



[home](#) [schedule](#) [speakers](#) [registration](#) [contact](#)

Keynote Speakers:



[Paul Orfalea](#)

Founder & Chairman Emeritus
Kinko's



[Terry Semel](#)

Chairman & Chief Executive Officer
Yahoo! Inc.

Panelists

[Marx Acosta-Rubio](#)

Founder and President—One Stop Shop

[Stephen B. Baus](#)

Senior Principal—Platinum Equity

[Matthew Bennett](#)

Founder and President, BTDT Enterprises
Founder and Owner, Premier Capital

[Gail Bernstein](#)

Executive Vice President, Western Marketing Manager—PNC Business Credit

[Amir Blachman](#)

The Anderson School of Business

[Tom Bohlinger](#)

Senior Vice President—CB Richard Ellis

[Paul Bouchard](#)



[home](#) [schedule](#) [speakers](#) [registration](#) [contact](#)

Panelists

Marx Acosta-Rubio

Founder and President—One Stop Shop

Marx Acosta-Rubio decided to start his own company after he was fired, though he was the star salesman with a large computer supplies firm. Today he is heading the fastest growing office accessories business in the industry. Last year his company grew at 63%, with 4,000% growth since inception. He has trained people from many companies including Xerox.

Marx, the quintessential entrepreneur was in Caracas, Venezuela and came to the US in 1977. He graduated from UCLA with a BA in Political Science in 1992 and went to Law School at Whittier, where he later dropped out. When he entered the industry he was really "horrible" and almost got fired twice, but then he studied sales and within six months was the top salesman for his company.

Stephen B. Baus

Senior Principal—Platinum Equity

Mr. Baus joined Platinum Equity as a Principal in 2002 with over twelve years experience in development and operational roles in technology companies. Currently, he plays an active role in managing the firm's portfolio of investments.

Formerly, Mr. Baus was based in London as Chief Financial Officer and Senior Vice President of Commercial Operations for Ebone (NYSE: GTS), Europe's largest broadband services network and Tier 1 ISP. At Ebone he was responsible for financial operations, corporate finance, corporate development, commercial operations and investor relations. In addition, Mr. Baus directed several acquisitions and asset divestitures, and played an active role in the company's successful \$2.5B balance sheet restructuring, which culminated in the sale of the company. He also served as Active Director on 22 company boards in twenty countries throughout Europe and the U.S.

Mr. Baus received his B.A. in International Political Economy at University of California, Berkeley and his MBA in Finance, Marketing & Strategic