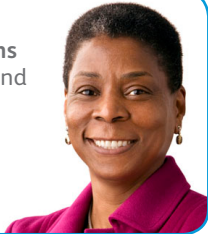


Fusion 2011 Partner Summit

Speakers

Ursula Burns
Chairman and
CEO, Xerox



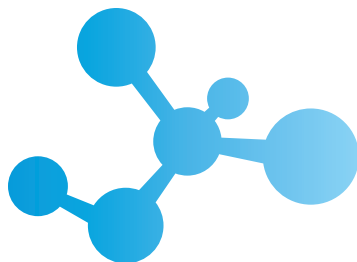
Services Focus for the Future

Burns joined Xerox in 1980 as a mechanical engineering summer intern and later assumed roles in product development and planning. From 1992 through 2000, Burns led several business teams including the office

color and fax business and office network printing business. In 2000, she was named senior vice president, Corporate Strategic Services, heading up manufacturing and supply chain operations. She then took on the broader role of leading Xerox's global research as well as product development, marketing and delivery. In April 2007, Burns was named president of Xerox, expanding her leadership to also include the company's IT organization, corporate strategy, human resources, corporate marketing and global accounts. At that time, she was also elected a member of the company's Board of Directors. Burns was named chief executive officer in July 2009 and assumed the role of chairman of the company on May 20, 2010.

Burns earned a bachelor of science degree in mechanical engineering from Polytechnic Institute of NYU and a master of science degree in mechanical engineering from Columbia University.

In addition to the Xerox board, she is a board director of the American Express Corporation. Burns also provides leadership counsel to community, educational and non-profit organizations including FIRST (For Inspiration and Recognition of Science and Technology), National Academy Foundation, MIT, University of Rochester, and the U.S. Olympic Committee, among others. Burns was named by President Barack Obama to help lead the White House national program on STEM (science, technology, engineering and math) in November 2009 and was appointed vice chair of the President's Export Council in March 2010.



Jim Rise
President
of North
American
Reseller Sales,
Xerox



Welcome To Fusion

Jim Rise has been involved in color printing and ink jet technologies for over 20 years. In his current capacity within NARS, Rise is responsible for strategy, operational excellence, Managed Print Services, and Lean Six Sigma.

Rise has played major roles in color printing advancement and development throughout his career. As part of the original research team for Solid Ink, Rise was instrumental in the development of key technologies, including transfer printing with Solid Ink. Rise holds 21 U.S. patents involving imaging, ink-jet architecture, transfer printing, and other inventions related to ink jet printing. He has also been instrumental in the development of innovative business models, such as Xerox's successful FreeColorPrinters.com program. Previously, he was Vice President of Direct Marking Products for the Global Product Delivery Group, responsible for Xerox's global Solid Ink business and was the driving force behind developing a unique, differentiated value proposition for ColorQube.

Rise joined Tektronix, Inc. as an engineer in 1986 upon his graduation from Oregon State University with both a BA degree and a BS in Mechanical Engineering. Rise remains involved with Oregon State University, where he has been recognized for his professional accomplishments and support of the community and the University by being inducted into the OSU Academy of Distinguished Engineers.

Debra Koehler
Director of
Cloud
Services,
NARS,
Xerox



Xerox 2011 Cloud Services Breakthrough Announcement

Deb Koehler has been with Xerox the past 8 years, developing Solid Ink technology products prior to moving to NARS to develop this Xerox Business Platform. She graduated from California State

University, Chico in 1993 with BS degree in Mechanical Engineering. She spent the first 6 years of her career in the auto industry developing vehicles for Ford Motor Company, then moved on to develop a ski/snowboard helmet for a small start-up, followed by another start-up where she developed a highly efficient solar module leveraging new solar cell technology.

Fusion 2011 Partner Summit

Speakers

Ryan Morris
Practice Director,
Development &
Education, IPED,
Everything
Channel



Owning the Pages: Managed Print Partner Panel Moderator

Ryan Morris has more than 15 years experience in marketing, sales, and management in the technology industry focused on building multi-tier channel programs and solutions. Morris

has worked with leading vendors including Microsoft, IBM, HP, EMC, Symantec, Oracle, Cisco, and many others to design the “channel of the future” and develop go-to-market strategies that thrive in new market conditions.

As a leading voice on best practices, Morris translates channel strategy into actual sales results through effective implementation and execution. He has gained a detailed understanding of critical business issues and how to maximize growth and profitability through face-to-face experience with thousands of solution providers.

Morris is a nationally recognized sales trainer and business management speaker. His services are in demand by Fortune 500 firms and startups alike.

Robert C. DeMarzo
Sr VP, Strategic
Content,
Everything
Channel



Cloud Services Partner Panel Moderator

Robert C. DeMarzo, dubbed “The Channel Man,” has spent most of his career helping Solution Providers and IT Professionals analyze the most complex issues facing their businesses.

With topics ranging from choosing a technology platform, to picking vendor partners or deciphering the business landscape, DeMarzo has delivered voluminous insight on the web and in the pages of CRN and VARBusiness for more than 20 years. Today, he serves as Senior Vice President and Editorial Director of Everything Channel, a United Business Media company that serves more than 1 million individuals in the IT channel community.

He oversees content creation and development for Everything Channel’s events, web and print publications. He also oversees all of the group’s major editorial research projects, such as the Annual Report Card survey and its major lists, including the VARBusiness 500, CRN Fast Growth and Channel Chiefs.

