

Owners' Academy Bios



Yvonne Brown, Partner/CMO, Chief Outsiders

For 25 years, Yvonne has delivered strategy, marketing and business development insights and results to help technology companies grow to the next level. Experienced in a very broad range of B2B technologies in both startups and Fortune 1000s, Yvonne provides the entire spectrum of marketing: market research and analysis, strategic planning, product marketing, positioning and branding, go-to-market campaigns and acquisitions. Before joining Chief Outsiders, Yvonne headed her own consulting practice for 13 years, was VP of Marketing at fast growing companies such as Comverse Network Systems and PowerTrunk, held senior level positions at PictureTel, and worked at consulting firms such as ABT Associates. She holds an MBA from The Wharton School.



Michael Cassata, Managing Director, Consilium Partners

In his more than 15+ years as an investment banker, Michael Cassata has worked with a broad range of companies. During this time, he has developed extensive M&A and private capital raising capabilities. Early in his career, Michael founded a leading healthcare software company that was acquired by a NASDAQ-listed company. Michael served on the executive team tripling revenues through the acquisition and integration of six companies, which was ultimately acquired for over \$900 million.

Michael holds a Bachelor of Science in Electrical Engineering from the University of Connecticut and is a registered representative holding FINRA Series 63, 79, and 24 qualifications.



Dan Guglielmo, TrustDesign

Dan works with CEO's of privately held businesses, their C-Suite leaders and their team of trusted advisors. Hailing from a rich background as a tax attorney and private wealth planner, Dan helps his clients to maximize the impact and intended results of their business by planning and preparing for a Generative Succession™.

He also chairs a CEO peer advisory group for Vistage International, and sits on the New England board of the Network for Teaching Entrepreneurship (NFTE), which teaches entrepreneurial and math skills to inner-city middle and high school children.

Recently Dan published a book, *Wolves Change Rivers; How to Lead Your Succession Plan from the Top and Create a Generative Culture that is Naturally Inclined to Succeed*.



Steve Snyder, Entrepreneur-in-Residence, Gesmer Updegrove

As Entrepreneur-in-Residence at Gesmer Updegrove, Boston's premier law firm for technology companies and emerging businesses, Steve Snyder works with entrepreneurs to help them grow their companies. Following 17 years of successfully building, funding and turning vision into reality at three companies, Steve's focus at Gesmer is providing clients with impactful business guidance to drive revenue and increase profitability, all on a no-charge basis.

Steve's passion is providing extraordinary business advice and utilizing his network to create enormous value. As a result, Steve has been able to transform young companies into successful, well-financed organizations, some of which have been acquired or gone public. In each case, Steve helped entrepreneurs turn their vision into reality.