



FOR IMMEDIATE RELEASE

Exponential Edge Inc. CEO and Author Adrian C. Ott to Receive NAWBO- Silicon Valley Enterprising Woman of the Year Award at 2011 Invent Your Future Conference for Women

Palo Alto, CA., Apr. 20, 2011 – Don't miss the [2011 Invent Your Future Conference for Women](#) April 26 - 27, 2011 at the Santa Clara Convention Center, where Adrian C. Ott, CEO and Founder of [Exponential Edge Inc.](#) will receive the Silicon Valley Enterprising Woman of the Year Award from the National Association of Women Business Owners – Silicon Valley (NAWBO-SV).

This prestigious honor will be presented to Adrian Ott during the April 27th morning keynote session by Deborah Shea, President of NAWBO-SV. The award recognizes a businesswoman who has overcome significant challenges to succeed and inspire others. She is recognized in her field of expertise and/or the community. She demonstrates business acumen and is an outstanding role model to women in business.

Ms. Ott is also the author of [The 24-Hour Customer](#), *New Rules for Winning in a Time-Starved, Always-Connected Economy* (HarperCollins) which has recently received national recognition and awards as a Best Business Book 2010 by Library Journal and Small Business Trends. She will join other world renowned authors and business experts at this conference to help women and men reach their full career potential. She will participate in a panel titled, "Selling Your Big Idea, Product or Service," session, on April 27 at 1:45 pm.

The conference features 20 educational sessions, outstanding networking opportunities and power-packed keynotes on growth, innovation and change. Register at <http://www.inventyourfuture.com>.

More conference highlights:

- Keynotes: Guy Kawasaki, author of *"Enchantment: The Art of Changing Hearts, Minds, and Actions;"* Jane Stevenson, vice chair, Korn/Ferry International and co-author, *"Breaking Away: How Great Leaders Create Innovation That Drives Sustainable Growth - And Why Others Fail;"* and Nancy Duarte, author of *"Resonate: Present Visual Stories that Transform Audiences."*
- Evening in Conversation with Gayle Tzemach Lemmon, author of *"The Dressmaker of Khair Khana,"* the story of resilient women entrepreneurs operating under the noses of the Taliban in Afghanistan. Julie Hanna, board chair at Kiva and Almaz Negash, founder of Entwine Global will join Lemmon and host Sydnie Kohara, news anchor, CBS News, in a discussion about how technology, social media and micro-financing are helping to educate girls and support women's entrepreneurship worldwide.
- Entrepreneurial Growth Strategies for Growing Businesses – a clinic with Marylene Delbourg-Delphis, the serial entrepreneur who has assisted emerging companies as a shadow CEO, board member, investor, advisor, M&A facilitator or management consultant, plus entrepreneur and Wildfire Interactive, Inc. founder Victoria Ransom.



Exciting breakout sessions and clinics for 2011:

- Women & Negotiations: How to Achieve Your Goals in the Real World (Professor Stuart Diamond, Wharton School of Business)
- Build Influential, Value-Based Relationships with Mentors & Sponsors
- Elevate your Career: Become a Thought Leader
- Entrepreneurial Strategies to Grow Business
- Get Anyone Interested in Anything...in 60 Seconds or Less
- That Resonates with Me! How to Persuade Any Audience
- I Used to Have a Handle on Life But it Broke
- Celebrate Your Brand with Social Media
- Relationships in Void- Trust & Partnership on Virtual Teams
- Selling Your Big Idea, Product or Service
- The Breakthrough Science of Living a Long and Healthy Life
- A Young Women's program, focusing on careers using math, science and technology plus mentoring opportunities with industry partners

“Share the Wisdom” roundtable sessions:

- Advance Your Technical Career
- Bootstrapping Your Business
- Leveraging Public Speaking to Build Your Brand
- Create Content for Brand You
- Best Practices for Corporate Women's Networks

“Year after year, Invent Your Future conference alumni demonstrate the great strides we're making in empowering women to accelerate their careers and businesses,” said Ruth Stergiou, CEO, Invent Your Future Enterprises. “Our top-rated events are an outstanding value for anyone aspiring to reach new heights. We thank the generous corporate partners who share our vision for combining educational programs with practical how-to advice that is elevating women leaders in the world's most innovative companies.”

Register

Guests of speakers are eligible for a registration discount to attend the Conference. Please ask your guests to use partner organization # 03 to register with the following link: <http://bit.ly/ifCuYP>

Flexible package options are also available, including a one-day pass and keynote session tickets. For registration, exhibit package and pricing options visit <http://bit.ly/eXicoR> or call 408-554-4249.

Follow conference updates on Twitter @IYFconference and join us on Facebook and LinkedIn.

The conference is presented in partnership with corporations such as: Hewlett-Packard, Apple, Oracle, Rambus, Robert Half International, eBay, American Airlines, Anthem Blue Cross, Hellbent Marketing and community partners such as: National Association of Women Business Owners (NAWBO) Silicon Valley, NAWBO California, BlogHer, National Center for Women & Information Technology, LUNA, EFactor and Women Rock Global.

A limited number of partnership opportunities are available. Visit <http://www.inventyourfuture.com>.



About Invent Your Future

Invent Your Future Enterprises is a professional development company that specializes in the retention, development and acceleration of women in corporations and small businesses. Based on extensive research on the training needs of corporate managers and high potential leaders, the company offers talent development programs, skill-building events and organizational consulting. Invent Your Future CEO Ruth Stergiou is the recipient of the *2010 NAWBO Silicon Valley Enterprising Women of the Year Award* and *2010 Women of Influence presented by the Silicon Valley/San Jose Business Journal*. www.inventyourfuture.com.

About NAWBO-Silicon Valley

The National Association of Women Business Owners-Silicon Valley (<http://www.nawbo-sv.org/>) is the consummate destination association for CEOs, entrepreneurs and executive officers of diverse, women-owned businesses. Members are recognized worldwide by prestigious organizations as leaders of successful and professionally run companies. Its mission is to create wealth, produce leaders, and influence the global community. NAWBO makes the difference in how women CEOs run their businesses today and how new CEOs will lead their businesses tomorrow.

About Exponential Edge Inc.

Celebrating its ten year anniversary, Exponential Edge[®] Inc. (www.exponentialedge.com) consulting has assisted large companies and venture-backed start-ups to gain market advantage in today's fast-changing economy. Exponential Edge helps clients to zero-in on winning actions that identify and capture breakthrough market and partner opportunities, gain traction with today's always connected customers, and capitalize on disruptive business, technology and partner models. CEO and Founder of Exponential Edge Inc., Adrian C. Ott is the award-winning author of *The 24-Hour Customer* (HarperCollins 2010)

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