Tim Golik
Business
Platform
Operations
Manager,
Xerox



Cloud Services Opportunity

Tim Golik is the Business Operations Platform Manager for an ecommerce platform in the North American Reseller Group within Xerox Corporation. He was named to this position in November 2010 and is

responsible for initial roll-out and building the business operation.

Golik joined Xerox in January 2000 as part of the acquisition of the Tektronix color printing business. He holds a bachelors and masters degree in mechanical engineering and joined the printing and imaging division of Tektronix in 1996. He has held a variety of design and management positions including architecture of the Phaser 8400 platform, development of the ColorQube ink stick manufacturing plant, and program manager for the 8560, 8860 and 8860MFP product programs.

Chris Iburg
Director of
Managed
Print Services,
Xerox



Managed Print — Future Growth Strategies Breakout Session

Chris Iburg is Director of Managed Print Services for the North American Reseller Group within Xerox Corporation. He was named to this position July 2010 and

is responsible for the overall PagePack Program including strategy, operations, training, program design and implementation.

Iburg joined Xerox in January 2000 as part of the acquisition of the Tektronix color printing business. He started his career in the printing & imaging industry with Tektronix in May 1988 and over the past 22 years has held a variety of management positions including Partner Relations, Channel Marketing, Printer Marketing, Marketing Operations, and Post Sale Marketing. Many of the Xerox channel partner programs in place today trace their original roots to his watch as the leader of the Channel Marketing Organization for both Tektronix and ultimately Xerox.

Steve Carey
Platforms
Development
Manager,
Xerox



PagePack Introduction Breakout Session

As Platforms Development Manager of the PagePack 3.0 development team, Steve actively participates in establishing the PagePack strategic direction and value proposition for Channel

Partners. Steve has led the development of the North American PagePack program tools and applications for the past 5 years and continues to lead the PagePack Assessments team. Steve was a part of the original European PagePack launch team in addition to spending several years in corporate finance and 5 years in software application consulting.

Fusion 2011 Partner Summit

Speakers

Mike Milligan
VP of
Marketing
Operations,
Xerox



Build Your Brand Breakout Session

With eight years at Xerox, Mike is the Vice President of Marketing Operations for the North American Reseller Sales organization. He has worked to expand Xerox products traditionally sold to large

companies into multiple sales channels, yielding incremental revenue for the company and improving profitability in a commoditized market. He sits on the company's Executive Marketing Council and is currently involved with a strategy to extend Xerox's Services business into the mid market.

Before coming to Xerox, Mike ran national advertising at Washington Mutual Bank where he won a Gold EFFIE for his marketing campaign to enter the New York City market.

A native of Atlanta, GA, Mike started his career in the advertising agency business. His career at Ogilvy & Mather in New York included launching IBM's ThinkPad and Aptiva products. He was also a ThinkPad Product Manager at IBM in Somers, NY. Mike has also worked with global companies such as Nike, American Express and AT&T. He earned his BA in Journalism from the University of Memphis in Memphis, TN and completed postgraduate work from the University of Washington in Seattle.

Michael McCann
VP of US Field &
Sales Operations,
Xerox



Dinner & Awards and Day 2 Opening Remarks

Mike leads all NARS field organizations as well as the training and communications, sales development and support, and special field incentives teams.

He joined Xerox in January, 2000 when Xerox acquired the Tektronix printer business. Before being appointed to his current position in January 2008, McCann held a variety of NARS sales leadership assignments, including national channel account manager and area director of sales. In his most recent assignment, he served as Vice President, NARS Western Operations. McCann is a Xerox Lean Six Sigma certified green belt and he is also a board member at the CompTIA Educational Foundation.

Don Yaeger
NY Times Best-
Selling Author



What Makes the Great Ones Great

Don Yaeger has written over a dozen books, including *New York Times* best-sellers, earning his reputation as one of America's most provocative sports journalists. His expertise in

leadership skills spans over 20 years as a journalist covering some of the greatest athletes and coaches of our time—including a 10-year stint as Associate Editor of *Sports Illustrated*. As an entrepreneur and business leader of a consulting business, public relations firm, a sports bar and a comedy club, Yaeger is an in-demand keynote speaker on how winners achieve their successes—how they think, work and live.

**Russell
Peacock**
President,
Xerox
North America



Russell Peacock is President, Xerox North America for Xerox Corporation. He was named to this position and appointed a corporate senior vice president in February 2010. Peacock has been a corporate officer since May 2007.

Peacock is responsible for sales, service and customer administration activities for Xerox's document technology, services and solutions in North America. This includes all direct and indirect sales and customer engagement through several channels, including Xerox's direct sales force, authorized agents, resellers, inside sales, and the companies that operate under Global Imaging Systems, a wholly-owned subsidiary of Xerox.

Peacock was previously head of the Xerox North American Channels Group. He also served as president of the Xerox Office Group, responsible for all aspects of Xerox's multi-billion dollar office business, including engineering, development and marketing of Xerox technology, software and services for offices of any size, anywhere around the world.

Since joining Xerox in 1982 as a field sales representative in London, Peacock has held senior positions in sales, finance, operations and engineering. He has served as the head of the Monochrome Business Unit for the Xerox Office Group, as managing director of Xerox United Kingdom and was general manager of Northern and Eastern Europe.

Peacock holds a bachelor of arts degree in humanities from the University of Wolverhampton, England.

