



# desilva+phillips

## DEALMAKERS SERIES

**A Discussion of eCommerce:  
Innovation, Strategy & the Future  
of Digital Transactions**

8 – 8:45 am: **Registration, Coffee & Breakfast**

8:45 – 9 am: **D+P introduction to eCommerce M&A landscape**

*Presented by:*

Reed Phillips, CEO & Managing Partner, **DeSilva+Phillips**

9 – 9:45 am: **“Executing eCommerce” Panel and Q&A**

Andy Dunn, CEO, **Bonobos**

Chris Fralic, Partner, **First Round Capital**

Scott Kurnit, CEO, **Keep Holdings**, Founder, **About, Inc.**

Shirley Romig, Head of Corporate Strategy, **Hudson's Bay Co.**

*Moderated by:*

Sheila Dharmarajan, Head of Business Development at **Zelnic Media**, Former on-air reporter at **CNBC** and **Bloomberg TV**

9:45 – 10:30 am: **“Driving eCommerce” Panel and Q&A**

Russ D'Souza – Co-Founder, **SeatGeek**

Daniel de Grandpre, CEO, **DealNews**

Katy McCarthy, CEO, **Geeknet & ThinkGeek**

Gautam Thakar, CEO, **LivingSocial**

*Moderated by:*

Jessica Naeve, Partner, **DeSilva+Phillips**

*Networking to Follow*



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## Andy Dunn

*Founder & CEO, Bonobos*

Andy Dunn is the founder and CEO of Bonobos Inc., the parent company of e-commerce-driven apparel brands Bonobos, AYR and Maide golf. Founded in 2007 with namesake menswear brand, Bonobos, Dunn has worked to define a new model for vertically integrated fashion retail in the e-commerce era, providing a bundle of high quality, great-fitting clothes and a hassle-free shopping experience across brands. He was named to *Crain's* "40 under 40" list in 2013 and was listed as one of *Fortune* magazine's "Rising Retail Stars" in 2012. Additionally, he founded Red Swan Ventures, an angel

investment firm focused on building great consumer Internet companies, is on the board of personal dating website, Hinge, and is founding board chair emeritus of education social enterprise Blue Engine. Dunn graduated from Stanford Graduate School of Business in 2007 and from Northwestern University in 2000.

## Chris Fralic

*Partner, First Round Capital*

Chris Fralic is a Partner at First Round Capital and based in their New York office. He joined the firm in 2006 and has focused on a number of investments in areas such as Advertising Technology, Social Media, eCommerce, Gaming, Mobile, Connected Devices and more. Chris has 30 years of technology industry experience, with significant Internet business development roles since 1996 including VP of Business Development at Del.icio.us (acquired by Yahoo!) and also Half.com (acquired by eBay), and helping launch TEDTalks. He can be found tweeting @chrisfralic.



**Shirley Romig**  
*Head of Corporate Strategy,*  
*HBC*

Shirley Romig leads the Corporate Strategy function at HBC. Ms. Romig joined Saks Incorporated in 2009, and over the past several years, she has led the development of the Strategy organization. Ms. Romig has over 13 years of experience in strategy development and execution with ten years specifically in premier apparel, retail and consumer industries. Prior to joining Saks, Ms. Romig was an Associate Equity Analyst for Pali Capital. Prior to that, Ms. Romig was a Manager with Kurt Salmon where she played a key role in the transformation of Saks' merchandising organization as a management consultant. Ms. Romig holds a Master of Business Administration from the University of Virginia, Darden School of Business and a Bachelor of Science degree in Commerce from the University of Virginia, McIntire School of Business.



**Scott Kurnit**  
*CEO, Keep Holdings,*  
*Founder, About, Inc.*

Scott Kurnit is the Founder and CEO of Keep.com, a leader in the new field of crowd-sourced social commerce. Kurnit also founded and served as chairman and CEO of About, Inc. as it grew to a public market value of \$1.7 billion and was the fifth largest of all Web properties. He sold About US to Primedia in 2001 for \$724 million. About was then owned by the New

York Times Company and was purchased by IAC in 2012. Kurnit has founded four companies, all of which continue operating today. Kurnit serves on the boards of Keep Holdings, Brightcove, The Paley Center for Media, The Mianus Gorge and Stein Eriksen Lodge. He has worked at the highest levels of Warner, Viacom, News Corp., PBS, IBM, and MCI companies.

## **Sheila Dharmarajan** *Head of Business Development, Zelnick Media*

Sheila joined ZelnickMedia in 2014. She is Head of Business Development at ZelnickMedia and is responsible for originating investment opportunities and outreach. Prior to joining ZelnickMedia, Ms. Dharmarajan was an on-air television reporter for CNBC and Bloomberg Television, where she regularly reported on a wide range of business news and breaking stories. Before her foray into television, she was an investment professional at both Permira and Welsh, Carson, Anderson & Stowe. Ms. Dharmarajan graduated from the Wharton School at the University Of Pennsylvania, earning a BS in Finance and Management. Ms. Dharmarajan also earned her MBA from the Stanford Graduate School of Business.



