



LAUNCH TENNESSEE AND PANDODAILY ADD THREE STARTUP LEADERS TO SOUTHLAND'S SPEAKER LINEUP

Box CEO and Former Model Join Roster of Renowned Entrepreneurs Slated to Speak at Tech Conference

NASHVILLE, Tenn., April 21, 2014 – Launch Tennessee and PandoDaily have released the names of three new speakers slated for the 2014 Southland entrepreneur conference, June 9 – 11 in Nashville. Added to an all-star lineup of entrepreneurial “rock stars” are: **Aaron Levie**, co-founder and CEO of enterprise cloud company Box; **Christy Turlington**, former model and founder of nonprofit Every Mother Counts; and **John James**, founder and CEO of ecommerce company Acumen Brands.

“We are very pleased to welcome these additional speakers to the Southland conference,” said Launch Tennessee CEO Charlie Brock. “They have all started successful, innovative companies and each brings a unique perspective on the entrepreneur’s journey. The startup founders at Southland will learn many actionable lessons from these speakers, especially since they cover a variety of industries.”

Box, which was co-founded in 2005 by Levie, aims to provide businesses and individuals with the simplest solution to share, access and manage their information. Levie originally created Box as a college business project with the goal of helping people easily access their information from any location. He is the visionary behind Box's product and platform strategy, which is focused on incorporating the best of traditional content management with the most effective elements of social business software.

Turlington founded Every Mother Counts, a nonprofit dedicated to making pregnancy and childbirth safe for every mother, after her own childbirth complication. She directed and produced a documentary called “No Woman, No Cry” to raise awareness about dire maternal health conditions around the world. Every Mother Counts has done work in Uganda, Haiti, Indonesia, Malawi and the United States. As a model, she is best known for representing Calvin Klein from 1987 to 2007.

Fayetteville, Ark.-based Acumen Brands operates a portfolio of ecommerce sites in a variety of industries. A family practice physician and serial entrepreneur, James helped Acumen raise \$89.5 million in Series C funding last year to expand its social commerce efforts. One of Acumen's early investors was Noro-Moseley Partners, an Atlanta-based venture capital firm that attended last year's Southland conference and will also be at this year's conference.

Levie, Turlington and James join the current lineup of speakers including Former Vice President **Al Gore**; PayPal President **David Marcus**; Evernote CEO **Phil Libin**; Bonobos, Inc. CEO **Andy Dunn**; Coatue Management Senior Managing Director **Thomas Laffont**; and **Tristan Walker**, founder and CEO of Walker & Company Brands, Inc.

Southland's entertainment partners are Bonnaroo co-producers A.C. Entertainment and Superfly. Each night of the conference will feature live music for the "Southland Music by Bonnaroo" portion of the event. The first bands that have been announced are St. Paul & the Broken Bones from Birmingham, Ala., and ATO recording artist J Roddy Walston & the Business from Cleveland, Tenn. Both bands will perform Tuesday evening, June 10.

For additional information on Southland, visit www.southlandse.com.

Launch Tennessee is a public-private partnership focused on supporting the development of high-growth companies in the state of Tennessee with the ultimate goal of making Tennessee the No. 1 place in the Southeast for entrepreneurs to start and grow a company. Launch Tennessee focuses on four key areas: entrepreneurship, commercialization, capital formation and outreach. Launch Tennessee is in part funded by a grant from the State of Tennessee. Please friend Launch Tennessee on Facebook (www.Facebook.com/LaunchTN), Twitter (www.Twitter.com/LaunchTN), YouTube (www.YouTube.com/LaunchTN) and Flickr (www.Flickr.com/LaunchTN).

PandoDaily is a web publication that offers technology news, analysis and commentary, with a focus on [Silicon Valley](#), New York and Los Angeles startup ecosystems. PandoDaily was formed in January 2012 with the primary goal of being the site of record for Silicon Valley. Since then, PandoDaily has produced more than 30 events through their Emmy Nominated PandoMonthly series. For more information on PandoDaily, visit their website (www.pandodaily.com), Twitter (www.twitter.com/pandodaily) and Facebook (www.facebook.com/pandodaily).