



Bill Bock

Director, Silicon Labs (Nasdaq: SLAB), SailPoint, Spiceworks, UnboundID, Worksoft and Zenoss and Entrepreneurs Foundation of Central Texas

Bill Bock is a member of the Board of Directors of Silicon Labs (Nasdaq: SLAB) and serves on the Boards of a number of private technology companies. He also serves as a Senior Advisor to Foros, a financial services firm. Bill is Chairman of the Board of the Entrepreneurs Foundation of Central Texas. He previously served Silicon Labs as President from 2013 to 2016 and as Senior Vice President of Finance and Administration and CFO from 2006 to 2011. From 2001 to 2006, Bill participated in the venture capital industry, principally as a partner with CenterPoint Ventures. Before his venture career, Bill held senior executive positions with three venture-backed companies, Dazel Corporation, Tivoli Systems and Convex Computer Corporation. Bill began his career with Texas Instruments. He holds a B.S. in Computer Science from Iowa State University and an M.S. in Industrial Administration from Carnegie Mellon University.



Rod Favaron

President and Chief Executive Officer, Spredfast, Inc.
Director, Bypass Lane, Perception Software, and Upland Software

Rod Favaron is the President and CEO of Spredfast. His company's smart social technology connects the top brands in the world with people they care about the most. Spredfast is the secret weapon of all five major broadcast networks and over fifty percent of Interbrand's 2015 World's Best 0Brands, fueling their business impact through social.

Under Rod's leadership, the company has seen unprecedented growth. With over 1400 brand, media and agency customers and 600 employees, the company has quadrupled in size in the last two years.

Prior to Spredfast, Rod guided Lombardi Software from an early start-up into a global leader in BPM solutions acquired by IBM in 2010. Prior to joining Lombardi, Rod served as CEO of Mediaprise, Inc., a brand asset management software company; SVP Sales & Marketing for pcOrder.com, a pioneer in e-commerce software and internet content services; and as GM at Mentor Graphics Corporation. Rod earned a bachelor's degree in Industrial Engineering from Louisiana State University, and an MBA from the University of Dallas Graduate School of Management. Rod serves on the Boards of Directors for Bypass Lane, Perception Software, the Austin Technology Council, and is a mentor to many technology entrepreneurs.



Kevin Krone

Advisor, Southwest Airlines (NYSE: LUV)
Director, Uplift, Inc.

Kevin Krone is an experienced senior executive, board director, and advisor to global companies. Currently, he is an advisor to Southwest Airlines on advertising, marketing, distribution, social, and digital strategies. Southwest Airlines (NYSE: LUV) is the United States' largest commercial airline with annual revenues over \$19 Billion.

Prior to this current role, Kevin was the Vice President and Chief Marketing Officer for Southwest Airlines Co. His areas of responsibility included all brand and category advertising and communications, social business strategy, Customer insights, brand development, digital strategy and execution, online marketing, mobile strategy and execution, product management, innovation, corporate and government sales, distribution strategy, business performance, multi-cultural marketing, Rapid Rewards loyalty and frequent-flyer program, and all marketing operations.

Kevin brings extensive experience in leading marketing and advertising strategy, digital marketing, social channel marketing, innovation, mobile strategy, and marketing operations. Kevin's tenure as an experienced marketing expert is based in over 24 years building, growing, and deepening one of the world's most respected brands. His leadership and professional experience spans beyond airline travel into other categories and industries.

Previously, Kevin held various positions in sales and Marketing at Southwest Airlines including Vice President Interactive Marketing and Vice President Marketing, Sales, and Distribution. Kevin began his career at Southwest Airlines in 1992. Each new role in his career fueled his passion for the use of innovation and technology.

Kevin has been named one of the Top 50 CMOs to Watch in 2015, one of the World's Most Influential CMOs by Forbes, Top 25 Most Extraordinary Minds in Sales & Marketing, and awarded the Advertising Innovation and Leadership Award. His leadership and innovative approach to Marketing have been featured in Forbes, The Hub, Mashable's "The Future of Marketing" series, and the book he co-authored, "Implementing a Successful Sales Strategy." Kevin is also the holder of two patents.

Kevin is a highly-demanded speaker and addresses thousands each year at conferences around the world. He speaks on customer marketing, digital, brand development, loyalty, social, culture, purpose, and business development.

In addition, Kevin serves on the Board of Directors of UpLift, Inc. in Sunnyvale CA and served on the Board of Directors and chaired the Nomination and Governance Committee of HomeAway, Inc. prior to their sale to Expedia Inc. in 2015.

Kevin earned a bachelor's degree in Finance and a MBA in Marketing from the University of Illinois.

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