

The **Secrets** of Silicon Valley

Informing, entertaining and fascinating audiences
around the world.



“The Valley doesn’t care about the color of your skin or where you came from. Indians work side by side with Pakistani’s for Israeli firms listed on the American NASDAQ. All that matters is your IQ and a fanatical dedication to results.

The leaders of Silicon Valley believe that if you haven’t failed at some point, you haven’t aimed high enough.”

There’s an insatiable thirst for information about Silicon Valley and the culture behind its unique success, which is why Martin Mazner’s “Secrets of Silicon Valley” keynote speech is a hit with audiences around the world.

The inside story of how nerdy engineers in Silicon Valley earn millions transforming raw ideas into billion dollar companies is a topic that fascinates, and is applicable to, every audience. Mr. Mazner is a Silicon Valley insider whose valuable insights about creating and fostering a hyper-growth environment have enthralled and educated audiences ranging from students to Nobel laureates. His audiences leave empowered to incorporate the best of Silicon Valley’s unique methodology in their own organizations.

Mr. Mazner is based near San Francisco, in Palo Alto, California – the birthplace of the technology revolution that’s changing the way people live, work and fundamentally relate to each other. Woven into his informative yet entertaining

narrative are stories about the famous personalities he has encountered, and lessons he’s learned, as a serial entrepreneur who founded, built and sold five successful companies.

Martin Mazner’s unique background combines experience as a successful entrepreneur, ad agency owner, venture catalyst, magazine publisher and author of the internationally known “Inside Silicon Valley” column. He is a regular commentator for the “Business Channel” and is a frequent guest on CNN and other TV news networks.

As a partner in leading venture capital funds, he brings intimate firsthand knowledge of how interesting ideas born in garages and coffee shops are nurtured into billion dollar enterprises. He is an active participant in the Valley’s informal Kieritsu, the network of experts and advisors responsible for the phenomenal success of Valley companies.

His keynote includes rarely discussed insiders’ perspectives on how the Valley really works, and why some of the brightest

people on earth are willing to pay \$1 million for a decrepit 2 bedroom, one bath house. It covers how insiders anticipated the technology stock boom – and the inevitable crash – and positioned themselves and their companies for the next era of hyper-growth. Equally important, Mr. Mazner talks about how the Valley acknowledges and uses “smart failure” as a key ingredient of success.

Mr. Mazner’s speeches are witty, enjoyable, down-to-earth discourses on the usually hidden inner workings of the greatest job, idea and wealth creation engine in history. He has captivated audiences of every type and size with his saga of brilliant, ambitious people striving to turn ideas into vast wealth and influence in the multi-dimensional, constantly evolving organism known as Silicon Valley. Recent assignments range from a dinner speech to 20-senior executives of the UK’s largest utility to a keynote for 2,000+ Japanese technology managers in Tokyo (with simultaneous translation).



The **Secrets** of Silicon Valley

Martin Mazner is a Silicon Valley insider whose witty, yet down-to-earth keynote explains how every organization can benefit from the culture and methodology created by the greatest job, idea and wealth creation engine in history.



The **Secrets** of Silicon Valley consistently generates the **highest** audience appreciation ratings from **every** size and type of audience.

Workshops:

- ▶ **Creating an Effective Corporate Idea Incubator** (1-day)
- ▶ **Radical Strategic Planning for Top Management** (2-day)

Travels from:

San Francisco, California

Keynote Topics:

Secrets of Silicon Valley - Version A

Designed for senior management audiences.
80% Silicon Valley infrastructure/methodology,
20% culture and personalities.

Secrets of Silicon Valley - Version B

Designed for general audiences.
50% Silicon Valley infrastructure/methodology,
50% culture and personalities.

"Your talk was both highly informative and entertaining. Your presentation skills kept the audience fully involved, which is a considerable achievement since students usually pay little attention to anything not on the next examination!"

Malcolm Johnson,
Graduate School of Management
University of Queensland,
Brisbane, Australia

"The session you put together for PowerGen was one of the most engaging and interesting I have seen - we really got under the Valley's fingernails!"

Paul McGowan
Partner - Accenture

"Even though we are located in the heart of Silicon Valley, most of our scientists have little familiarity with how ideas are transformed into venture backed companies. Your speech explaining how the Valley really works was exceptionally well received. Effective communication with an audience of senior scientists, including several Nobel laureates, is always a challenge but you handled it beautifully. I've received many compliments about your talk. Thanks again."

Jonathan Dorfman
Director, Stanford Linear
Accelerator

"Martin Mazner is a master at explaining how Silicon Valley really works."

Guy Kawasaki
CEO Garage Ventures

"The Secrets of Silicon Valley was rated one of the top lectures of the Entrepreneurship program at the London Business School. Mazner's talks were a key element in the great success the program enjoyed. They were insightful, entertaining and filled with vital information."

Anne Miller
Director, Entrepreneurship
Summer School
London Business School

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