

## 2014 FOLEYTech Summit

October 14, 2014 | The Westin Copley Place, Boston

Agenda (as of 10/10/2014)

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8:00 a.m.	<b>Registration, Networking, and Continental Breakfast</b>
8:30 a.m. – 8:35 a.m.	<b>Welcome</b> Susan E. Pravda, Managing Partner, Boston Office, and Co-Chair, FOLEYTech Summit, Foley & Lardner LLP
8:35 a.m. – 9:00 a.m.	<b>Opening Remarks</b> Jere Doyle, Wealth Strategist, BNY Mellon Wealth Management; and Senior Vice President, BNY Mellon
9:00 a.m. – 9:45 a.m.	<b>Featured Keynote</b> Scott Kirsner, Author, Journalist, and Columnist, <i>Boston Globe</i>
9:45 a.m. – 10:15 a.m.	<b>Networking Break</b>
10:15 a.m. – 11:15 a.m.	<b>Industry Track Session 1</b>

### Exploring mHealth Regulations

The need to engage patients while strengthening the connection between health care professionals and patient information is rapidly being met through the development of mobile devices and apps. Our panelists will explore the regulatory challenges developers and investment companies need to consider and the FDA's role in this growing mHealth frontier.

#### Moderator

Monica Chmielewski, Special Counsel, Foley & Lardner LLP

#### Panelists

Mary Modahl, Chief Marketing Officer, American Well Corporation

John Morey, Chief Executive Officer and Founder, MyRozi

Ron Remy, Chief Executive Officer, Mobile Heartbeat

### Digital Media Companies: Do You Know Your Audience?

This panel will explore the trends in digital media – mobile apps, social networks, and location-based services – that are driving consumer demand for content, wherever and whenever they want, and how businesses and technologies are addressing the challenges to help them do it.

#### Moderator

Chris McKenna, Partner, Foley & Lardner LLP

#### Panelists

Denise Colella, Chief Executive Officer, Maxifier

Lara Hanson, Senior Vice President, Business Development and Innovation, Qwasi

Ed Montes, Chief Revenue Officer, DataXu

Brian Selander, Executive Vice President, The Whistle Sports Network

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### **Data Breaches: Securing the Castle**

Public data breaches can happen to any company, including some of the biggest names in the business. During this panel discussion, we will dissect recent breaches and discuss lessons learned and best practices – including legal obligations, commercial agreement issues, vendor requirements, proactive security measures, and ways to demonstrate accountability to customers.

**Moderator**

Aaron Tantleff, Partner, Foley & Lardner LLP

**Panelists**

Ken Leeser, Founder and President, Kaliber Data Security

Ken Levine, President and Chief Executive Officer, Digital Guardian

Ralph Rodriguez, Chief Executive Officer and Chief Innovation Officer, Delfigo Security

Danielle Sheer, Vice President and General Counsel, Carbonite

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11:15 a.m. – 11:30 a.m.    **Networking Break**

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11:30 a.m. – 12:30 p.m.    **Industry Track Session 2**

### **Investors: Wanting In on mHealth**

Explore the opportunities and pitfalls in this promising, but crowded, market. This panel will discuss regulatory and competitive pressures to consider and key valuation parameters illustrated by case studies.

**Moderator**

Gabor Garai, Partner, Foley & Lardner LLP

**Panelists**

Babatunde Akindele, Managing Principal of Global Strategy, Verizon Communications, Inc.

Rick Blume, Managing Director, Excel Venture Management

Rich Gliklich, M.D., Executive-In-Residence (XIR), General Catalyst Partners

### **Investing in Digital Media**

Our panel will discuss the trends in digital media – where the market is today and what challenges remain to be met – and what questions investors should be asking as they help drive a digital media company to a successful result.

**Moderator**

Beth Felder, Partner, Foley & Lardner LLP

**Panelists**

Don Dodge, Developer Advocate, Google

James Geshwiler, Managing Director, CommonAngels

Eric Hjerpe, Partner, Kepha Partners

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**Data Security: Investing in Businesses That Protect the Confidentiality and Integrity of Information**

During this panel discussion, leading investors and advisors will provide insight on the unique challenges facing technology companies developing and providing data- and security-related products and services.

**Moderator**

Edouard LeFevre, Partner, Foley & Lardner LLP

**Panelists**

Robert T. Brown, Managing Director and Co-President North America, Lincoln International

Greg Dracon, Partner, .406Ventures

Robert Zeuthen, Portfolio Manager, The Boston Company

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12:30 p.m. – 1:45 p.m.

**Lunch Program**

Robert T. Brown, Managing Director and Co-President North America, Lincoln International

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1:45 p.m.

**Closing**

Paul D. Broude, Partner and Co-Chair, FOLEYTech Summit , Foley & Lardner LLP

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2:00 p.m. - 3:00 p.m.

**Networking Reception**

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