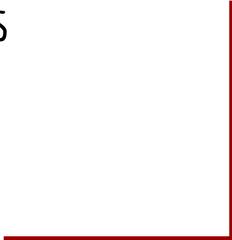




# Xfund Startup Ethics Program

2021 Speaker Bios



Thomas R. Eisenmann is the Howard H. Stevenson Professor of Business Administration at the Harvard Business School, Peter O. Crisp Chair, Harvard Innovation Labs, and Faculty Co-Chair of the HBS Rock Center for Entrepreneurship, the Harvard MS/MBA Program, and the Harvard College Technology Innovation Fellows Program. Eisenmann teaches the MBA elective Entrepreneurial Failure and the MS/MBA core courses Technology Venture Immersion and Launch Lab. In recent years, he has served as Chair of Harvard's MBA Elective Curriculum—the 2nd year of the MBA Program—and as course head of The Entrepreneurial Manager, taught to all 900 1st-year MBAs. With colleagues, he launched the MBA electives Making Markets, which focuses on marketplace design, Scaling Technology Ventures, Entrepreneurial Sales & Marketing, and Product Management 101, in which students specify and supervise development of a software application. Eisenmann also created the January Term Startup Bootcamp for first-year MBAs and the MBA electives Launching Technology Ventures and Managing Networked Business, which surveyed strategies for platform-based businesses that leverage network effects. He twice co-led a Harvard Innovation Lab course, Cultural Entrepreneurship in New York City, in which students from across Harvard spent a winter break week in New York exploring new ventures in fashion, food, and fine arts, and co-led four similar winter break trips to study entrepreneurship in Silicon Valley.



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Tom Eisenmann

Kevin Hartz is Co-Founder and CEO of one (NYSE: AONE) and Co-Founder, former CEO, and Chairman of Eventbrite (NYSE: EB). He is an early-stage investor and advisor to successful startups including PayPal, Pinterest, Uber, Airbnb, Trulia, Thumbtack, Gusto, Joby Aviation, and Newfront Insurance. He is also Co-Founder of Xoom (IPO 2013, acquired by PayPal).

He received an undergraduate degree from Stanford University and a graduate degree from the University of Oxford.

He serves on the Board of Trustees of the California Academy of Sciences.



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Kevin Hartz

John Pinette is Facebook's VP of global communications. Pinette was most recently VP of marketing and communications at Vulcan, the philanthropic, technology and business organization launched by late Microsoft cofounder Paul Allen. Previously, Pinette directed communications for Pershing Square Capital Management for just over two years starting in 2014 and was director of communications for Gates Ventures, Bill Gates' private office and innovation lab. His responsibilities included managing the former Microsoft chief's personal image and communications program at Gates Ventures.

Pinette has also worked at Google, leading its Asia-Pacific communications.



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John Pinette

Annie Ta is Head of Inclusive Product at Pinterest. In this role, she oversees product development efforts to make Pinterest a more diverse and inclusive experience. She also leads Pinterest's work around building tools to help address emotional wellbeing. In her tenure at Pinterest, she's worked on a number of areas, including shopping and monetization. She started her career at Facebook, where she worked on ads products. She's passionate about the role technology plays in social good, mental health, and equity in society. She holds a Bachelor's of Arts from Stanford University.



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Annie Ta

Jessica Lessin is the founder and Editor-in-Chief of The Information, the publication known for original, in-depth reporting about the technology industry. Prior to The Information, Lessin covered Silicon Valley and tech for the Wall Street Journal, breaking major deals, product launches and CEO changes.

In 2011, she was part of a team that was finalist for the Pulitzer Prize for a series on digital privacy. In 2014, Vanity Fair named Lessin one of a new generation of “Media Disrupters”.

Jessica graduated Phi Beta Kappa from Harvard College and has lived in San Francisco since 2010.



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Jessica Lessin

Jeff Seibert is an experienced serial-entrepreneur and active angel investor. His current focus is Digits (digits.com), which he co-founded in 2018 to create modern, intelligent, real-time finance tools for business owners.

