

## Monte Jade 2010 Chancellor Tien Forum in August 美西玉山 2010 年八月份「田長霖講座」



**Speaker: 陳丕宏博士  
(Dr. Pehong Chen)**

**Chairman, President and CEO,  
BroadVision Inc.**

**講題： "從矽谷看天下--是圓，是平，  
還是奇形怪狀?"**

**(The Silicon Valley's View of the World:  
Round, Flat, or Some Random Shape?)**

**Time: August 19(Thursday), 2010, 6:30-8:30pm**

**Place: ITRI International, 2870 Zanker Rd., Suite 140, San Jose, CA 95134**

**Register: Please visit [www.montejade.org](http://www.montejade.org), register in advance and pay on site**

**Fee: member & student \$5, Non-member \$10, extra \$5 for site registration**

**Speech is delivered in Chinese, tea, coffee, water and snacks are provided**

Dr. Pehong Chen is Chairman, President and CEO of BroadVision, Inc. (Nasdaq: BVSN), which he founded in May 1993. Headquartered in Redwood City, California, with offices and operations in more than 20 other cities around the world, BroadVision is an innovative provider of online commerce and business social networking solutions. For 17 years, BroadVision has helped thousands of organizations around the globe to enable mission-critical web initiatives and to grow profitably by improving online business processes through invited participation and social interaction.

Prior to starting BroadVision, he was Vice President of multimedia technology at Sybase responsible for the company's interactive initiatives. He founded and was President of Gain Technology, a leading supplier of multimedia software tools, where he pioneered multimedia as an enabling technology for a new generation of business applications that engage end users and consumers in a process of interaction and information exchange. Sybase, a leading supplier of database software, acquired Gain in 1992 for over \$100 million.

Dubbed "Master of the Universe" as one of the 25 most influential people in e-business by BusinessWeek, Dr. Chen is an active participant of the Silicon Valley success story. Having personally started and run 2 successful startup software companies in the past 19 years, Dr. Chen has also been active in helping others do the same. In 1993, he provided startup funding for Siebel Systems, a worldwide leader in sales force automation software (acquired by Oracle). Currently, other than BroadVision, he also serves as the board member of Sina (Nasdaq: SINA), the #1 Internet portal in China, and UFIDA (SSE: 600588), the largest enterprise software company in China.

Dr. Chen is currently a Vice Chairman of the Committee of 100, a non-profit organization dedicated to improving mutual understanding between United States and China through more dialogues and cooperation. He is also an adviser to the College of Engineering, University of California at Berkeley. Dr. Chen received his PhD from Berkeley, MS from Indian University, and BS from National Taiwan University, all in computer science. He is also a graduate of Stanford University's executive program in business and management.