High-Tech Business Development:  
Building Success through Relationships

Bill Jordan  
Corporate and Business Development  
Satori Labs, Inc.  
Scotts Valley  
bill@satorilabs.com

Abstract:  
(Instructor’s note: Our industry speakers so far have been from companies that are leaders in their field: Cisco in Networks, Seagate in Disc Drives, and Oracle in Data Bases. How did these companies get started, and how did their businesses grow and develop? To understand these issues, we shift to the other end of the spectrum and look at a start-up.)

Effective business relationship management is critical to the success of high technology companies. This presentation will examine the value and dynamics of successful business partnerships and how to maximize them.

The talk will also cover Business Development, the function within most technology companies that is most often responsible for the creation, development and management of new business relationships. The discussion will focus on the role Business Development plays within a technology company, the value it can bring to an organization, and how it really operates day to day.

About the Speaker:  
Bill Jordan has been in the software technology industry for over twenty-three years in both operational and strategic roles. He is currently responsible for Corporate and Business Development activities at Satori Labs, Inc., a Scotts Valley start-up focused on digital pen and paper technology for healthcare forms automation.

Prior to joining Satori Labs, Bill worked in executive and managerial positions at public and private software technology companies, including: Borland International, InterTrust Technologies (now a division of Sony-Philips), iUniverse, Service Integrity, Inc. and Ashton-Tate (now part of Borland Software). He has a broad perspective having served in both strategic and operational roles in high tech start-ups and established companies serving diverse markets and industries. Bill has an undergraduate degree in Business Administration from Southern Methodist University and attended the Executive Management Program at the Anderson School of Business at UCLA.