



Bob Young
Founder/Chief Executive Officer
Biography

Bob Young is the founder and CEO of Lulu.com, a premiere international marketplace for new digital content on the Internet, with more than 660,000 recently published titles and more than 15,000 new creators from 80 different countries joining each week.

Lulu.com, founded in 2002, is Young's most recent endeavour. The success of this company has earned Young notable recognition; he was named one of the "Top 50 Agenda-Setters in the Technology Industry in 2006" and was ranked as the fourth "Top Entrepreneur for 2006," both by Silicon.com.

In 1993, Young co-founded Red Hat, the open-source software company that gives hardware and software vendors a standard platform on which to certify their technology. Red Hat has involved into a Fortune 500 company and chief rival to Microsoft and Sun. His success at Red Hat won him industry accolades, including nomination as one of *Business Week's* "Top Entrepreneurs" in 1999.

Before founding Red Hat, Young spent 20 years at the helm of two computer-leasing companies that he founded. His experiences as a high tech entrepreneur combined with his innate marketing savvy led to Red Hat's success. His book, "Under the Radar", chronicles how Red Hat's open source strategy successfully won industry acceptance in a market previously dominated by proprietary binary-only systems. Young has also imparted the lessons learned from his entrepreneurial experiences through his contributions to the books to "You've GOT to Read This Book!" and "Chicken Soup for the Entrepreneur's Soul."

Young graduated from the University of Toronto in 1976 prior to beginning his career in the computer finance arena.

In 2003, Young purchased the Hamilton Tiger-Cats of the Canadian Football League and currently serves as the league's vice chairman. He is also part of the ownership group of the Carolina RailHawks professional soccer team.

In addition to enjoying fly fishing, Young collects calculators and antique typewriters, a nod to his beginnings as a typewriter salesman and can usually be found sporting a pair of red socks. However, instead of red on his head, Young now tips his orange hat.



Krishna Motukuri
Senior Vice President of Business Development
Biography

Krishna Motukuri is Senior Vice President of Product Development at Lulu.com, the premier global marketplace for new digital content on the Internet. Motukuri is focusing on the growth of weRead's business relationships with publishers and building new relationships with strategic partners.

Prior to Lulu, Motukuri was the CEO and Co-Founder of Ugenie, the company behind weRead. Motukuri was responsible for setting the overall direction and business strategy for the company.

Before Ugenie, Motukuri was Associate Director at Amazon, where he led teams in a variety of divisions, including search, co-op marketing, global expansion and supply chain. Motukuri has a Masters degree from University of Illinois, Urbana-Champaign, and a Bachelors degree from Indian Institute of Technology, Delhi.

Motukuri enjoys the outdoors. He actively hikes, runs, bikes, rock climbs, skis and enjoys mountaineering. He has climbed the summits of Mt. Rainier and several other peaks in the Cascades. He also loves to travel, meet new people and be exposed to new cultures. When he is not outdoors, Motukuri likes to read books (classics, sci-fi, and non-fiction), magazines and journals.



Harish Abbott
Senior Vice President of weRead Operations
Biography

Harish Abbott is Senior Vice President of weRead Operations at Lulu.com, the premier global marketplace for new digital content on the Internet. Abbott's focus is on growing Lulu.com's existing user base and integrating social networking into Lulu's product offerings.

Prior to joining Lulu, Abbott was the President and Co-Founder of Ugenie, the company behind weRead.com. At Ugenie, Abbott was responsible for setting the overall product direction and management of the engineering center and company operations.

Abbott was a Senior Program Manager at Amazon.com before Ugenie, leading initiatives on strategic planning, supply chains and order fulfillment. He helped Amazon launch and build its distribution network through warehousing and drop-shipping in North America and Europe. Before Amazon, Abbott was a Solution Architect at i2 Technologies where he played a key role in the consulting and sales teams of the retail and automotive division.

Abbott, a graduate with top honors from Indian Institute of Technology Roorkee, also holds a Masters in Operations Research from University of Illinois Urbana Champaign and an MBA from Stanford University where he was an Arjay Miller Scholar. Abbott enjoys reading about behavioral economics and thinking about its implications on Internet business models.

In addition to his interests in reading and Internet technologies, Abbott enjoys hiking, skiing and playing golf. Abbott also likes to cook up a good curry although he secretly wishes he was better at both golf and cooking.



Jeff Kramer
Senior Vice President of Engineering and Technology Operations
Biography

Jeff Kramer is Senior Vice President of Engineering and Technology Operations for Lulu.com, the premiere international marketplace for new digital content on the Internet. Kramer oversees the Engineering, Creative Services and Project Management departments.

Prior to joining Lulu, Kramer was the Vice President of Architecture and Technology at Motricity, where he launched the Cingular/AT&T MediaMall StoreFront, which put Motricity on the map as a key player in the wireless world. For the past seven years he has worked for Motricity and its predecessor company, Pinpoint Networks, starting out as the Vice President of Engineering and Operations.

Before Motricity, Kramer was the Director of Software Development at Engage where he managed the delivery of highly scalable multi-platform ad serving solutions. Kramer started his career at IBM and served in a number of key technical and management capacities, ultimately as Senior Software Development Manager in the Tivoli Systems Division, managing an organization responsible for delivery of Tivoli's suite of Application Management Products. He has a BS in Computer Science and Mathematics from North Dakota State University.

In addition to keeping up with his teenaged triplets, Kramer is president of the local Triangle Technology Executives group. He also manages to find the time to run and keep up with the latest technologies.



Florence Lively
Vice President of Human Resources
Biography

Florence Lively is Vice President of Human Resources for Lulu.com, the premiere international marketplace for new digital content on the Internet. Lively leads Lulu's efforts to recruit, retain and develop the best talent.

Lively is a Senior Human Resources Executive with extensive domestic and global experience in multiple industries. She has expertise in compensation, benefits, succession planning, performance management, organizational development and training, global practices, and change management. Before joining Lulu, Lively was Senior Director of Human Resources at Red Hat. Prior to that, she was a global Human Resource leader with Invensys, a large British conglomerate.

Lively is passionate about developing great people and building high-performance teams, ensuring the people and tools organizations need to excel. She earned her BA and MS in Industrial Relations from West Virginia University, and enjoys many outdoor activities including cycling, running and skiing. Lively has completed two marathons and several half marathons.