Jeff previously served as Twitter's Head of Consumer Product and led the company's product efforts across Twitter for iOS, Android and the Web, as well as its Developer and Data platforms.

Jeff was the co-founder and CEO of Crashlytics, the award-winning mobile performance analytics platform, which today runs on over 5 Billion monthly-active smartphones worldwide. Crashlytics was acquired by Twitter in 2013 and then re-acquired by Google in 2017, and has become the de-facto crash reporting solution for both iOS and Android.

Jeff previously co-founded Inereo in 2007 and served as COO until its acquisition by Box in 2009. At Box, he became the Engineering Manager for Desktop Sync and Mobile, and he founded the company's East Coast R&D office in Boston.

Jeff graduated from Stanford in 2008 with a BS in Computer Science.



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Jeff Seibert

Jenna Golden is the Founder and President of Golden Strategies which is a consulting firm that works with companies and publishers looking to build or improve their sales strategy within the political and issue advocacy market. Jenna acts as a Washington thought leadership consultant by providing an overview of the media landscape, building a narrative for brands that will resonate in the market, making introductions to key players, and preparing organizations to start off on the right foot as they enter the world of Washington, DC. Jenna's expertise sits at the intersection of politics, media and technology.

Prior to Golden Strategies Jenna was the head of the political and advocacy sales team at Twitter and was responsible for building paid partnerships with political campaigns, national trade associations, issue advocacy groups, and government entities. In this role Jenna worked to educate the Washington sector on Twitter's promoted products, and to help them maximize potential on the platform. During her tenure at Twitter, Jenna regularly spoke at conferences and events about the intersection between Twitter and politics, and how the platform can be used for grassroots and advocacy. In addition, Golden taught as an adjunct professor in Georgetown University's School of Continuing Studies on the topic of Digital Communications Strategy in 2015 and 2016.

Before Golden's time at Twitter, she was the Associate Publisher of *The New Republic* magazine where she was responsible for all advertising revenues across print, online, and the live events space. Before *The New Republic* she managed partnerships at *National Journal* magazine with top national trade associations and coalitions. Jenna Golden has a B.A. in Political Science from the University of Michigan, and an M.A. in Communication, Culture, and Technology from Georgetown University. You can follow her on Twitter @jigolden.

