Abstract:
Life in a start-up company is unlike any other experience in the work world. This presentation will examine the “start-up experience” using the example of my company, Satori Labs. Following the company’s progress from the initial concept to the exit, the talk will cover the dynamics of the entrepreneurial existence; the start-up process, the unique financial, organizational and market challenges, strategies, environment and daily realities of working “without a net”.

About the Speaker:
Eric has worked in the high tech arena for over twenty years, serving in both strategic and operational roles in start-up and established companies. The first half of his career was spent building his operational expertise creating and managing customer facing organizations providing customer service, tech support and direct marketing fulfillment. As the head of world-wide customer support for Borland International, Eric was part of the senior management team that grew the company from $50M to $500M. During that time of explosive growth in Borland’s customer base, his organizations won multiple industry and customer satisfaction awards, including the coveted J.D. Powers and PC Magazine customer satisfaction awards, for their quality and efficiency.

As the Web took hold in the mid-nineties Eric was bitten by the entrepreneurial bug and left Borland to found WebAnswers. This pioneering ASP provided web-based automated customer service, search and knowledge management services to Fortune 1000 companies including HP, Intel and FujiFilm. Subsequent to WebAnswers, Eric joined Starfish Software, a subsidiary of Motorola that developed connectivity software for the wireless market, as Vice-President of Strategic and Business Development. Eric was a driver of corporate strategy while also responsible for developing and managing relationships with key partners including IBM, Yahoo, Nokia and Ericsson.

Satori Labs is a provider of digital pen-based information solutions for the U.S. healthcare market with over 120 installations including deployments at Massachusetts General Hospital and M.D. Anderson Cancer Center. In addition to his operational responsibilities as COO of Satori Labs, Eric also drives sales and business development.