

Dean DeBiase

Lecturer of Entrepreneurship and Innovation
Senior Fellow, Kellogg Innovation Network

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

He has been chief executive of a dozen private and public corporations and Fortune 500 subsidiaries including: Entertainment Promotions, restructure and sold to a founder group; TNS Media, a roll-up of media 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 also serves in interim leadership roles, including Executive Chairman at AKTA a leading UX design firm, which acquired Fueled Mobile. 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 content platform, acquired into Liberty Media.

Earlier in his career Dean was the CMO of Zenith/LG, leading global brand strategy 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 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.

Through **Startup Partners**, which helps emerging growth companies disrupt, scale and grow faster, Dean serves as Chairman and board member of Donor Path and ADMCi. Previously through Startup Partners, Dean served in director and advisory 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.

The group also helps corporations better connect with startups through his signature partnering program, "Dancing with Startups", which curates meet-up's, forms business relationships and drives M&A processes between large and small companies. A well-known leader of entrepreneurial-innovation programs, Dean is on the board of 1871, one of the country's most dynamic new business accelerators, Security Innovation Network, a cyber security accelerator, and TechNet, a CEO network that partners with policy makers to advance America's global leadership in education and the innovation economy.

At **Boardroom Innovation**, Dean helps to enable the next-generation of digitally savvy corporate directors, builds market-facing advisory boards and helps multi-national executives drive impactful strategy, innovation and growth partnership programs. A governance speaker on emerging technology, digital disruption, social media, cyber-security, partnerships and

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 Leadership Conference.

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 board Chairman roles, supporting civic, non-profit, government, family, foundation, private and public company boards, including Excelligence Learning Corporation, Autoweb Corporation, 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 corporate director, he has represented companies 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 and relationships. In government relations, he has served on bipartisan task forces and public/private partnerships addressing corporate policy, regulation and innovation issues, in cooperation with government commissions, agencies, the US Congress and White House.

Dean is a regular keynote speaker, author, lecture, a 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.

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 Berkley, Wharton School - University of Pennsylvania San Francisco, Stanford University, Columbia University - New York, University of Massachusetts - Boston, University of Wisconsin - Madison, 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 has been instrumental in building experiential-learning programs in advisory board and lecturer roles, including the Woxen School of Business - Hyderabad, Kellogg Innovation Network, ADMCi School for Digital Craftsmanship - an experiential design-thinking school, Keller Graduate School of Management - an early pioneer of MBA practitioner-led curriculum, Kellogg School of Management's Corporate Innovation and New Ventures course – an entrepreneurial-innovation learning lab, and Northern Illinois University - College of Business, where he helped create and teach a new experiential-innovation 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.

With a reputation for helping people how to 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.