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**About the Expert Panel on Episode 1 of Start Me Up Live**

**On each episode of Start Me Up Live, experts that have successfully launched and build businesses offer advise.**

**Michael Robertson** is an accomplished technology entrepreneur with a consistent track record of identifying promising trends, building pioneering companies, and leading them to profitability and acquisition. He is the founder and former CEO of MP3.com, an internet music site. He also launched Linspire, SIPphone, MP3tunesm, Ajax 13 and DAR.fm.

***Website:***[*http://www.michaelrobertson.com/about.php#sthash.3ZIpaqoa.dpuf*](http://www.michaelrobertson.com/about.php#sthash.3ZIpaqoa.dpuf)

**Dan Negroni** founded Launch Box to unleash the creativity and potential of the millennial workforce. Launch Box helps managers increase employee engagement, productivity and profits. In his 20-year career he has been a CEO, attorney, and a Senior Sales and Marketing Executive.

***Website:***[*http://launchbox.tv/*](http://launchbox.tv/)

#### Tyson McDowell has a software development background and a passion for solving one the largest issues facing our generation: a sustainable and effective healthcare system. He is the President of Avadyne Health, a Board Member for CONNECT San Diego and a Mentor with The Founder Institute. Career Highlights include; Chairman of Medical Banking and Financial Systems Committee at HIMSS, Co-Founder/CEO - Benchmark Revenue Management, CTO at CamZone, Founder of 4th Dimension Graphics.

#### *Website:* [*https://www.avadynehealth.com*](https://www.avadynehealth.com)*,*

#### Mike Krenn is the President of San Diego Venture Group. Mike has passionately invested in the San Diego tech community, having founded both the Tech Coast Angles and CommNexus. He is also the founder of Venture Pipeline.com. He has helped more than 50 companies raise funding and counseled hundreds of technology companies.

#### Website: http://www.sdvg.org/

**Adam Riggs-Zeigen** is the CEO of Rock My Run and the winner of *Start Me Up Live’s* Elevator Pitch Challenge. Rock My Run’s mission is to deliver “Music that MOVES you” with intelligent music mixes and technology that powers you forward, whether walking, running or working out.

**Website:** <http://www.rockmyrun.com>