

Hi,

## Welcome to the October edition of the Open Mobile Summit newsletter

The Open Mobile Summit San Francisco happens next week, Nov 8-10, and we're all super-excited as we approach our biggest and best event yet.

If you're planning on attending and haven't booked a ticket, this is **your last chance to register**. [Click here](#). If you can't make it, we'll be sharing outputs in the November newsletter.

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- **Attendee profile**

The San Francisco Summit actually sold out a week last Friday. Fortunately we were able to upgrade to a bigger ballroom at the Marriot Marquis – although lunch capacity is still limited so we have only a few tickets left.

We have an incredible range of executives attending this year – lots of carriers, lots of big media companies and content owners, plenty of start-ups and app developers. We're also seeing a small but growing number of ad agencies, brands and enterprises join the community.

We published a [companies list](#) of attendees here a couple of weeks ago, although it's a bit out of date now, you can see the range and influence of those involved.

Meanwhile our day 3 program – [Appcelerate](#) – has been incredibly popular and is going to be the busiest day of all. Not bad for the third day of a conference!

- **Social program:**

We have an intensive social program this year:

**Sunday night:** VIP speakers dinner sponsored by Alcatel Lucent on Sunday night.  
(speakers only)

**Monday night:** The Party is ON

**Tuesday night:** Champagne and chocolate reception  
(Appcelerate attendees and speakers are invited to pre-register and join the reception from 5.30pm)

**Wednesday night:** Informal mixer at the close of Appcelerate

- **New Sponsors**

I'm delighted to announce that Cisco have joined Intel as Gold Sponsors this year.

Meanwhile, SingleClick Checkout are the latest Silver sponsor, joining Aepona, Alcatel Lucent, Umber Systems, Nokia Siemens Networks, Openwave, Oracle, Opera, TAT, Qualcomm, Oracle, Newbay and Texas Instruments. Boku, Mozilla, Funambol and WindRiver are also participating.

- **New Speakers – Dennis Crowley CEO Foursquare joins line-up**

We've had a number of great additions to the line-up since the last newsletter, most notably Dennis Crowley CEO Foursquare who joins the keynote line-up. In addition:

Raymie Stata CTO Yahoo! takes Hilary Schneider's place in the Keynote line-up

We've added a 'Content Kings' panel at Appcelerate (Nov 10) – to explore the practical challenges in creating a profitable app business, managing development time and cost and developing product roadmaps. Featuring Ben Jones VP Zynga, Bart Decrem SVP Disney Mobile, Rob Gelick SVP CBS Mobile and Matt Kozlov VP New Products and Services Sony Music Entertainment.

We've added 'Enterprise App Opportunities' to Day 2 of the Open Mobile Summit (Nov 9), moderated by Tim Chang of Norwest Venture Partners and featuring Chuck Goldman CEO Apperian, Adam Nash VP LinkedIn and Justin Daw of enterprise user Emerson Electric.

Here's the complete list of speakers:

### **Operators and Network Equipment:**

Dan Hesse, CEO, Sprint  
Anthony Melone, CTO, Verizon Wireless  
Sanjiv Ahuja, CEO, LightSquared  
Hossein Moiin, CTO, Nokia Siemens Networks  
Danny Bowman, President Integrated Solutions Group, Sprint  
Erik Halberg, SVP, TeliaSonera  
Daniel Gurrola, VP Strategy Consumer, Orange  
Peters Suh, CEO, WAC  
Carleton Miller, President & CEO, BLINQ  
Sanjay Macwan, AVP, AT&T  
Brad Mohs, Vice President, AT&T  
Mark McDiarmid, Senior Director, T-Mobile USA  
Kevin Shatzkamer, Chief Mobility Architect, Service Provider, Cisco Systems

### **OEMs and Silcon**

Alain Mutricy, SVP, Motorola  
Jérôme Nadel, EVP, Sagem Wireless  
Omar Khan, CSO, Samsung  
Jason Mackenzie, President, Americas, HTC  
Mike Bell, Vice President UMG, Intel  
Seshu Madhavapeddy, GM Smartphones Business Line, TI  
Sayeed Choudhury, Director of Product Management, Qualcomm  
Tyler Lessard, VP Global Alliances, RIM  
Jason Kenagy, VP Product Management, Qualcomm

### **Media and Publishing:**

Bob Bowman, CEO, MLB AB  
John Loughlin, EVP, Hearst Corporation  
Bryan Perez, SVP and GM, NBA Digital  
Brandon Lucas, VP and GM Mobile, BET  
Tim Connolly, VP Mobile and TV Everywhere, Disney/ESPN/ABC  
Terry Fitzpatrick, EVP Distribution, Sesame Workshop  
Kinsey Wilson, SVP Digital, NPR  
Christa Quarles, CFO, Playdom  
Greg Coleman, President, Huffington Post  
Morgan P. Guenther, CEO, Next Issue Media  
Keith McAllister, Global Editor and Publisher, Thomson Reuters  
Dan Gillmor, Author  
Joe Wilcox, Independent Journalist  
Ben Jones, VP of Mobile, Zynga  
Bart Decrem, SVP, Disney Mobile  
Rob Gelick, SVP, CBS Mobile  
Matt Kozlov, VP, New Products and Services, Sony Music Entertainment

