Dev Patnaik is the CEO of Jump Associates, one of America's premier innovation strategy firms. Together with his teammates, Dev works with companies to create new businesses and reinvent existing ones. Jump has helped to define profitable growth platforms in highly ambiguous spaces, as well as build the systems, processes and metrics to actually make it happen. In recent years, Jump has become particularly known for its pioneering culture, and was named by the *Wall Street Journal* as one of the top workplaces in America.

Dev is a trusted advisor to senior executives at many of America's most admired companies, including GE, Nike, Target and Hewlett-Packard. A frequent speaker at business forums, Dev has been featured as a guest on the CNBC series, "The Business of Innovation." His articles on innovation and strategy have appeared in numerous publications including BusinessWeek, Fast Company and Forbes. Dev is the author of the book *Wired to Care*: *How Companies prosper when they create widespread empathy.*

When he's not working at Jump, Dev is an adjunct professor at Stanford University. Since 1999, Dev has taught a course called *Needfinding.* In the class, students draw upon methods from anthropology, design and business strategy to discover insights about ordinary people and create new products and services.

These days, Dev is happiest when he's spending time singing songs with his young daughter, Maya. Her preferences seem to range from *My Fair Lady* and *Camptown Races* to Bon Jovi's *Living on a Prayer.*

Peter Mortensen is the communications lead for Jump Associates. Pete has a particular talent for articulating and expressing social, design and business questions in surprising forms. A journalist by training, he has written for and edited numerous monthly, weekly and daily publications, including Spin Magazine, nyou, the Holland Sentinel, the Windsor Times and Wired News. Pete has covered a wide variety of technology, design and cultural topics, including a wine country Rock Paper Scissors Tournament and Latino break dancers living in the cradle of the conservative Dutch Reformed Church. He is the lead blogger for Wired's Cult of Mac, where his insight into design and broad knowledge of Silicon Valley lore coalesce into a few minutes a day of outrage, news and humor in the world of Apple Inc. Pete holds a dual bachelor's degree in journalism and English literature from Northwestern University.