



association of information technology professionals

# Monthly Dinner Meeting Courtyard Marriott, Culver City

## Mobile Strategy & Development

*How to build the best mobile solution to fit your needs*

Mobile is no longer the latest *new* thing in technology – it's already a mainstay. Your organization should have mobile functionality & a mobile presence. **How should your company address its mobile needs? Or improve upon its existing mobile presence?**

A panel of Los Angeles area experts will discuss the impetus for going mobile, and how they mapped out and executed upon this need for their own firms and their clients. Elements include analytics, business needs, requirements gathering, developing technical specs, platform needs, building teams, and the tradeoffs and pitfalls of farming out the development work.

Panelists include:

- **Chris Welker**, VP of Engineering, Legal Zoom
- **Jeff Shelton**, Director of Product, StudyMode
- **Josh Holtzman**, Managing Director, Magnet 360
- **Kelsey Searles**, Moderator, Account Manager, MACRO.CCS

*Learn how these executives mapped out their mobile needs and executed upon them.*

*Questions we will address include:*

- *How much is this going to cost?*
- *Do I need to hire a mobile developer? Or can my existing team do this work?*
- *How do I measure success for my mobile site and/or application?*
- *What about wearable technology? Will I need a iPhone watch app too?*

*You will also have the chance to ask your own questions & network with these mobile experts. It should be a great time!*

**Come early at 5:30 pm for extra networking, & bring your business cards. Free PROCESSOR magazines are available. Come prepared with a brief announcement of any openings in your firm.**

Networking- 5:30 -7PM

Dinner and Announcements – 7PM

Panel Discussion and Q&A - 7:30 to 9PM

### Date:

Thursday,  
25 June 2015

### Time:

5:30pm to 9:00 pm

### Location:

**Courtyard by Marriott – LA Westside**, 6333 Bristol Parkway, Culver City 90230  
310-484-7000. Self Parking at hotel (\$6).

**Space is Limited,  
Reservations are required**

**Members \$28 in advance,  
\$35 at the door.**

**Non-members \$35 in  
advance, \$45 at the door.**

**LOCATION:** Courtyard by Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000. Self-Parking at hotel (\$6).

**REGISTRATION:** sign up now and pay by credit card at: <https://www.eventbrite.com/e/mobile-strategy-and-development-a-panel-of-experts-tickets-16512565528> Questions or difficulties, call 562.928.5353

**DIRECTIONS:** <http://www.marriott.com/hotels/maps/travel/laxcv-courtyard-los-angeles-westside/>

**Going South on 405:** Take 90 Fwy East; Slight right at West Slauson Ave; First right onto Bristol Parkway

**Going North on 405:** Take exit 49B to merge onto Sepulveda toward Slauson Ave; Right at Green Valley Circle; First right onto Bristol Parkway

## ABOUT OUR PANELISTS / MODERATOR

### PANELISTS

#### Chris Welker, VP of Engineering – Legal Zoom



Chris started his career 19 years ago in system administration and then followed his passion into software development, eventually landing the position of Director of Development for Kaplan Higher Education. He led the development of one of the first mobile classroom applications in the for-profit higher education space supporting iPad, iPhone and Android devices. Now with LegalZoom, Chris is responsible for running the engineering teams, which include both web and mobile based applications.

When he's not working Chris spends his time tinkering with new technologies, hitting the gym or spending time with his wife and 20 month old son.

#### Jeff Shelton, Director of Product – StudyMode



Jeff currently runs product direction for both web and mobile for StudyMode, a company that creates educational tools for students to help with their academic journey. Since joining StudyMode, Jeff has launched and overseen the expansion of StudyMode's mobile footprint to 12 applications spanning 6 international and domestic properties. Jeff oversees all stages of product from analytics, requirements and concept through to UI/UX design, developer implementation, and marketing strategy. Prior to StudyMode Jeff spent 10 years in technical, business, and creative positions in the entertainment industry and holds dual Comparative Literature and Cinema Studies degrees from the University of Washington.

Jeff is an active member in the product community and can often be found speaking at and/or attending local meetups and conferences in and around Los Angeles. While not at the whiteboard he's working on his golf game, drinking his coffee black, photographing on film, and planning a next trip.

#### Josh Holtzman, Managing Director - Magnet 360



Over the past 16 years Josh has embarked on a journey from Software Developer, Program Manager, VP of Sales, and CEO, helping organizations achieve their goals by engaging clients through mobile strategies and the implementation of mobile applications. Currently he serves as Managing Director at Magnet 360, a leading consulting and professional services organization that helps clients achieve their business objectives through customer engagement. Through Magnet, Josh was responsible for helping to create an internally used mobile real-estate sales application for Westfield, a national developer & manager of shopping centers.

Prior to joining Magnet 360, Josh was the founder of American Data Company (an Inc. 5,000 company and Best Place to Work). Josh is a graduate of UCLA, with additional studies in Oxford UK and Washington DC. He resides lives with his family in Los Angeles.

### MODERATOR

#### Kelsey Searles, Southern California Regional Manager, MACRO.CCS



A recent addition to the AITP team, Kelsey Searles runs the Southern California offices of MACRO.CCS, an IT Consulting and Placement firm, founded in Seattle in 1989. At MACRO.CCS Kelsey handles new business development, with a focus on the Retail and eCommerce/mCommerce spheres. She is also an active member of the Los Angeles tech community and runs a successful "Big Data" Meetup in Santa Monica ([Los Angeles High Scalability Group](#).) Prior to joining MACRO.CCS in 2010, Kelsey served as Project Manager over various design and web projects for small businesses in the LA area. She is a graduate of University of Southern California, a die-hard Seahawks fan, a master of the Google-doc, and an amateur foodie.

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## NEWS YOU CAN USE

### Los Angeles CIO/CTO of the Year Award Season!

If you'd like to be nominated for one of the several awards you can still apply through the AITP-LA LABJ Committee, until April 22<sup>nd</sup>. This is a great opportunity to showcase yourself or a colleague and your firm. Awards reception will be held in early June, details TBA.

Please email [Publicity@aitp-la.org](mailto:Publicity@aitp-la.org) for further details & applications forms.

### AITP-LA Member Benefit – Reduced rate on LA Business Journal

For verified current AITP-LA members, annual subscription to the weekly LA Business Journal is discounted \$70, now only \$59.95, compared to the regular price of \$129.99, and includes the Book of Lists.

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