



## **BRUCE LUPIN, PRESIDENT & CEO**

For over 24 years Bruce Lupin has remained a groundbreaking high-tech innovator of online and interactive marketing, including his pivotal leadership in multiple entities, including start-ups. Bruce was a principal of SPEED>S (first 100% accurate and secure tax file transmissions to IRS, sold to TurboTax), founder of IDEV (leading and one of first East Coast web agency, with 75 employees), helped establish the Interactive Services Association (first online industry association, first industry trade show, including all industry pioneers: AOL, Prodigy, Compuserve, Netscape, etc.), Business Development Director of TV Answer (one of the first interactive television networks, successfully raised \$250 million seed capital), and now applies this vast knowledge and experience in Edgeworks Group, LLC, as its founder and principal.

Since 1994, Bruce has been selected to speak at major online industry conferences and events, as a respected authority on the history of online services and future of Internet marketing, including Internet World, E-Tailing, Interactive Services Association, numerous trade groups, associations, Chambers of Commerce, and many other venues where he has also prepared and conducted seminars on Internet strategy, ecommerce, and Internet marketing best practices.

Bruce currently lives in southern Orange County, California, with his wife and three sons, where he enjoys spending time with his family, connecting with friends, playing tennis, and bodysurfing in the ocean.

He serves on the Board of Directors for the Pepperdine Alumni Association, Orange County Chapter.