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Dr. Snyder is a recognized thought leader in technology and innovation. He has more than 30 years of experience in emerging technologies, business strategy and innovation, and digital transformation for Global 1000 companies and startup ventures. He is the co-author of *Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors* and the author of *The New World of Wireless: How to Compete in the 4G Revolution* and numerous other articles on emerging technologies and innovation.

Dr. Snyder is a Senior Fellow in the Management Department at the Wharton School, an Adjunct Faculty Member in the School of Engineering and Applied Science at the University of Pennsylvania, and has lectured at MIT, Babson, Duke, Georgia Tech and INSEAD on Digital Innovation, Decision-making, Business and IT Strategy, Emerging Technologies, Product Design and Development, and Big Data/Analytics. Dr. Snyder is a Digital Economy Project Fellow for the World Economic Forum and sits on the Penn Health Tech Advisory Board. He also holds three patents for personalization engines and has been quoted as a thought leader in numerous publications including CIO Magazine, WIRED, Forbes, Knowledge@Wharton, Los Angeles Times, The Wall Street Journal, CNBC, and the Financial Times.

Dr. Snyder is currently the President of Breakthru Advisors focused on helping enterprises leverage digital and other emerging technologies to accelerate innovation and new venture creation. Dr. Snyder was recently the Global Head of Digital and Innovation at Heidrick Consulting where he is still a Senior Advisor. Before Heidrick, he was the Chief Technology and Innovation Officer at Safeguard Scientifics which provides capital and relevant expertise to fuel the growth of technology-driven businesses in healthcare, financial services and digital media. Prior to Safeguard, Dr. Snyder was the Co-Founder, President and Chief Strategy Officer at Mobiquity (recently acquired by Hexaware), a leader in delivering innovative mobile and digital solutions for enterprises, where he continues to be Chairman of Mobiquity's Advisory Board. Dr. Snyder has held executive positions with several Fortune 500 companies including GE, Martin Marietta, and Lockheed Martin, has been the CEO of a leading strategic planning firm, Decision Strategies International (now part of Heidrick & Struggles), and has also started business ventures in software including OmniChoice, a CRM/Analytics applications provider. He also serves on the Board of Directors for Fulton Financial Corporation (FFC).

Dr. Snyder earned his B.S., M.S., and Ph.D. in Systems Engineering from University of Pennsylvania.