**Internet and mobile web:**

Dennis Crowley, CEO, Foursquare  
Raymie Stata, CTO, Yahoo!  
Jason Spero, Director Mobile, Google  
Justin Siegel, Co-Founder and CEO, Mocospace  
Mark Curtis, CEO, Flirtomatic  
Ben Keighran, CEO and Co-Founder, Chomp  
Tom Conrad, CTO, Pandora  
Gustav Söderström, VP Products, Spotify  
Barak Berkowitz, Managing Director, Wolfram Alpha  
Giles Corbett, CEO, ON  
John Trimble, Chief Revenue Officer, Pandora  
Adam Nash, VP Platforms, LinkedIn  
Steve Boom, President, Loopt  
Michael Becker, Managing Director, Mobile Marketing Association

**Agency and brands:**

Alan Cohen, CEO, OMD US  
Mark Rolston, Chief Creative Officer, frog design  
Hampus Jakobsson, Co-founder, TAT  
Christian Lindholm, Managing Partner, Fjord  
Gene Keenan, VP, Isobar  
Michael Chang, CEO, Greystripe  
Will Pinnell, Director of Mobile Strategy, Sabre  
Nathan Maehren, Head of Mobile Channels, Target  
Jinee Ellis, VP Mobile, Wells Fargo  
Steve Yankovich, VP Mobile and Platforms, eBay  
Justin Daw, Director Software Solutions, Emerson Electric

**Venture Capital:**

Ann Winblad, Managing Director, Hummer Winblad Venture Partners  
John Malloy, Co-founder, BlueRun Ventures  
Rich Wong, Partner, Accel Partners  
Daniel Deeney, Partner, New Venture Partners

Patrick Chung, Managing Director, SK Telecom Ventures  
Tim Chang, Principal, Norwest Venture Partners

### **Press and Analysts:**

Kara Swisher, All Things Digital  
Sue Marek, Editor-in-Chief, FierceMarkets  
Kevin Fitchard, Senior Editor, Connected Planet  
John Jackson, VP Research, CCS Insight  
Julie Ask, VP, Forrester Research  
Mark Lowenstein, Managing Director, Mobile Ecosystem  
Matt Kapko, Features Editor, RCR Wireless  
Derek Kerton, Principal Analyst, The Kerton Group  
Chetan Sharma, President, Chetan Sharma Consulting  
Rod Hall, Executive Director, JP Morgan  
Scott Ellison, VP Mobile, IDC

### **Software:**

Dr Nagappan Arunchalam (Arun), CMO, Newbay Software  
Jon Von Tetzchner, Co-founder, Opera Software  
Ken Denman, CEO, Openwave  
Jay Sullivan, Vice President of Products, Mozilla  
Charles Jolley, CEO, Strobe  
Joel Hughes, CEO, Umber Systems  
Vineet Gupta, CTO Java Embedded Group & VP, Oracle  
Eric Chu, Group Manager Android Mobile Platforms, Google  
Todd Brix, Senior Director Windows Marketplace, Microsoft  
David Marcus, CEO, Zong  
Kevin Wagner, Senior Vice President, Aepona  
Patrick Mork, CMO, Getjar  
Simon Khalaf, CEO, Flurry  
Ron Hirson, Co-founder & SVP, Boku

### **App (Appcelerate):**

Jeff Smith, CEO, Smule  
Jeff Sellinger, Co-Founder, Shopkick  
Neil Young, CEO, ngmoco  
Calvin Carter, CEO, Bottle Rocket  
Chuck Goldman, CEO, Apperian  
Hiroki Oohashi, CEO, NTT Solmare  
Randy Breen, CEO, SGN  
Jen Herman, Director of Farmville, Zynga  
Theodore Gray, Author, The Elements  
Amit Kumar, CEO, SocialScope  
Chris Nesladek, Commerce UI Lead, Google  
Scott Kveton, CEO, Urban Airship  
Steve Makofsky, VP Mobile and Client Platforms, Playdom  
Brian Morrisroe, Co-founder, Booyah

- **London 2011: Save the date & Call for input**

Planning has begun for the London summit and we will be announcing the first Keynote speakers and sponsors shortly. Our 2010 London Summit really put us on the map, so watch this space for something special in 2011. This year's theme is 'Entertainment Anywhere'.

I'd love your input as we plan the event – email me ([robin@openmobilemedia.com](mailto:robin@openmobilemedia.com)) with your comments, thoughts and suggestions!

That's it for this week. I'm too busy for any real comment – but watch out for the news next week (Monday-Wednesday) – there are a number of major announcements planned. And we'll be sharing the outputs of the Open Mobile Summit San Francisco towards the end of November in the next edition.

All the best – and I look forward to seeing many of you in San Francisco next week!

Robin

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The Open Mobile Summit '10 SF - Nov 8-10  
<http://www.openmobilesummit.com>

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