Building & Using Corporate & Advisory Boards
Me

Founder & CEO of OwnerIQ
(2007 – Present) owneriq.com

Founder & CEO of Bitpipe

Sometimes Angel Investor

Technologist by training
OWNERIQ ENABLES 2nd PARTY AUDIENCE SHARING & PROGRAMMATIC FOR RETAIL

PayPal

Retailers
- Staples
- Toys "R" Us
- Advance Auto Parts

Manufacturers
- Panasonic
- LG
- Mizuno

at&t

State Farm

Time Warner Cable

ally
Corporate Board Truths

They spend less time than you think they should

They know less about your business than you think they should

They do less work on your behalf than you think they should

Nonetheless, you learn a lot by listening to them
Board Management

Always a work in progress

But, there are guiding principles

No Surprises

Transparency

Preparation
Recruiting

Just like hiring an employee
Advisory Boards Can be Useful

Know what you are trying to accomplish

Only as useful as the time you are prepared to invest in it

Write a charter & draft the invitation letter

Advisory Boards tend to outlive their usefulness
Thank You!

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