

## MARK SCHAR

Mark has extensive background in consumer products management, having managed more than 50 consumer driven businesses over a 25-year career with The Procter & Gamble Company. In 2005, he joined Intuit, Inc. as Senior Vice President and Chief Marketing Officer and initiated a number of consumer package goods marketing best practices, introduced the use of competitive response modeling and "on-the-fly" A|B testing program to qualify software improvements. Mark is the Co-Founder and Managing Director of One Page Solutions, a consulting firm that uses the OGSP® process to help technology and branded product clients develop better strategic plans. Mark is a member of The Band of Angels, Silicon Valley's oldest organization dedicated exclusively to funding seed stage start-ups. In addition, he serves on the board of several technology start-up companies.



Mark recently completed a Ph.D. in Mechanical Engineering/Design at Stanford University. The focus of his research can broadly be described as "pivot thinking," the cognitive aptitudes and abilities that encourage innovation, and the tension between design engineering and business management cognitive styles. Mark is a Lecturer in the School of Engineering at Stanford University and teaches the course ME310X Product Management.

## JEREMY SABOL

Jeremy is a lecturer in Stanford's Program in Structured Liberal Education as well as a lecturer in Master of Liberal Arts at Stanford. He received his PhD in French at Yale University. He also did a graduate work at the Ecole Normale Superieure in Paris. In addition to his career in academia, Dr Sabol works in film and educational multimedia. As co-founder of This is Shakespeare, he has produced two feature-lengths about Shakespeare (*This is Macbeth* and *This is Hamlet*); both film projects are now being expanded and reworked as video-intensive web applications and multimedia eBooks for high school and early university students. Dr Sabol was also a co-founder of AffordableTranslations.com, one of the first translation businesses to employ advanced graduate students in foreign languages at top universities to do expert translations for industry and legal services.



Jeremy Sabol majored in physics and literature as an undergraduate. His dissertation examined the conceptual role of fiction in Descartes' physics and philosophy, as well as the impact of this use of fiction in later 17th-century French literary texts. Jeremy specializes in early modern literature and philosophy, Cartesianism, and existentialism. He is currently working on the later writings of Jean-Paul Sartre.