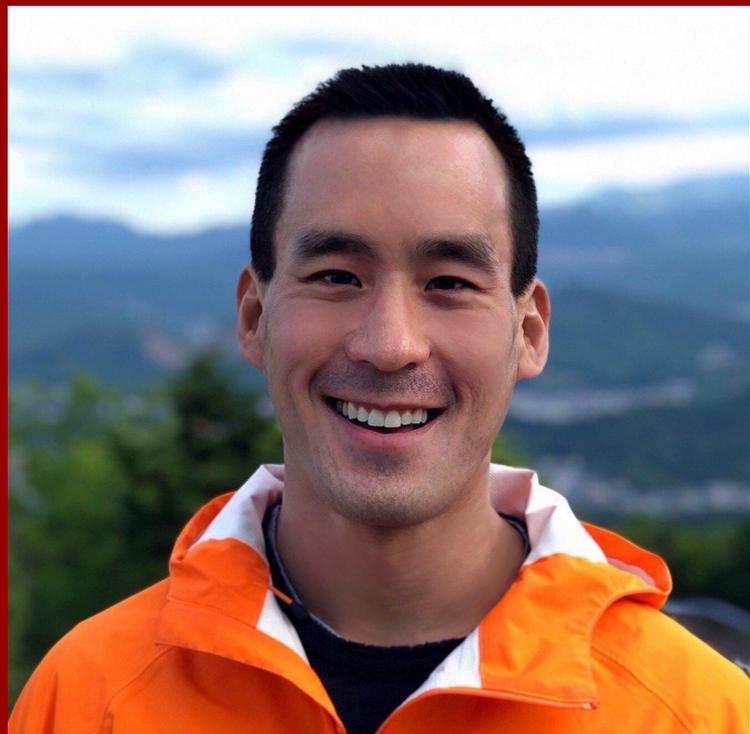


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Jenna Golden

Patrick is Managing General Partner of Xfund. Prior to Xfund, Patrick was a partner at NEA and led the firm's consumer and seed investment practices. He is a director of 23andMe and Philo, and led investments in Guideline, Halo Neuro, IFTTT, Landit, Nebula Genomics, NewtonX, Rock Health, ThirdLove, and Zumper. Past investments include Segment (acquired by Twilio), Kensho (acquired by S&P Global), Plaid (almost acquired by Visa), Pulse (acquired by LinkedIn), Loopt (acquired by Green Dot), GoodGuide (acquired by Underwriters Laboratories), Ravel Law (acquired by Lexis-Nexis), Xfire (acquired by Viacom), and Xoom (NASDAQ: XOOM). Prior to joining NEA, Patrick helped to grow ZEFER, an Internet services firm (acquired by NEC) to more than \$100 million in annual revenues and more than 700 people across six global offices. Prior to ZEFER, Patrick was with McKinsey & Company, where he specialized in hardware, software, and services companies.

Patrick received a joint JD-MBA degree from Harvard Business School and Harvard Law School, where he served as an Editor of the Harvard Law Review. Patrick was a Commonwealth Scholar at Oxford University, where he earned a Master of Science degree. Patrick earned his A.B. degree at Harvard College in Environmental Science. He is a member of the New York and Massachusetts bars, was an elected director of the Harvard Alumni Association, and a member of the Committee to Visit Harvard College. He is also an Associate of the Creative Destruction Lab at the University of Toronto.



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Patrick Chung

Brandon Farwell is a General Partner at Xfund. Prior to Xfund, he was an Investment Professional at DFJ focused on software investments including Box (NYSE: BOX), Yammer (acq., MSFT), Twilio (NYSE: TWLO), Newsle (acq., LNKD), SugarCRM, and Insight Squared, in addition to other frontier investments like Planet and SpaceX. After DFJ, he helped build the 150-company portfolio at Rothenberg Ventures nearly from the beginning, including companies like SpaceX, Planet, Robinhood, Gusto, Matterport, Bustle, Revel Systems, Boom Supersonic, Kespry, Andela, Dronebase, Nearpod, Patreon, Vicarious Surgical, SweetIQ (acq., GCI), Accelo, Customer.io, and others. This portfolio was awarded #1 in VR /AR and frontier technology by Goldman Sachs, CB Insights, and Pitchbook.

Brandon spent time in sales operations and corporate development at Box. His passions and focus are mainly in enterprise technologies; notably applied machine intelligence (computer vision, natural language processing, and machine learning), VR/AR, robotics, space, and autonomous vehicles. He has been named to Forbes' 30 Under 30 Venture Capital list. Brandon is currently a formal advisor to CASIS, the organization designated by NASA to manage, promote, and broker research on the International Space Station (ISS) U.S. National Laboratory.

Brandon received a B.A. in Economics and International Relations from Stanford University. He helped run BASES (Stanford's leading entrepreneurship organization) and was awarded Pac 12 All-Academic Team honors as a varsity rower. He also holds an MBA from Harvard Business School where he was a Rock Ventures Fellow.



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Brandon Farwell

Jadyn is a Vice President at Xfund. Prior to Xfund, she was the Chief Strategy Officer of Harvard Student Agencies (HSA), the largest student-run company in the world, with 12 separate business units, over 600 employees and over 50 managers. Leading up to her role as the CSO, Jadyn was the Chief People Officer of HSA. In her years in the C-suite, she led the strategic development of the company, updated the compliance standards of the business, and drove innovation at the company which resulted in the creation of new agencies.

Over the course of her time at Harvard, Jadyn was a co-founder of organizations including Harvard Giving Pledge and Harvard College Symphony Society. With her entrepreneurial interests, she has advised her peers in startups on campus in collaboration with the Harvard Innovation Labs.



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Jadyn Bryden