

# Meet the Digital Transformation Panelists



George Arison

**Founder & Co-CEO, Shift.** George is the founder and Co-CEO of Shift, an online marketplace disrupting the \$1.2T car industry by fundamentally transforming the experience of buying and selling a car. Previously, George co-founded Taxi Magic (acquired by Verifone), the first on-demand mobile transportation booking technology. Prior to Shift, George also worked at Google and the Boston Consulting Group (BCG).



Scott Kolman

**SVP Corporate & Product Marketing, Five9.** Scott leads a team of marketing experts focused on messaging and promotion of the Five9 \$200M+ cloud contact center product portfolio. Prior to joining Five9, Scott spent three years as Vice President, Product & Solutions Marketing at Genesys, and two years as Vice President, Product Marketing at Synchronoss Technologies.



Nishit Rao

**AVP Product Marketing, RingCentral.** Nishit leads product marketing for RingCentral Office, platform, competitive, and pricing. Prior to joining RingCentral, Nishit spent ten years at Oracle as Senior Director of Product Management; Senior Director, Product GTM; and Director Product Management & GTM.



Jim Lundy  
Moderator

**Founder & CEO, Aragon Research.** Jim has over 30 years of technology and management experience as a vendor, user and analyst. Jim spent twelve years at Gartner, where he formed and led the Collaboration and Social Software Research Team and also served as lead analyst for enterprise content management and corporate learning. Jim has extensive experience in product strategy, development, and go-to-market plans.