

# 'Being an Entrepreneur – the Challenges and Dynamism of Creating a New Business'

## Dan Wagner, Founder and CEO of Rezolve Limited

### Monday, 19 March 2018

The Henley Centre for Entrepreneurship has created a series of talks to put the spotlight on leadership and engaging SMEs. Our 'Talks on Enterprise Development' series will provide a forum for inspirational talks by SME leaders who share their personal stories of high growth SME businesses.

Speakers will be able to not only talk about their story of growing a business, but also share lessons they have learnt and challenges they have overcome that will be valuable for SMEs with ambition to grow.

All events are free to attend and feature a talk by an SME leader, audience Q&A and a catered networking reception.

This is the tenth in the series of talks and we are delighted to welcome Dan Wagner, Founder and CEO of Rezolve, an ecommerce company offering consumers a new way to buy that allows any form of advertising or media - print, outdoor, audio, video, social - to be instantly "shoppable" using a mobile device.

Dan Wagner has created a number of market leaders in the technology space in a career spanning over 30 years. He discusses his very personal experiences in building technology companies and expanding them around the world. All the elements of developing a company are covered including the challenges in creating success and dealing with failure.

The Henley Business School is pleased to welcome Dan to deliver the tenth talk in the series.

#### Where:

Lecture Theatre G15,  
Henley Business School, University of Reading, Whiteknights,  
Reading, RG6 6UD

#### How to get to us:

<http://www.henley.ac.uk/about-us/how-to-find-us-whiteknights/>

**Registration:** <https://www.eventbrite.com/e/being-an-entrepreneur-the-challenges-and-dynamism-of-creating-a-new-business-talks-on-enterprise-tickets-42241800362>

## Programme

- 17:00** Arrival and Registration
- 17:30** Open and Welcome by **Andrew Godley**, Head of Leadership, Organisations and Behaviour at Henley Business School
- 17:35** 'Being an Entrepreneur – the challenges and dynamism of creating a new business' by **Dan Wagner**, Founder and CEO of *Rezolve Limited*
- 18:15** Q&A moderated by **Jurek Sikorski**, Executive Director of *Henley Centre for Entrepreneurship*
- 18:35** Announcements and Future Events
- 18:45** Close
- 18:45** Refreshments and Networking

## How will you benefit

This event will introduce you to the world of the CEO and the challenges faced by a leader in scaling a business at home and internationally.

Participants will have the opportunity to learn about the challenges faced in growing the business and building strong relations with customers and to chat informally with Dan over refreshments.

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## Head of School



**Andrew Godley** is a professor of Management and Business History, Head of the faculty of Leadership, Organisations and Behaviour and Academic Director of the Henley Centre for Entrepreneurship at the Henley Business School. He is the Programme Director for the MSc programmes in Entrepreneurship and joined the University of Reading in 1991 after completing his PhD at the LSE. His research interests lie in the area of the economics of entrepreneurship and innovation, with a particular focus on the international food and pharmaceutical sectors. He has been a consultant to several leading firms and government departments, and is a frequent commentator in the broadcast and written media on industry trends.

## About the speaker



**Dan Wagner** is an eCommerce veteran and serial entrepreneur. At the age of 20, prior to the World Wide Web and decades before the internet was commercialised, Dan created M.A.I.D., the first online information service. He built M.A.I.D. into the global market leader, when it was sold to Thomson Reuters for \$500 million. Dan then developed Venda, the first provider of on-demand enterprise eCommerce, which counts Tesco, Laura Ashley, Neiman Marcus, Lands End, Under Armor and TJX Companies among its clients. Dan sold the company in 2014 to NetSuite, a subsidiary of Oracle Corporation. Dan's latest venture, Rezolve, aims to revolutionise mobile shopping and engagement.

## Talk Host



**Jurek Sikorski** is Executive Director for Henley Centre for Entrepreneurship. Jurek is chairman of several start-up and small businesses and a business development specialist, focusing on sales and customer development. He has over 30 years' experience in the pharmaceutical, medical devices, in vitro diagnostics and biotechnology industries, working for SMEs and multi-national corporations. His experience includes roles as Chief Executive of SRS Technology Group Plc, which he led to a successful IPO, Cantab Pharmaceuticals Plc and Proteus International Plc and Sales, as well as Marketing Director at Smith and Nephew Medical, a FSTE 100 medical devices company.

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### Wi-Fi:

Obtain your Wi-Fi connection at reception

