

# Jon B. Fisher

***Economic Commentator, Business Professor, Serial Entrepreneur,  
and Author of Strategic Entrepreneurism™(\*)***

## **Speaker Information**

Jon Fisher is one of America's most innovative young thinkers in the areas of Business, Entrepreneurship, and Finance. Professor Fisher is a frequently in demand as a pundit by both national and regional media for his insights on the economy and his uncanny ability to often know exactly what lurks around the corner in our very troubled financial landscape. And it is in light of our turbulent economy that Jon, as a financial analyst with a clear vision and new ideas, is in higher demand than ever.



Jon is presently a regular contributor to San Francisco's KPIX 5 (CBS) television news and the San Francisco *Chronicle*. He is the recipient of a certificate of recommendation from the CEO Club of Columbia University's Business School, a distinction that recognizes his expertise as a public speaker on matters of Economics and Entrepreneurship.

Read more about Jon at his Wikipedia entry: [http://en.wikipedia.org/wiki/Jon\\_Fisher](http://en.wikipedia.org/wiki/Jon_Fisher)

## **Biography**

Jon B. Fisher co-founded and served as CEO of Bharosa, Inc., until its successful acquisition by Oracle Corporation. He then became Oracle's Vice President of Product Management assisting with the release of Oracle's Adaptive Access Manager. Jon completed his engagement with Oracle in November 2007.

Jon currently serves as an adjunct faculty member at the University of San Francisco's School of Business and Management. An entrepreneurship aficionado, Jon is a media commentator and frequent lecturer at university business schools across the country. Named Ernst & Young's 2007 "Entrepreneur of the Year" in California, Jon has served as CEO of three software companies in the Silicon Valley over the past 15 years.

In addition to his work in education and media, Jon is author of *Strategic Entrepreneurism* (SelectBooks 2008) which offers an in-depth discussion of one of his fundamental business principles. He lives in Tiburon, CA with his wife Darla Fisher, the owner and operator of the popular Koze women's fashion boutique in the Bay Area of Northern California.

## Economic Forecasts

- On May 29th, 2008 Jon forecasted national unemployment as high as 9% in 2009. He also forecasted unemployment rates to hit 7% by year-end 2008 (*a number which we are presently fast approaching\*\**)
- On August 25th, 2008, Jon confirmed a false July 15th, 2008, equities market bottom
- On October 19th, 2008, Jon confirmed a real October 10th, 2008, equities market bottom

Critics feel Jon's national unemployment forecast relies too heavily on real estate economics. According to Rob Hegarty, Managing Director and Practices Leader of Securities & Investments and Insurance at TowerGroup, financial services firms actually increased staff globally since the end of 2007. Fisher maintains that the drop in housing starts is a good indicator as to where the unemployment rate is headed and that Wall Street won't be immune to further drastic reductions. He writes: "Historically, when new U.S. housing starts have plunged, unemployment has surged in the following year."

Jon commented about the bailout in *The Wall Street Journal* "While I've called for a variety of market problems, the data are showing post-bailout package that we are showing stability in the post-bailout markets." Nouriel Roubini has written that we are entering the worst recession since the Great Depression.\*\*\*

## Strategic Entrepreneurism™

Flies have a reaction time of 200 milliseconds and so when you take aim and try to swat them it can be difficult to succeed...they are quick to detect and adapt to your movement. Instead, argued Fisher, one should project and aim for the fly's exit route. This same logic can be applied to entrepreneurship.... if you set up a company geared towards a potential acquirer in mind, you are much more likely to succeed in your venture.

*Strategic Entrepreneurism* is a system of principles dictating that the real secret to entrepreneurial success lies in designing a company specifically to be acquired by a larger one. And while this may not seem so earth-shattering an idea, a thorough understanding of how to do it is often lost on even the most seasoned entrepreneurs. *Strategic Entrepreneurism* explains how it is done and why. In today's economic environment, with its focus on innovation and technological efficiency, *Strategic Entrepreneurism* is a crucial element in any business plan right from the start.

## Endorsements for Strategic Entrepreneurism

*"Jon is a gifted entrepreneur."*

**Ray Lane**

Managing Partner at Kleiner, Perkins, Caufield & Byers; Former President, Oracle Corporation

“Jon is among the smartest and most exciting of the hundreds of entrepreneurs I've worked with as an investor.”

**Barry A. Newman**

Venture Partner at Neocarta; Former Vice Chairman of the Technology Group at Bear Stearns

“Jon Fisher’s book maps entrepreneurship like a wilderness expedition. A good read for start-up teams out of their comfort zone and in need of a compass.”

