

Dean A. DeBiase

Chairman/CEO, Reboot Partners

Board Leadership Fellow, National Association of Corporate Directors

Senior KIN Fellow and Lecturer of Entrepreneurship and Innovation, Kellogg School of Management

Dean DeBiase is an expansion phase corporate and civic leader with a track record of scaling emerging growth companies, turning around organizations and embedding entrepreneurial-grade talent into multi-national corporations in CEO, Chairman and director roles. A Silicon Valley veteran, Dean has built and rebooted leading brands in social/local/mobile commerce, games/entertainment and media, big data and cloud technology, consumer electronics and Cable TV, retail, distribution, government, education and Internet services industries—and led global organizations through startup, expansion, turnaround, roll-up, spin-out, M&A and IPO operating phases.

Dean has been chief executive of a dozen private and public corporations and Fortune 500 subsidiaries including: Entertainment Promotions, a coupon, deals, rewards and loyalty provider; TNS Media, a roll-up of advertising analytics and big-data insights companies acquired by WPP; Autoweb, which he built into the most popular digital auto brand and syndicated content/advertising network, took public and merged with Autobytel to create the largest Internet automotive marketing services company; and The Imagination Network, a social games company ranked the top entertainment destination by comScore, which he sold to AOL.

As Chairman of **Reboot Partners**, he leads the growth acceleration group and its subsidiaries, Boardroom Innovation and Startup Partners, helping organizations tackle their most challenging issues, seize emerging market opportunities and inspire people to deliver on the next generation of innovation. Through Reboot, he serves in leadership roles, including Executive Chairman at AKTA, a UX design, mobile development and consulting firm, which builds platforms for retail, restaurant, loyalty, transactional services, travel, training and education brands. Previously through Reboot he served as CEO of Fathom Online, a MIXX award winning search marketing and analytics services group, acquired by Geary Interactive; CEO of Free Drive, a media sharing network, acquired into AOL; and CEO of CatchTV, an interactive entertainment platform, acquired into Liberty Media.

At **Boardroom Innovation**, Dean helps to enable the next-generation of digitally savvy corporate directors, builds targeted advisory boards and helps boards with impactful strategy, growth and partnership programs. A governance speaker on emerging technology, digital disruption, social media, cyber-security and partnering/M&A issues, Dean speaks regularly at director education and board exchange programs, including the Kellogg Corporate Governance Conference at Northwestern University and NACD's board and director educational programs.

Dean is a Board Leadership Fellow at The National Association of Corporate Directors, and a regular participant in the Directors Certification Program at the NACD's Corporate Directors Institute, KPMG's Audit Committee Institute and The Rock Center for Corporate Governance Directors' College at Stanford University's Law School and Graduate School of Business.

He has served in board advisor, independent director and Chairman roles, supporting civic, non-profit, government, family, foundation, private and public company boards, including Excelligence Learning Corporation (LRNS), Autoweb Corporation (AWEB), AT&T Imagination Network, AOL WorldPlay and NIU Foundation where he has served on audit, compensation, compliance, crisis management, executive, governance, HR, development, nominating, operating, strategic planning, risk oversight, technology, GR, IR and PR committees.

As a lead and independent corporate director, he has represented companies and boards during SEC investigations and stock exchange hearings, assisted in restructuring and financing programs, including IPO's, SMO's, reverse mergers, spin-ins, spin-offs, divestitures and public to private buyouts, as-well-as leading debt, venture capital, private equity and investment banking processes. In government relations, he's served on bipartisan task forces and public/private partnerships addressing corporate policy, industry growth, government sales channels, regulation and innovation issues, in cooperation with government commissions, agencies, the US Congress and White House.

Previously Dean was the CMO of Zenith/LG, leading global brand strategy for consumer and hospitality channels, while turning-around the Cable TV division, which invented cable modems and was credited for helping to create the broadband services sector. Earlier, he served as Entrepreneur-In-Residence, CMO and President of two Anixter operating units, starting up companies, partnerships, JV's, spinouts and developing new technology services and partnerships, one with AT&T, which won the NCTA's Vanguard Award for innovation; and as one of the youngest Managing Directors at FedEx, he operated two divisions and helped lead one of America's largest corporate startups which pioneered the company's efforts into digital services.

At **Startup Partners**, which helps emerging growth companies disrupt, scale and grow faster, Dean serves as Chairman of Donor Path, a cloud analytics company and ADMCi a digital design-thinking institution. Previously he served in board roles at Amway, Akoo, an OOH ad network acquired by RMG Networks, Centerpost, a text messaging platform acquired by West Corporation, Excelligence Learning, a developer, manufacturer, distributor, and retailer of educational products acquired by Thoma Bravo and Sterling Investment Partners and Donlen Corporation acquired by Hertz Corporation.

Through Startup Partners, he also helps large/mid cap organizations accelerate their innovation and growth by tapping into the entrepreneurial movement and connecting them with founders, through his "Dancing with Startups" program which curates meet-up's, forms business relationships and drives M&A processes between corporations and upstarts. A well-known leader of entrepreneurial-innovation programs, Dean is a founding board member of 1871, the country's most dynamic new business accelerator, The Security Innovation Network, a cyber-security think-tank and business accelerator, and TechNet, a CEO network that partners with policy makers to advance America's global leadership in education and the innovation economy.

Dean is a keynote speaker author, lecturer, co-author of the best-selling book *The Big Moo* with Seth Godin and Malcolm Gladwell, and co-founder of the popular innovation crowd-sourced site, Innovation Excellence. A frequent media guest and on-air commentator, he is a sought after speaker and a professional member of the National Speakers Association and Global Speakers Federation, speaking on topics from rebooting companies to leveraging The Internet of Things.

He is a Senior KIN Fellow and Lecturer of Entrepreneurship and Innovation at Kellogg School of Management - Northwestern University; and has been a guest lecturer and speaker at leading educational institutions including, Hass School of Business - University of California, Wharton School - University of Pennsylvania, Stanford University, Columbia University, University of Massachusetts, University of Wisconsin, University of Chicago, Northern Illinois University, DePaul University, Illinois Institute of Technology, DeVry University, College of Lake County and Lake Forest College.

A member of the Association of Governing Boards of Universities and Colleges, Dean and his colleagues have been instrumental in building experiential-learning programs through his board, lecturer and corporate partnering roles, including the Woxen School of Business - Hyderabad, Kellogg Innovation Network - Northwestern University, ADMCi School for Digital Craftsmanship and Keller Graduate School of Management. At NIU, he co-created and taught a new course based on The Apprentice TV show, which was endorsed by Donald Trump, and later he was invited to be a CEO guest host on NBC's The Celebrity Apprentice. Currently, at Kellogg School of Management, Dean has rebooted the Corporate Innovation and New Ventures course into an entrepreneurial-innovation lab, which performs new product development for multi-national corporations on site at their corporate innovation centers and headquarters, including P&G, McDonald's, United Airlines, Whirlpool, United Healthcare, Accenture, Exelon, Quaker Oats and PepsiCo.

With a reputation for helping CEO's, boards and executive teams scale and optimize organizations, Dean is noted for his keen ability to lead strategic-execution while seizing emerging global opportunities, through a collaborative management style which attracts and inspires people and business partners to drive profitable growth together. His teams have been acknowledged for industry-shaping innovation and digital disruption, through the development of next-gen products and ventures, and recognized for producing award-winning services, media, content, programming, brands, trademarks, marketing, educational thought leadership, technology, software, patents and IP.

Dean received a BS in Marketing from Northern Illinois University, an MBA from Keller Graduate School of Management and completed the MBA-Plus Program at the University of Chicago.