

# DFJ ENTREPRENEURIAL THOUGHT LEADERS PROGRAM

## MS&E 472 – FALL QUARTER



[bases.stanford.edu](http://bases.stanford.edu)

[etl.stanford.edu](http://etl.stanford.edu)

Skilling Auditorium  
Wednesday 4:30-5:30 PM  
November 15, 2006



STANFORD  
TECHNOLOGY  
VENTURES PROGRAM

[stvp.stanford.edu](http://stvp.stanford.edu)

### Fall Speaker Line-up

- Oct 4 Kathy Eisenhardt**  
*Stanford University*
- Oct 11 Greg Brandeau**  
*Pixar*
- Oct 18 Rick Wallace**  
*KLA-Tencor*
- Oct 25 Jim Breyer**  
*Accel Partners*
- Chris Larsen**  
*Prosper Marketplace, Inc.*
- Nov 1 Joseph McCracken**  
*Genentech*
- Nov 8 Nick Earl**  
*Electronic Arts*
- Nov 15 Greg Ballard**  
*Glu-Mobile*
- Nov 29 Scott Kriens**  
*Juniper Networks*



### Greg Ballard

President and CEO, Glu-Mobile

Greg Ballard is President and Chief Executive Officer of Glu Mobile (formerly Sorrent, Inc. and MacroSpace Ltd.), a leading developer and global publisher of mobile entertainment including games, ringtones, screens and information.

Over his distinguished career in the gaming, entertainment, and multimedia industries, Mr. Ballard has served as CEO at SONICblue, MyFamily.com, and 3Dfx. At 3Dfx, over a three-year period, he grew the company from \$4 million to an annualized rate of more than \$400 million. He has also served as CEO and COO for Warner Custom Music, and CFO of Digital Pictures, and president of Capcom Software, the U.S. subsidiary known for hits such as Street Fighter, Mega-Man and Resident Evil. He holds a B.A. from the University of Redlands and a J.D. from Harvard Law School.

*Adapted from <http://www.glu.com/about/management.php>*

### Announcements

#### Head Course Assistant

Mike Rothenberg: [mikeroth@stanford.edu](mailto:mikeroth@stanford.edu)

#### Web/Forum Administrator

Jeff Seibert: [jseibert@stanford.edu](mailto:jseibert@stanford.edu)

#### Course Administrator

Lindsay Quadara: [quadara@stanford.edu](mailto:quadara@stanford.edu)

#### Faculty Hosts

Tom Byers: [tbyers@stanford.edu](mailto:tbyers@stanford.edu)  
Kathy Eisenhardt: [kme@stanford.edu](mailto:kme@stanford.edu)  
Tom Kosnik: [kosnik@stanford.edu](mailto:kosnik@stanford.edu)  
Tina Seelig: [tseelig@stanford.edu](mailto:tseelig@stanford.edu)

#### BASES ETL Team

Robin Brown: [robin.brown@stanford.edu](mailto:robin.brown@stanford.edu)  
Kimber Lockhart: [kimberl@stanford.edu](mailto:kimberl@stanford.edu)  
Juliet Rothenberg: [julietr@stanford.edu](mailto:julietr@stanford.edu)  
Jeff Seibert: [jseibert@stanford.edu](mailto:jseibert@stanford.edu)  
Yuriy Teslyar: [yteslyar@stanford.edu](mailto:yteslyar@stanford.edu)  
Vivian Wang: [vywang@stanford.edu](mailto:vywang@stanford.edu)

# DFJ ENTREPRENEURIAL THOUGHT LEADERS PROGRAM MS&E 472 – FALL QUARTER



[bases.stanford.edu](http://bases.stanford.edu)

[etl.stanford.edu](http://etl.stanford.edu)

Skilling Auditorium  
Wednesday 4:30-5:30 PM  
November 15, 2006



STANFORD  
TECHNOLOGY  
VENTURES PROGRAM

[stvp.stanford.edu](http://stvp.stanford.edu)

## Notes

---

BASES and STVP would like to thank their sponsors. This lecture series is supported by a generous grant to STVP from Draper Fisher Jurvetson. BASES is supported by Hummer Winblad Venture Partners, a BASES Platinum Sponsor in 2001-2005 and Wilson Sonsini Goodrich Rosati, a Platinum Sponsor for 2002-2005. In addition, many entrepreneurs, venture capitalists, and companies have donated time and funds. For a complete list of STVP and BASES' sponsors, please visit our web sites. <http://stvp.stanford.edu>, <http://bases.stanford.edu>

---



**Stanford Center for  
Professional Development**

Each lecture is broadcast live on SITN channel E2 and via Stanford Online within two hours of the conclusion of the seminar. In addition, all presentations during the quarter are archived and made available through Stanford Online. Please see <http://etl.stanford.edu> and click on the Stanford Online link to view all lectures online.