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LaunchTennessee

Expanding Cast of Leaders Bringing Startup Insight to 36|86

Uber, GE Ventures, Battery Ventures, Shyp, Ipreo, and more jumping in on Launch Tennessee's celebration of southern culture & entrepreneurship June 8-10 in Nashville.

Nashville, Tenn., April 23, 2015 - Launch Tennessee (LaunchTN) announces new speakers for **36|86**, LaunchTN's flagship event highlighting the best in southern culture, entrepreneurship and investment. Newly committed to participating, sharing their winning startup and VC strategies include Warby Parker CTO Lon Binder, Uber East Coast Regional GM Meghan Joyce, and Mark Rogowsky with Uber's Communications team.

Warby Parker, the innovative eyewear designer and purveyor, selected Nashville for its first U.S. corporate office outside of its New York City headquarters in late 2014. Uber, the popular, ride-sharing service launched in Nashville in late 2013.

"We are extremely excited to have representatives from Warby Parker and Uber committed for 36|86," says Charlie Brock, CEO of LaunchTN. "It will be incredible to hear from two of the country's most innovative companies who have already expanded their presence into the southeast and recognize the growing entrepreneurial landscape of this region."

The latest confirmed speakers slated to participate include:

Lon Binder is the Chief Technology Officer at Warby Parker, a transformative lifestyle brand offering designer eyewear at a revolutionary price while leading the way for socially conscious businesses. In 2015, Fast Company named Warby Parker the most innovative company in the world.

Meghan Joyce is acting Regional General Manager for Uber East Coast, where she oversees operations from Maine to Miami. She previously served as General Manager of Uber Boston. Before joining Uber, Meghan worked as a Senior Policy Advisor at the United States Treasury, specializing in financial crisis recovery and federal agency operations.

Mark Rogowsky develops content for Uber's communications team. Before joining Uber, he wrote a technology blog for Forbes focusing on mobile technology, with a readership in excess of half a million per month.

Leslie Bottorff, Managing Director, Healthcare of GE Ventures, invests in startup companies in the healthcare industry, specializing in MedTech and emerging business models.

Andrew Wyatt leads the operations organization at Shyp, where he fuses his experience in global logistics, technology and user experience to drive business growth and expansion. As employee number one, Andrew has been instrumental in pioneering the development of Shyp's "on-demand logistics" and the rapid growth of the company.

Scott Ganeles, CEO of Ipreo, has grown it from a niche software concept to a \$170 million global enterprise with a diversified business. In 2013, Scott was named Ernst & Young's "Entrepreneur of the Year" for Financial Services in the New York region.

Logan Bartlett is a venture capital investor at Battery Ventures, focused on early and growth-stage investments mainly in business-to-business software companies.

Sue Malone, Founder of Strategies For Small Business, helps startups obtain access to capital for their businesses and is the undisputed, number one SBA loan provide in the nation for the Community Express Loan Program.

Bryan Mayes is the Nashville Head of Engineering at Eventbrite, an online marketplace for millions of live experiences including Tough Mudder, The Hangout Music Festival, and Tribeca Film Festival. Prior to Eventbrite, Bryan worked for Yahoo, One Kings Lane and Rokketlaunch.

These 36|86 participants join 24 other announced speakers, including Julia Hartz and Kevin Hartz, Co-Founders of Eventbrite, Jonathan Shieber, senior editor at CrunchBase/TechCrunch, John Biggs, east coast editor at TechCrunch, Om Malik, managing partner at True Ventures and Andy Weissman, partner at Union Square Ventures.

Tickets for [36|86](#), June 8-10, 2015 at Marathon Music Works in Nashville, are available at www.thirtysixeightysix.com. While accessing hundreds of investors and media, 36 southeastern startups will compete for a \$36,000 non-equity grand prize. The ongoing selection process includes the [36|86 Southern Series](#) in Atlanta, Columbia, SC, and Arlington, Va.

About 36|86 - A LaunchTN production, 36|86 gathers startups, business leaders, media and investors for a celebration of entrepreneurship and southern culture. 36|86 connects the "doers," "makers," and "innovators" in the southeast, around the country, and across the globe.