## **Gautam Thakar** *CEO and President, LivingSocial*



Gautam is in charge of overall operations and strategy at LivingSocial, where he manages our growth as a consumer brand and as a marketing partner for merchants. Prior to joining LivingSocial, Gautam held various executive leadership roles at eBay, most recently as General Manager of eBay's Advertising business and CEO of Shopping.com. He started his career in brand management working throughout Asia with Procter & Gamble. Gautam graduated from Sydenham College in Mumbai, India with a Bachelor of

Commerce degree, and received his MBA in Marketing and Finance from the Indian Institute of Management Lucknow.



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## Russ D'Souza

*Co-Founder, SeatGeek*

Russ D'Souza is a co-founder of SeatGeek, the web's most comprehensive search engine for live event tickets. Russ leads SeatGeek's business functions, including business development, user acquisition and advertising sales. Russ was named one of *Inc. Magazine's* "30 Under 30" in 2013, as well as one of *Business Insider's* "Silicon Alley 100" in 2010. Prior

to founding SeatGeek, Russ worked as a management consultant with Monitor Group in Boston. He is also the founder of two successful startups -- Evolving Vox, as well as Scribnia. Russ graduated from Dartmouth College in 2007 with a B.A. in History



## Daniel de Grandpre

*CEO, DealNews*

Dan de Grandpre, founder and CEO of DealNews, has built a discovery platform that dominates the product recommendation space with over 250 million visits annually. DealNews vets the best deals and rapidly converts consumer demand into purchase activity. Dan is known for his ability to foresee and monetize shifts in consumer behavior. Dan pinpointed a need for the aggregation of "deals" and abandoned

his doctoral studies in Cognitive Neuroscience to start up DealNews. After the dot-com implosion, Dan revolutionized the business strategy, steering DealNews to a compounded annual growth rate of 40% for the following decade. Dan splits his time between DealNews' corporate offices in New York, Huntsville (Alabama), and Dublin to stay close to his teams. A beloved foodie, Dan never misses an opportunity to blend business with fun.



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## Katy McCarthy

*President, CEO, and Chairman of the Board of Directors,  
Geeknet and ThinkGeek*

Katy McCarthy has served on our Board of Directors and as our Chief Executive Officer and President since March 1, 2013, and Chairman of the Board since July 31, 2013. Prior to her promotion to CEO, Ms. McCarthy served as our Executive Vice President and Chief Financial Officer since January 2011. Prior to joining the Company, Ms. McCarthy spent 18 years at General Electric, Inc. As vice president and CFO of GE Healthcare in London, UK, she contributed to delivering global growth, reducing costs and supporting mergers and acquisitions and integration activities. As vice president of the GE Audit Staff, she led global audits and reported frequently to the audit committee and the board of directors. Previously, she was CFO of GE Transportation Systems and held leadership positions within GE Plastics in Europe and the US.





## **Reed Phillips** *CEO & Managing Partner,* *DeSilva+Phillips*

Reed Phillips co-founded DeSilva + Phillips, a leading boutique M&A firm focused on traditional and digital media. He has completed more than 200 transactions with companies such as ABRY Partners, Bonnier Corporation, Conde Nast, Court Square Capital, Dow Jones, IDG, Infogroup, News Corporation, The New York Times, Shamrock Holdings, and Time Inc. He has

been quoted in *The New York Times*, *Wall Street Journal*, *NBC Nightly News*, *Financial Times*, NPR and Bloomberg TV, and has published articles in *Harvard Business Review* online, *TheDeal.com*, *Advertising-Age.com*, and *The Washington Post*. Mr. Phillips is on the Business Advisory Council of ProPublica. He is on the Board of the Foreign Policy Association where he serves as Treasurer. He holds an A.B. from Duke University.

## **Jessica Naeve** *Partner, DeSilva+Phillips*

Jessica Naeve leads the Digital and Tech practice at DeSilva+Phillips. She has led and worked on dozens of M&A advisory deals including the sale of Banyan Branch to Deloitte, FranchiseGator on behalf of Microsoft to Landmark Interactive, and Affinitive to Project Worldwide. Prior to investment banking, Jessica was an operator in the space she focuses on. She built and led About.com's video business, did strategy and finance at Primedia, and was a founder of Sessions, the first online school for graphic, web and multimedia design, where you can still go to get a degree online. Jessica began her career as a strategy consultant. She has a BA and MBA from Harvard, and lives in NYC with her husband and daughter.



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Roland A. DeSilva  
Reed Phillips III  
Kenneth B. Collins  
Jeffrey L. Dearth  
Jessica Luterman Naeve  
Rik Kranenburg  
Daniel R. McCarthy  
John Kaiser, Jr.  
Kenneth Karpay  
Ken Sonenclar  
Robin Warner  
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