

## Company Demonstrations, 11:30am–1:30pm (Stell Hall)

*How are different companies and industries using Web 2.0—through blogs, wikis, social networking—to drive or transform their business? The following companies will have tables at the Company Demonstrations:*

### **Avenue A | Razorfish**

Avenue A | Razorfish helps companies use the online channel as a marketing and business tool. They combine data, insight-driven design, leading technologies and rigorous optimization to build strong brands and improve relationships with customers, employees and partners.

### **Etsy.com**

Etsy is an online marketplace for buying and selling all things handmade. Their mission is to enable people to make a living making things, and to reconnect makers with buyers. Their vision is to build a new economy and present a better choice: Buy, Sell, and Live Handmade.

### **Joost**

Joost, the new company from the founders of Skype and Kazaa, combines the best of full-screen television entertainment with online interactive and community benefits to bring an unprecedented selection of video to viewers anytime, anywhere.

### **KnowNow**

KnowNow is the leading provider in the enterprise RSS sector and a respected innovator in the information management industry. More Fortune 1000 companies trust KnowNow than any other vendor to bridge the information gap between the people and data that drive their business.

### **Nellymoser**

Nellymoser enables media companies and network operators to establish and grow their mobile businesses. The company's award-winning mobile services platform gives customers everything they need to deliver rich, interactive Mobile 2.0 experiences to the broadest audience.

### **NewsGator**

NewsGator develops and markets RSS aggregation solutions for individual end users, enterprises and online content providers. Using NewsGator solutions, businesses and consumers can subscribe to news, podcasts and other relevant content more efficiently and effectively.

### **Octopz**

Octopz develops advanced online collaboration technologies built specifically for today's creative professionals. With fully integrated support for text messaging, VoIP and webcams, Octopz allows colleagues and partners anywhere in the world to work together securely.

### **Swaptree**

Swaptree is a new and innovative way for people to easily trade the books, CDs, DVDs and video games they are finished with, for the ones they want, all for free. With Swaptree, people's collections stop gathering dust and can be used to acquire other items they want.

### **uvScene**

The uvScene is about fostering community and curiosity in the Upper Valley through the use of online media. Initially founded to "bring people together and make dreams come true," the site has continued to grow and connect a diverse group of people all across the Upper Valley.

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# Tech@Tuck

## Web 2.0

### Shifting Business Boundaries

## Schedule for Wednesday, January 16:

### 11:30am–1:30pm, Company Demonstrations (Stell Hall)

Featuring: Avenue A | Razorfish, Etsy.com, Joost, KnowNow, Nellymoser, NewsGator, Octopz, Swaptree, and uvScene.

### 4:40–6:10pm, Panel Discussion (Ankeny Classroom, Murdough Center)

Panel discussion on how Web 2.0 facilitates collaboration and innovation across traditional boundaries, encouraging genuine overall engagement. Featuring panelists from:



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## Panel Discussion, 4:40–6:10pm (Ankeny Classroom)

Join us for a panel discussion exploring the impact of Web 2.0 technologies on business and enterprise strategy.



### **Pete Fields, eBusiness Director, eCommerce, Wachovia**

Pete coordinates Employee Enablement across Wachovia and establishes Enterprise 2.0 business strategies. He sponsors Wachovia's Enterprise Employee Portal, the company's new intranet platform designed to drive internal social networking and collaboration capabilities. Pete and his team have developed and tested wiki technology, such as the online encyclopedia of all things Wachovia. Before Wachovia, Pete had a career in media and initiated a new Electronic Services division for Landmark Communications.



### **Chris Kelly, Chief Privacy Officer and Head of Global Public Policy, Facebook**

Chris brings more than a decade of business, information privacy, public policy, and legal experience to the Facebook team. He was previously Chief Privacy Officer at the internet service provider Excite@Home, and worked at international law firm Baker & McKenzie and technology law firm Wilson Sonsini Goodrich & Rosati. Chris holds a B.A. from Georgetown University, an M.A. from Yale University, and a J.D. from Harvard Law School. At Harvard, he was part of the founding team for the Berkman Center for Internet & Society.



### **John Lester, Boston Operations Director, Second Life, Linden Lab**

John coordinates the growth of Linden Lab's Boston-based office. He's also the Academic Evangelist, acting as a general resource for educators using Second Life for teaching, research, and scientific visualization. Previously, he was the IT Director in the Neurology Service at MGH and created BrainTalk Communities, an organization whose mission is to provide online environments for patient and caregiver self-help groups focused on neurological disorders. John also created online collaborative environments for Harvard Medical School.



### **Sylvia Marino, Executive Director, Community Operations, Edmunds.com**

Sylvia is responsible for managing all consumer-generated content and interaction on Edmunds.com, Inside Line, and CarSpace. She oversees all aspects of design, features, business operations, and strategy. She joined Edmunds in 1997 when the company launched its online community. Previously, she was an industry consultant on how to build and manage online communities for Intuit, E\*TRADE, CBS SportsLine, Forbes, AOL, WSJ, and Kaiser Permanente. She has been a keynote at online community conferences around the world.



### **JP Rangaswami, Managing Director, BT Design, BT Group**

Originally an economist and financial journalist, JP has worked with technology in large multinationals for 27 years. JP joined BT from Dresdner Kleinwort Wasserstein where he served as Global CIO and won CIO of the Year in 2003 by *Waters* magazine. He is an advocate for community-based "open source" development methods and embraces wholeheartedly Enterprise 2.0 social networking software. He was named CIO Innovator of the Year by the European Technology Forum in 2004 and writes the blog "Confused of Calcutta".



### **Philip Evans, SVP and Director, Boston Consulting Group (moderator)**

Philip consults to corporations in America and Europe in the consumer goods, media, high tech, and financial services industries. He founded BCG's media and multimedia practices. He has also advised the U.S. government on the challenges of homeland security. Philip is the author of four *Harvard Business Review* articles and a book on deconstruction and the new economics of information. He was a Harkness Fellow in the Economics Department at Harvard and holds an MBA with honors from the Harvard Business School.

#### **More Web 2.0 ... Tech@Tuck Speaker Series**

Tuck's Center for Digital Strategies is hosting a related speaker series, sponsored by IBM, to discuss further different aspects of Web 2.0. Check TuckStreams for more updates!

Next speaker series event: February 21, "**Web 2.0 and the Future of Career Management**"  
And later this spring ...

- "**Web 2.0 and Social and Environmental Change**"
- "**Investing in Web 2.0**"
- "**The Ethics of Web 2.0**"