. in Business Administration from the University of California at Berkeley emphasizing in Marketing, Finance and Accounting. She also received a certificate in Communication Arts from Parsons School of Design in New York City.



**AMANDA PRAIL** is currently responsible for defining the Payer solutions portfolio at IMS Health, a portfolio enabling many of the current transformations in healthcare. Amanda uniquely combines a skill set for both product management and user centered design, pioneering the application of user centered design to the development of software and to the process of product innovation. Her more than twenty years of experience bringing new solutions to market include offerings for consumers as well as business intelligence and enterprise solutions.



**ANKUR PRAKASH** is Vice President at Liberty Global Ventures, the corporate investment arm for Liberty Global. In this role, Ankur is responsible for making investments in early stage technology companies developing products relevant to the broader cable industry. He is based in the Silicon Valley and focusses on enterprise software, systems and mobile related deals for Liberty Global. He currently serves on the board of Expect Labs, Mediamorph, Wildfire.Exchange and Benu. Prior to joining Liberty Global in 2012, Ankur was Director of Strategy and Investments at Juniper Networks where he was part of a team which led Juniper's investments in Vidyo, Violin Memory and TypeSafe Inc. As a Silicon Valley veteran Ankur has held leadership roles in engineering, product management and strategy functions at successful companies including Cisco, Juniper Networks and Alcatel-Lucent. Ankur received his MBA from Kellogg School of Management, his MS in Electrical Engineering from Purdue University and BS in Electrical Engineering from IIT Kanpur, India.



Author, speaker and innovation guru, **PHIL MCKINNEY** heads the cable industry's research and development organization responsible for the delivery of new technologies, specifications, and best practices, while charting the course for future technology and innovation. Prior to joining CableLabs, Phil held technology and innovation leadership positions in a number of major companies, including serving as the vice president and chief technology officer for Hewlett-Packard's Personal Systems Group, where he was responsible for long-range strategic planning and research and development for the company's PC product lines. In addition, Phil was founder and leader of HP's Innovation Program Office (IPO). The IPO was chartered to identify, incubate and launch adjacent and fundamentally new technologies, products and services that would become the future growth engines for HP. He has also served as Senior Vice President and CIO at Teligent, and Director at CSC. Phil McKinney serves on the Advisory Board for Hacking Autism, Board of Directors for The Computer History Museum and Executive Board of the Santa Clara County Council for the Boy Scouts of America.



**SUSAN BOWEN** is a Program Manager in the Innovation Office at CableLabs. Building on her extensive experience managing technical projects in telecom, Linux/open source, enterprise servers, data centers and peripherals, Susan now works with teams across CableLabs to create and develop new innovation ideas for the cable industry. She has a passion for new ideas & for aiding and abetting organizational change. In her free time, Susan's passions include the Colorado mountains' western slope, traveling the world, and focusing on a peaceful future. Susan is currently working on multiple FIRE workshops, BHAGs, and increasing creativity in the work environment.



**MICKIE CALKINS** is a habitual instigator and curious cat who currently holds the title of Principal Architect – Human Factors at CableLabs. She is passionate about asking the tough questions that ensure that technology enhances the lives of people who use it. She has had an extensive career promoting ease of use and design simplicity in several industries including computers, mobile applications, gaming, enterprise hardware and software, aerospace/satellites, distance learning and video communications. When not passionately pursuing simplicity, you can find her buying and testing out consumer gadgets, spending time outdoors, or listening to audiobooks while her dog leads her on ever-changing tours of Santa Cruz.



**CHRISTIAN PAPE** is the VP of Innovation at CableLabs. His career of promoting and supporting innovation, has spanned positions in R&D, engineering, IT, and operations. In his leadership roles, he honed his skills for guiding technology innovation teams, hopeful partners, and outside companies while juggling requirements and constraints set by the C-Level. Today Christian is the primary champion of CableLabs' innovation methodology, including the execution needed to transform ideas into breakthrough innovations. In this role, he most enjoys the cross-team collaboration and the process of scaling ideas for larger, profitable markets. When not encouraging innovators to push the limits of their thinking and abilities, Christian enjoys annual overseas trips with his family, boy scout outings with his son, and supporting his daughter's passion for the arts.



# COACH



**BOBBI K. FRIOLI** is a proven leader in worldwide sales and channel development. She has extensive experience managing global sales teams and has worked for a number of enterprise, security and mobile software companies. Bobbi serves as a mentor and go-to-market advisory council member at the Alchemist Accelerator, a venture-backed initiative voted one of the top five accelerators in the US focused on accelerating the development of seed-stage ventures that monetize from enterprises.

She served most recently as Vice President of Global Sales for Xora, Inc., a global leader in mobile workforce management solutions, and prior to that led sales at Crowdcast, a crowdsourcing team intelligence platform that leveraged team insights around business metrics; she was VP of Worldwide Sales at Tablus (acquired by RSA) and held the position of VP of WW Sales and Alliances at MailFrontier, an email security company acquired by Sonicwall. She was named one of VARBusiness Magazine’s Top 100 Channel Executives to Watch.

# PITCH EVENT COORDINATION



**HACK** specializes in connecting brands with the hacker, developer and entrepreneur communities by providing tools and environments that allow collaboration and creativity to flourish. We're more than just Silicon Valley matchmakers. We are committed to using hacker ingenuity to solve real business challenges by producing and promoting great work, and having fun doing it.