**John C. Read**

President & CEO - Outward Bound; Former Assistant Secretary, U.S. Labor Department

### Recent Appearances and New Activity

- Jon will appear at Berkeley College to discuss the concepts behind *Strategic Entrepreneurism* and its applications in our changing economy.
- *Strategic Entrepreneurism* has been selected for use a textbook at Berkeley College in its New Venture Finance course.
- Jon Fisher and his book *Strategic Entrepreneurism* will be featured in an article in the Money section of *Entrepreneur* magazine in February 2009.
- Jon is scheduled to speak at Carnegie Mellon University on November 17, 2008.
- Jon Fisher was cited in the *New York Times* on Sunday, November 02, 2008, in an article discussing innovative thinking in a turbulent economy. The article can be found here:  
[http://www.nytimes.com/2008/11/02/business/02unbox.html?\\_r=1&scp=1&sq=jon%20fisher&st=cse&oref=slogin](http://www.nytimes.com/2008/11/02/business/02unbox.html?_r=1&scp=1&sq=jon%20fisher&st=cse&oref=slogin)



- On October 23, 2008, Jon was the featured commentator on the KPIX 5 (CBS) news coverage of Alan Greenspan’s recent statements on Capitol Hill concerning the national credit crisis: <http://cbs5.com/video/?id=40891@kpix.dayport.com>

- The *Wall Street Journal* blog The Deal cited Jon Fisher's comments concerning the fallout over recent plans for a Wall Street bailout on October 20, 2008. Jon's comments were included alongside statements from Federal Reserve Chairman Ben Bernanke and President Bush.  
<http://blogs.wsj.com/deals/2008/10/20/experts-the-bailout-worked-we-think-so-far/> .
- Jon was the keynote speaker for the NIRI (National Investor Relations Institute) Silicon Valley Chapter event, "Understanding, Preparing and Staying Ahead of the Challenges in the Economic Environment" on October 16, 2008.
- A review of Jon's Columbia University lecture on *Strategic Entrepreneurism* was published in the Columbia Business School's *Bottom Line* newspaper in its October 14, 2008, issue.
- Jon was feature on the "NewsHour with Jim Lehrer" on October 9, 2008, explaining why Silicon Valley won't be isolated from the effects of the Wall Street downturn: [http://www.pbs.org/newshour/bb/business/july-dec08/siliconvalley\\_10-09.html](http://www.pbs.org/newshour/bb/business/july-dec08/siliconvalley_10-09.html) .
- Jon was the featured commentator in this video news item from *Wall Street Journal*'s MarketWatch, "Slowdown Hits Silicon Valley". The video, from October 8, can be viewed here: <http://online.wsj.com/video-center> .
- Jon Fisher commented on the Wall Street bailout in the San Jose *Mercury News* on October 1, 2008:  
[http://64.233.169.104/search?q=cache:nCeOH97LZMIJ:www.mercurynews.com/ci\\_10612121+san+jose+mercury+news+jon+fisher&hl=en&ct=clnk&cd=4&gl=us](http://64.233.169.104/search?q=cache:nCeOH97LZMIJ:www.mercurynews.com/ci_10612121+san+jose+mercury+news+jon+fisher&hl=en&ct=clnk&cd=4&gl=us) .
- Jon made the front page of the San Francisco *Chronicle* on September 30, 2008:  
<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/09/30/MNU713921L.DTL> .
- On September 26, 2008, Jon was featured on NPR's "Morning Edition" discussing the effects of the economic crisis on entrepreneurs in Silicon Valley. Listen to the full show here:  
<http://www.npr.org/templates/story/story.php?storyId=95076204>

### **The "Ivy League" lecture series**

Jon Fisher has recently completed a book signing and lecture tour in which he explained the principles that are discussed in his book *Strategic Entrepreneurism*.

10/24 MIT/Stanford VLAB Emerging Business: Lecture  
 9/30 Georgetown University: Lecture  
 9/25 Brown University: Keynote  
 9/23 Columbia University: Lecture  
 9/22 Vassar College: Lecture  
 9/16 University of San Francisco: Lecture  
 9/16 7pm Book Passage Bookstore in Corte Madera: Signing  
 8/26 Microsoft/FountainBlue Strategic Entrepreneurism: Webcast  
 8/25 Microsoft/FountainBlue Strategic Entrepreneurism: Webcast

\**Strategic Entrepreneurism* is a registered trademark of Jon B. Fisher

\*\* As of November 7, 2008: the unemployment is presently 6.5%

\*\*\*"Economic Forecasts" from: [http://en.wikipedia.org/wiki/Jon\\_Fisher](http://en.wikipedia.org/wiki/Jon_Fisher)