



**Bob Young**  
**Founder / Chief Executive Officer**  
**Biography**

Bob Young is the founder and CEO of Lulu.com, *the* premiere international marketplace for new digital content on the Internet, with more than 520,000 recently published titles and more than 15,000 new creators from 80 different countries joining each week.

Founded in 2002, Lulu.com is Young's most recent endeavor. The success of this company has earned Young notable recognition; he was named one of the "Top 50 Agenda-Setters in the Technology Industry in 2006" and was ranked as the fourth "Top Entrepreneur for 2006," both by Silicon.com.

In 1993, Young co-founded Red Hat, the open source software company that gives hardware and software vendors a standard platform on which to certify their technology. Red Hat has evolved into a Fortune 500 company and chief rival to Microsoft and Sun. His success at Red Hat won him industry accolades, including nomination as one of *Business Week's* "Top Entrepreneurs" in 1999.

Before founding Red Hat, Young spent 20 years at the helm of two computer leasing companies that he founded. His experiences as a high-tech entrepreneur combined with his innate marketing savvy led to Red Hat's success. His book, "Under the Radar," chronicles how Red Hat's open source strategy successfully won industry wide acceptance in a market previously dominated by proprietary binary-only systems. Young has also imparted the lessons learned from his entrepreneurial experiences through his contributions to the books "You've GOT to Read This Book!" and "Chicken Soup for the Entrepreneur's Soul."

In 2000, Young co-founded the Center for Public Domain, a non-profit foundation created to bolster healthy conversation of intellectual property, patent and copyright law, and the management of the public domain for the common good. Grant recipients included the Electronic Frontier Foundation, the Creative Commons, the Free Software Foundation, and the Future of Music Coalition.

Young graduated from the University of Toronto in 1976 prior to beginning his career in the computer finance arena.

In 2003, Young purchased the Hamilton Tiger-Cats of the Canadian Football League and currently serves as the league's vice chairman. He is also part of the ownership group of the Carolina RailHawks professional soccer team.

In addition to fly fishing, Young enjoys collecting calculators and antique typewriters, a nod to his beginnings as a typewriter salesman and he can usually be found sporting a pair of red socks. However, instead of red on his head, Young now tips his orange hat.

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**Doug Rye  
Chief Financial Officer  
Biography**

Doug Rye is the Chief Financial Officer for Lulu.com, the publishing platform of tomorrow, with more than 660,000 recently published titles and more than 5,000 new titles added each week by people in 80 different countries.

Rye began his career in the audit department at KPMG where he obtained his Chartered Accountants designation in 1989. After a stint in the corporate finance department, he left to work in the manufacturing industry, where between 1990 and 2000 he progressed through a number of roles. He moved to the CFO position in 2000. After five years as CFO, Rye left the company to begin working with Bob Young on a variety of ventures which led to his joining Lulu.

Rye has a Bachelor of Administration (Honors) from Brock University. He is an avid hockey fan who has coached his son's team and plays himself once a week.

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**Krishna Motukuri**  
**Senior Vice President of Business Development**  
**Biography**

Krishna Motukuri is Senior Vice President of Business Development at Lulu.com, the premier global marketplace for new digital content on the Internet. Motukuri is focusing on the growth of weRead's business relationships with publishers and building new relationships with strategic partners.

Prior to Lulu, Motukuri was the CEO and Co-Founder of Ugenie, the company behind weRead. Motukuri was responsible for setting the overall direction and business strategy for the company.

Before Ugenie, Motukuri was Associate Director at Amazon, where he led teams in a variety of divisions, including search, co-op marketing, global expansion and supply chain. Motukuri has a Masters degree from University of Illinois, Urbana-Champaign, and a Bachelors degree from Indian Institute of Technology, Delhi.

Motukuri enjoys the outdoors. He actively hikes, runs, bikes, rock climbs, skis and enjoys mountaineering. He has climbed the summits of Mt. Rainier and several other peaks in the Cascades. He also loves to travel, meet new people and be exposed to new cultures. When he is not outdoors, Motukuri likes to read books (classics, sci-fi, and non-fiction), magazines and journals.

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**Harish Abbott  
Chief Product Officer  
Biography**

Harish Abbott is the Chief Product Officer at Lulu.com, the publishing platform of tomorrow. Abbott's focus is on growing Lulu.com's existing user base and integrating social networking into Lulu's product offerings.

Prior to joining Lulu, Abbott was the President and Co-Founder of Ugenie, the company behind weRead.com. At Ugenie, Abbott was responsible for setting the overall product direction and management of the engineering center and company operations.

Abbott was a Senior Program Manager at Amazon.com before Ugenie, leading initiatives on strategic planning, supply chains and order fulfillment. He helped Amazon launch and build its distribution network through warehousing and drop-shipping in North America and Europe. Before Amazon, Abbott was a Solution Architect at i2 Technologies where he played a key role in the consulting and sales teams of the retail and automotive division.

Abbott, a graduate with top honors from Indian Institute of Technology Roorkee, also holds a Masters in Operations Research from University of Illinois Urbana Champaign and an MBA from Stanford University where he was an Arjay Miller Scholar. Abbott enjoys reading about behavioral economics and thinking about its implications on Internet business models.

In addition to his interests in reading and Internet technologies, Abbott enjoys hiking, skiing and playing golf. Abbott also likes to cook up a good curry although he secretly wishes he was better at both golf and cooking.

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**Florence Lively  
Chief Talent Officer  
Biography**

Florence Lively is the Chief Talent Officer for Lulu.com, the publishing platform of tomorrow. Lively leads Lulu's efforts to recruit, retain and develop the best talent.

Lively is a Senior Human Resources Executive with extensive domestic and global experience in multiple industries. She has expertise in compensation, benefits, succession planning, performance management, organizational development and training, global practices, and change management. Before joining Lulu, Lively was Senior Director of Human Resources at Red Hat. Prior to that, she was a global Human Resource leader with Invensys, a large British conglomerate.

Lively is passionate about developing great people and building high-performance teams, ensuring the people and tools organizations need to excel. She earned her BA and MS in Industrial Relations from West Virginia University, and enjoys many outdoor activities including cycling, running and skiing. Lively has completed two marathons and several half marathons.

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