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**Robert I. Adler**  
**President and CEO**  
**WordStream**

Rob Adler is the WordStream President and Chief Executive Officer. He is responsible for the company's business strategy and direction as well as day-to-day execution.

Rob is a seasoned, hands-on entrepreneurial leader with a track record of success. He recently joined WordStream as its President and CEO, just weeks after the company received its Series A financing from Sigma Partners.

In 2006 he co-founded 80108 Media (now go2 Media) where he served as the company's CEO until August 2008. go2 is a leading mobile media company that provides users valuable information fine-tuned for their mobile device. Previously, Rob co-founded CCBN and served as its President from the company's inception in 1997 until its sale to Thomson Financial in March 2004. CCBN was a pioneer in enabling direct communications between public companies and the investment community over the Internet. Rob's first entrepreneurial venture, DigiTrace Care Services, Inc., (today known as SleepMed) is the leading provider of outpatient EEG and sleep disorder monitoring services in the country. The company today treats tens of thousands of patients annually and its patented technology is a standard in the medical community.

Rob graduated with a Bachelor of Arts degree from Brown University and a Master of Business Administration degree from Harvard University, where he earned the distinction of being a Baker Scholar. Rob is currently an Adjunct Professor in the Arthur M. Blank Center for Entrepreneurship at Babson College. He also serves on the Jimmy Fund Visiting Committee at Dana Farber Cancer Institute.



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**PAUL D. BROUDE**  
**Partner**  
**Foley & Lardner LLP**

Paul Broude is a partner in Foley's Transactional & Securities and Private Equity & Venture Capital Practices, vice chair of the firm's Emerging Technologies Industries Team, and a member of the Life Sciences Industry Team.

Prior to joining Foley, Mr. Broude was a member of the firm Epstein Becker & Green, P.C. He represents a wide range of publicly and privately held companies, entrepreneurs and private equity funds in technology and other business ventures. Mr. Broude's experience includes:

- Representing issuers, investment banking firms and private equity investors in equity and debt financings, including public offerings, private placements, venture capital and other financings

- Representing a wide variety of buyers and sellers in merger and acquisition transactions, including acquisitions of publicly held companies

- Representing management groups and boards of directors in "going private" transactions

- Representing private equity firms in fund formation, investing, compliance issues and day-to-day matters

- Structuring and negotiating licensing arrangements and strategic partnerships

- Counseling entrepreneurs and established businesses on a wide range of day-to-day legal and business issues, including securities laws compliance, corporate governance issues and compensation planning for key executives

Mr. Broude is a frequent speaker on issues related to emerging businesses, including financing alternatives, securities issues, mergers and acquisitions, and domestic and international licensing and joint venture arrangements.

He has participated in programs on such issues sponsored by the Massachusetts Software Council, the Smaller Business Association of New England, the *Boston Business Journal*, the Canadian Institute, and the Massachusetts Bar Association's Continuing Legal Education Program. Mr. Broude also has served as a representative to the U.S. Securities and Exchange Commission's Council on Capital Formation.

Mr. Broude is a graduate of the Harvard Law School (J.D., *cum laude*, 1982) and Brandeis University (B.A. *magna cum laude*, 1979). He is a member of the American and Massachusetts Bar Associations and is admitted to practice in Massachusetts.

Mr. Broude has twice been named a *Massachusetts Super Lawyer*, an honor received by only 5% of Massachusetts attorneys. As part of his community involvement, Mr. Broude was the founding chairman of the Friends of the Charlestown Navy Yard.



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**Edward J. Mooney, JD**  
**Managing Director**  
**Senior Director of Wealth Management**

Edward Mooney is a Senior Director of Wealth Management in the Family Office Services group. Since joining the organization in 1987, Mr. Mooney has been a Senior Financial Advisor to high net worth individuals, corporate executives and business owners.

Over his career as a Family Wealth Strategist, Mr. Mooney has advised clients on all aspects of family wealth and business succession strategies, stock option analysis and concentrated equity solutions, retirement cash flow planning, income tax control, estate and gift tax reduction techniques and investment asset allocation.

**Practices**

- Advises individuals and families on customized wealth management and estate planning strategies

**Education**

- B.S., Fordham University
- Juris Doctor, New York Law School

**Bar and Court Admissions**

- New York

**Community Involvement**

- Member of the Planned Giving Advisory Council of New York Presbyterian Hospital Memorial Sloan-Kettering Cancer Center
- Former member of the Selection Committee for School Board Trustees for the Town of Mamaroneck in Westchester County, NY

**Memberships**

- Served as board member on the New York Bankers Association (NYBA) Trust and Investment Division Estate Planning Committee



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**Chris Sheehan**  
**Managing Director**  
**CommonAngels**

Chris is a managing director of CommonAngels, joining the group in 2005, and is currently either a board member or observer at Carbonite, Outside the Classroom, OwnerIQ, Xconomy and GateRocket. Within CommonAngels, Chris manages deal flow, due diligence and the investment process. He also guides the group's strategic direction and works closely with portfolio companies. He is also a managing director of the group's two \$10M venture funds.

Previously, Chris founded Newburyport Partners, a consulting firm that works with investors and their portfolio companies. Chris also served as a venture partner at Industry Ventures where he was actively involved in the acquisition and management of secondary venture investment portfolios.

Prior to starting Newburyport Partners, Chris was a Director of Corporate Development for BEA Systems, a leading enterprise software company with over \$1B in sales. At BEA, he was a key member of the corporate team responsible for all venture capital investing and M&A activity. He was also part of the executive team for one of the company's product divisions. Prior to BEA, Chris led the private equity practice for the Cambridge based startup firm, Stax Inc. Chris also spent six years with the top ranked investment bank in Australia. He started his career as an equity analyst focusing on the oil and gas sector.

He also serves on the board for the Center for Women & Enterprise and holds a Bachelor of Commerce degree from the University of Queensland, Australia.