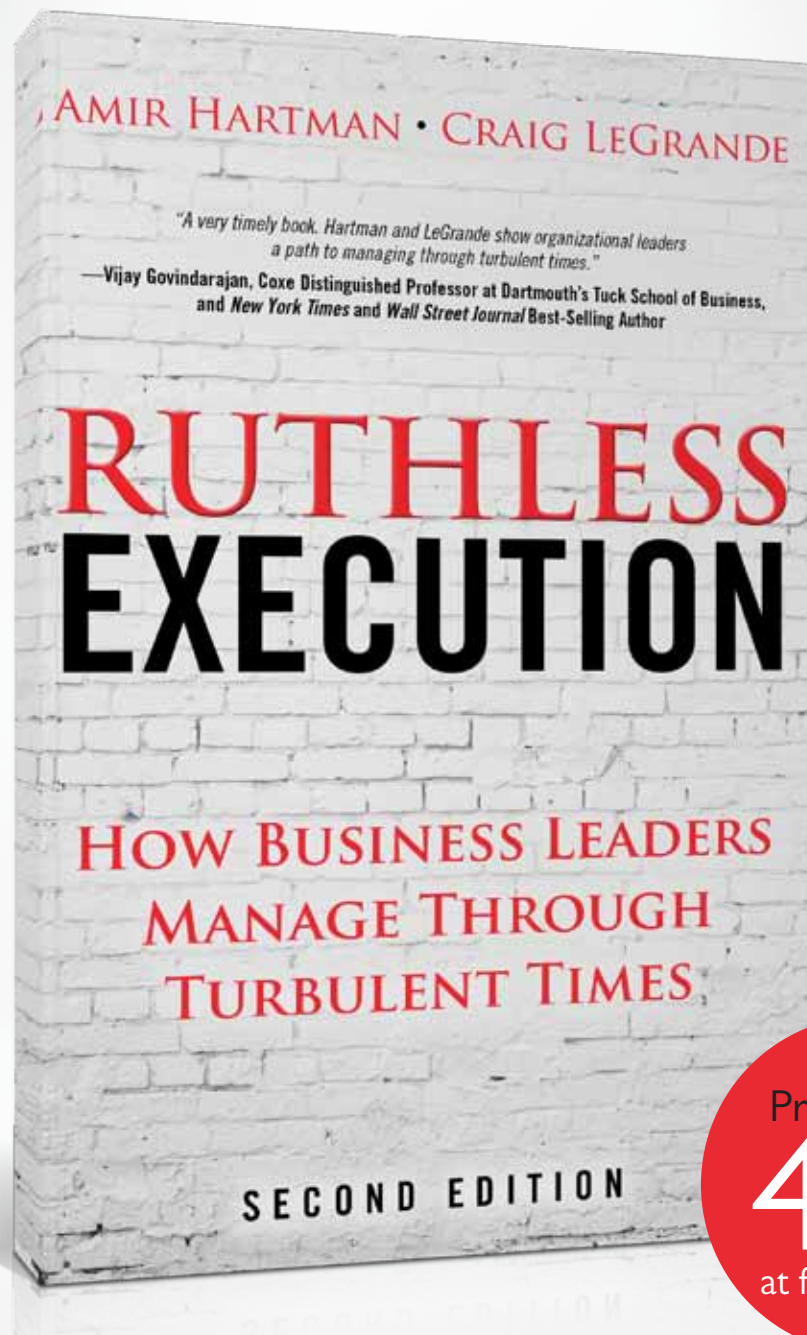


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An authority on corporate and technology transformations, **Amir Hartman** is an international bestselling author and advisor to leading global businesses. Hartman has been on the faculty at Columbia's Graduate School of Business, Berkeley's Haas School of Business, and Harvard Business School Interactive where he's taught management of innovation and technology to senior business leaders. A frequent speaker at business leader forums, he is the author of several influential books, most recently *Ruthless Execution: How Business Leaders Manage Through Turbulent Times*. Prior to forming Mainstay, Mr. Hartman served as managing director for Cisco System's Corporate Internet Strategy and the Internet Business Solutions Group. In this role he was responsible for shaping Cisco's Internet business strategy and advising key customers on Internet business strategies.

**Craig LeGrande** has served as senior advisor to leading companies in the automotive, retail, and high-technology industries, helping them identify new market opportunities and develop effective capital investment strategies. The author of more than a hundred case studies and research papers for high-technology leaders such as Oracle, SAP, EDS, BearingPoint, EMC, and Network Appliance, Mr. LeGrande is an expert at proving business value by means of objective, quantitative evidence and analysis. Prior to forming Mainstay, Mr. LeGrande worked in Cisco's Internet Business Solutions Group and Accenture's Strategic Services group. He received an MBA from the Tuck School of Business at Dartmouth College and a BS in Electrical Engineering with Honors.