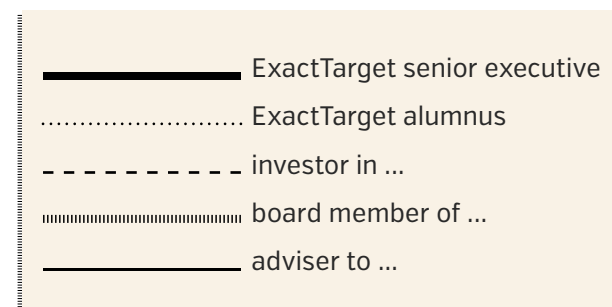


Supernova of talent

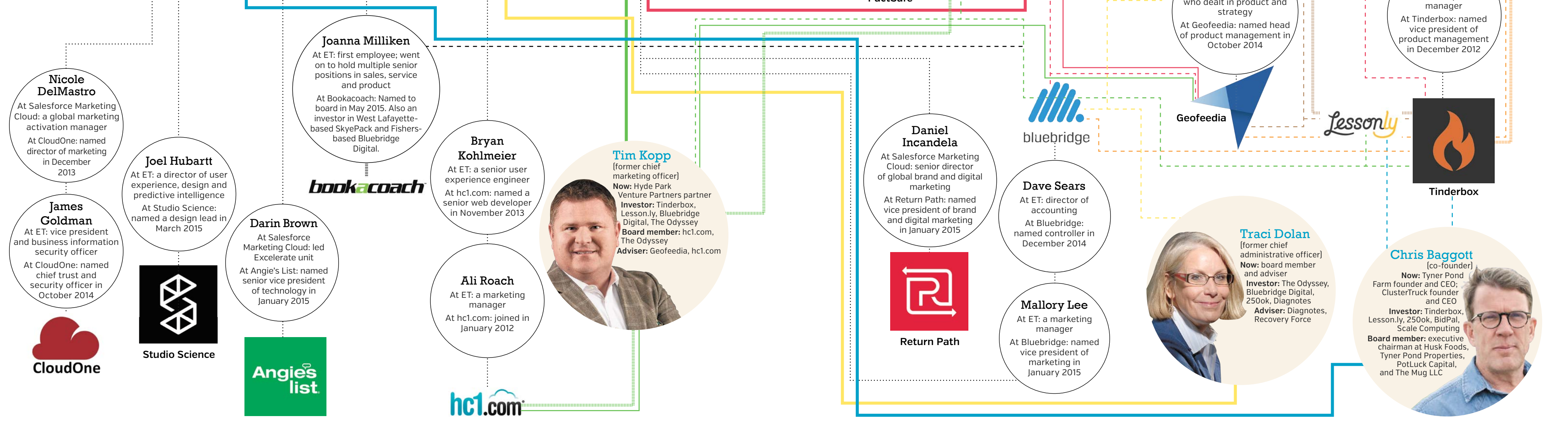
By Jared Council
jcouncil@ibj.com

ExactTarget is in rare company as a lightning-fast Indiana corporate success story—from a startup in 2000, to a \$161 million initial public offering in 2012, to a \$2.5 billion acquisition by Salesforce.com in 2013. Its people were the main ingredient in that success, and many are still investing, advising and innovating right here in Indianapolis.



Former ExactTarget CEO Scott Dorsey, surrounded by senior managers, rings the trading bell after ET's March 2012 IPO.

Photo courtesy of NYSE



Steve Fouty
(former controller and finance project manager)
Now: TotallyWhole Business Partners founder and CEO; The Odyssey part-time chief financial officer
Board member: Husk Foods
Adviser: Healthiest Employers, Bindr, PolicyStat

Mike Fitzgerald
(former executive vice president of corporate development)
Now: Gravity Ventures co-founder
Investor: Tinderbox, Lesson.ly, Geofeedia, Visible.vc.
Board member: Tinderbox, Lesson.ly, Visible.vc, RICS Software, The Orr Fellowship
Adviser: Hyde Park Venture Partners

Scott Dorsey
(co-founder, former CEO, former chairman)
Now: Nextech founder and chairman
Investor: Tinderbox, Lesson.ly, Bluebridge Digital, The Odyssey, Geofeedia
Board member: TechPoint [executive committee], Tinderbox (chairman), Indiana Sports Corp. (chairman), Central Indiana Corporate Partnership

Adam Gillaspie
At ET: a senior software engineer
At PactSafe Inc.: named director of development in March 2015

Eric Prugh
At Salesforce Marketing Cloud: head of content under chief product officer
At PactSafe: named chief operating officer in March 2015

Todd Richardson
(former executive vice president of administration)
Now: Cadence Consulting, founder; First Person, entrepreneur-in-residence
Investor: Tinderbox, Bluebridge Digital, The Odyssey, PactSafe, Geofeedia, Periodic, Fatstax
Adviser: Branding Brand, Fatstax, Geofeedia and PactSafe

Wes Antrobus
At ET: marketing director who led a 60-person North America team
At Geofeedia: named head of sales in October 2014

Charles Moad
At Salesforce Marketing Cloud: director of global marketing technology
At Geofeedia: named production engineering lead in December 2014

R.J. Talyor
At ET: a 10-year veteran who dealt in product and strategy
At Geofeedia: named head of product management in October 2014

Mitch Frazier
At ET: chief of staff to the CEO
At Tinderbox: named vice president of marketing in January 2015

Ted Hirschey
At ET: a senior product manager
At Tinderbox: named director of channel development in March 2014

Jim McIntosh
At ET: a data products manager
At Tinderbox: named vice president of product management in December 2012

Joanna Milliken
At ET: first employee; went on to hold multiple senior positions in sales, service and product
At Bookacoach: Named to board in May 2015. Also an investor in West Lafayette-based SkyePack and Fishers-based Bluebridge Digital.

Bryan Kohlmeier
At ET: a senior user experience engineer
At hcl.com: named a senior web developer in November 2013

Tim Kopp
(former chief marketing officer)
Now: Hyde Park Venture Partners partner
Investor: Tinderbox, Lesson.ly, Bluebridge Digital, The Odyssey
Board member: hcl.com, The Odyssey
Adviser: Geofeedia, hcl.com

Ali Roach
At ET: a marketing manager
At hcl.com: joined in January 2012

Daniel Incandela
At Salesforce Marketing Cloud: senior director of global brand and digital marketing
At Return Path: named vice president of brand and digital marketing in January 2015

Dave Sears
At ET: director of accounting
At Bluebridge: named controller in December 2014

Mallory Lee
At ET: a marketing manager
At Bluebridge: named vice president of marketing in January 2015

Traci Dolan
(former chief administrative officer)
Now: board member and adviser
Investor: The Odyssey, Bluebridge Digital, 250ok, Diagnotes
Adviser: Diagnotes, Recovery Force

Chris Baggott
(co-founder)
Now: Tyner Pond Farm founder and CEO; ClusterTruck founder and CEO
Investor: Tinderbox, Lesson.ly, 250ok, BidPal, Scale Computing
Board member: executive chairman at Husk Foods, Tyner Pond Properties, PotLuck Capital, and The Mug LLC

Nicole DelMastro
At Salesforce Marketing Cloud: a global marketing activation manager
At CloudOne: named director of marketing in December 2013

James Goldman
At ET: vice president and business information security officer
At CloudOne: named chief trust and security officer in October 2014

Joel Hubartt
At ET: a director of user experience, design and predictive intelligence
At Studio Science: named a design lead in March 2015

Darin Brown
At Salesforce Marketing Cloud: led Excelerate unit
At Angie's List: named senior vice president of technology in January 2015