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## DreamFactory Management Team



**Eric Rubin**  
President

Eric is an industry veteran with over 20 years experience in Software Sales and Channels Development. Most recently he was with WebEx Communications, a pioneer in On-Demand software. He served various roles developing and delivering innovative channels programs for this new business model. Eric managed the overall Indirect Business for WebEx Communications during a period of explosive growth as WebEx grew from 4M in sales pre IPO to a public company with sales of 250M. Prior to WebEx, Eric managed Sales and the International channel for Actional Corporation, a leader in the Web Services and EAI space. Eric started his career in field sales roles in Computer Aided Design and Document management software with industry leading companies- GE Calma, Computervision, and DEC. Eric graduated from the University of Michigan, with a bachelors of science in Mechanical Engineering.



**Bill Appleton**  
Chief Technical Officer

Bill is one of the world's leading experts on service-oriented architectures, rich media authoring tools, and user interface development environments. He has written over 2 dozen commercial software publications including the ground breaking multimedia authoring tool **SuperCard** and the world wide number one best-selling CD-ROM **Titanic: Adventure out of Time**. As CTO of Messagebay, his ActiveX control work was downloaded over 75 million times. He previously served as President of the CD-ROM publishing company CyberFlix, and has worked closely with Disney, Paramount, Viacom and Bandai to build creative vehicles for content development. Many leading computer publications and mainstream magazines have featured Bill's work, including People, Newsweek, and US News and World Report.



**Travis Huch**  
Vice President, Worldwide Sales

Travis' 18-year career in the software industry includes senior sales positions at leading technology companies. Travis worked at Frame Technology leading to a successful IPO and subsequent acquisition by Adobe. At Macromedia, he was responsible for licensing Macromedia's embedded media playback technology to device manufactures and partners such as Netscape and AOL. At DreamFactory he has guided the sales growth from initial funding to current level of 325+ customers. Travis has a BS in Business Administration from San Jose State University.



**Ken Neff**  
Vice President, Products & Services

Ken brings 20 years of industry experience in software services to the DreamFactory team. Ken has held key roles with several extremely successful pre-IPO organizations. Most recently, Ken was with Zone Labs, where he built and grew the enterprise Professional Services organization. Prior to Zone Labs, Ken managed Professional Services and Custom Engineering for Actional Corporation, a leader in the Web Services and EAI space. Ken was an early employee at Vignette, where he was instrumental in customer acquisition and success. Ken began his career in user interface development with the Open Software Foundation and Tivoli Systems. Ken has an MS in Mathematics from the University of Illinois and a BS in Computer Science and Mathematics from Purdue University.



**Tom Appleton**  
Vice President, Customer Success

Tom brings over 14 years of customer facing software support experience to the DreamFactory team. Tom most recently comes from On-Demand software pioneer WebEx Communications. While at WebEx Tom served as the Principal Sales Engineer for Enterprise Accounts. Tom's leadership of the Enterprise SE team helped secure many of WebEx's largest Enterprise and Federal accounts. His performance earned him many accolades including the award for SE of the year three times and the award for SE of the QTR thirteen times. Prior to WebEx, Tom managed the Customer Support organization for another On-Demand software pioneer Digital Discoveries. Tom also previously served as the Technical Support Manager for CyberFlix, Inc., a company which pioneered CD-ROM Entertainment Software for the consumer market.



**Ben Busse**  
Vice President, Product Marketing and Management

Ben's 10-year career in the software industry includes senior product management positions at leading technology companies in Silicon Valley and Asia. Ben started his career at Ewant, a supply chain management start-up company acquired by Manhattan Associates (MANH). Prior to joining DreamFactory, Ben was a lead product manager at LiveCapital, an award-winning financial software company acquired by Dun & Bradstreet (DNB). Ben also held a senior product development role at SMELoan Hong Kong, a financial software company backed by the private sector arm of the World Bank Group. Ben has a BS in Operations Research & Industrial Engineering from Cornell University.

## Investors



Scott Sandell  
General Partner, NEA

Scott joined NEA in 1996 as an Associate, became a Partner in 1999 and a General Partner in 2000. Scott focuses on investments in information technology and alternative energy. Present board memberships include Agami Systems, CenterBeam, Data Domain, Ensim, Foveon, Heliovolt, Ion America, Spreadtrum Communications, Tableau Software and Tenable. He is also actively involved with Motion Computing and serves as Co-Chairman of the board of the Software Development Forum. He has sponsored investments in 3ware (acquired by Applied Micro Circuits Corporation), Amplitude Software (acquired by Critical Path), Fineground Networks (acquired by Cisco), Neoteris (acquired by Juniper Networks, (NASDAQ: JNPR), NetIQ (NASDAQ: NTIQ), Salesforce.com (NYSE: CRM) and WebEx (NASDAQ: WEBX). Scott started his career at the Boston Consulting Group and later joined C-ATS Software as the company's first salesman. He founded and ran the European Subsidiary before attending Stanford Business School. During and after business school, Scott was a Product Manager at Microsoft, where he worked on Windows 95. In addition to an MBA from Stanford, Scott holds an AB in Engineering Sciences from Dartmouth College.



Paul Hsiao  
Principal, NEA

Paul joined NEA in 2003 as a Kauffman Fellow and became a Principal in 2005. Paul focuses on information technology investments. He is on the board of Actions Semiconductor (NASDAQ: ACTS) and works with Arch Rock, Atheros Communications (NASDAQ: ATHR), BCD Semiconductor, Cassatt, Interlace Systems, Motion Computing, SMIC (NYSE: SMI), Spreadtrum Communications, and Telegent Systems. Before joining NEA, Paul was an entrepreneur; he co-founded and was VP of Marketing at Mazu Networks, a security software company backed by Matrix Partners, Greylock, and Benchmark Capital. His interests in Asia dates back to mid-1990s when he was with McKinsey & Company's Greater China offices. Paul started his career as an engineer at Medtronic and Shriners Institute, working on implantable medical devices and bioartificial liver. Paul received his MBA from Harvard Business School and a BS in Mechanical (Biomedical) Engineering from Massachusetts Institute of Technology.

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