



MONEY AND POLITICS: ILLUMINATING THE CONNECTION

Board Members

Jaleh Bisharat

Co-Founder and Co-Chair, serves on the Board of Directors of Homestead Inc. and OpenTable Inc. and is OpenTable's Vice President of Marketing. Previously, Jaleh served as Vice President of marketing for Amazon.com, the world's leading online retailer. At Amazon.com she oversaw customer acquisition and retention, brand marketing, public relations, market intelligence and the customer experience group. Previously, Jaleh held executive positions at PointCast, Approach Software and Lotus Development Corporation. In 1999, Jaleh was named as one of Advertising Age's Power 50 marketing executives. She holds an AB in Government from Harvard-Radcliffe and an MBA from Harvard Business School.

Thomas Layton

Co-Founder and Co-Chair, is CEO of OpenTable in San Francisco. Previously he was a co-founder of CitySearch, Inc. which later merged with Ticketmaster to become Ticketmaster Online - CitySearch (TMCS), now a subsidiary of InterActive Corp. In his role as President and COO at TMCS he helped grow that organization to become the leading online local content property, serving more than 128 cities worldwide. Thomas holds an MBA from the Graduate School of Business at Stanford University and a BS from the University of North Carolina at Chapel Hill. He is also a Crown Fellow with the Aspen Institute.

Steven Addis

Board Member, is the CEO of Addis Group, a prominent brand strategy and design firm. After beginning his career as a professional photographer, Steven entered brand management at The Clorox Company where he led the new products group. In 1987, Steven left Clorox to create a new breed of branding firm - the first of its kind to truly blend excellence in brand strategy and brand expression. Realizing this vision, Addis combines senior managers taken from the country's top marketing companies with world-class designers and copywriters. Clients span numerous business categories and include Kelloggs, Intel, Dole, Annie's Homegrown, Harrah's, and UC Berkeley. Steven is also a director of the Berkeley Art Museum & Pacific Film Archive.

Greg Gretsich

Board Member, is a managing director at Sigma Partners with a thirteen-year background in technology, largely as an entrepreneur. Most recently he served as Vice President of Electronic Direct Marketing for Kana Communications after joining the company through Kana's acquisition in 1999 of Connectify, Inc., which he co-founded in 1997. His first technology startup was Vicarious, an education and reference CD-ROM publisher, which he founded in 1993 and where he served as CEO. Greg has also held various management positions in IS, marketing and product marketing with companies including Arthur Andersen, Apple and Kaleida Labs. He received his B.B.A. in MIS from the University of Georgia.

Nadine Weil

Board Member, is a strategic marketing and business consultant with over 15 years of experience in the high-technology, internet and consumer sectors. As Vice-President & CFO of Pathway Ventures, Nadine has advised the portfolio companies of leading VC firms including KPCB and Benchmark Capital. Nadine was formerly a Manager of the Internet Practice at LEK Consulting, where her clients included GeoCities, Time Warner, Walt Disney, and PacifiCare. Nadine has an MBA from the Harvard Business School and a BS in Engineering from Stanford University. She is on the Board of Directors of getInsights.com and the HBSASC Scholarship Fund and an Officer of the Harvard Business School Alumni Association.

