

About Donna Oliva .....	2
Expertise .....	5
Industry Buzz .....	8

Donna Oliva is an experienced CEO, attorney and creative professional in the high-tech industry with hands-on executive management experience. She is a recognized industry leader and innovator who thinks outside of the box to provide strong leadership – and she never says never.

Donna provides broad, creative leadership while also negotiating risk, navigating successful business solutions and crafting innovative deal structures. Her ability to manage minute details without losing sight of the big picture has enabled her to lead companies and clients to high levels of success.

At Donna Oliva & Associates, Donna uses her business insight and deep knowledge in business issues to also lead up-and-coming companies. Donna and her team craft creative and effective solutions that allow their clients to meet any legal requirements and successfully accomplish their business goals.

Concerns about regulation and litigation can confound even the most experienced and business-minded individuals. Donna Oliva & Associates alleviates that pressure to allow companies to focus on their services, their growth and their bottom-line.

## About Donna Oliva

Donna Oliva is a lawyer-CEO with over 25 years of business experience. From the beginning of her career, Donna was bound for success with solid academic training, a natural talent for business and legal management, assertive ambition and a strong entrepreneurial spirit. She has brought a number of companies to high levels of distinction throughout her career and has made groundbreaking technical achievements by staying ahead of trends.

### Education

In 1984, Donna earned her B.S. in Accounting from New York University. She received her law degree from Boston University School of Law as well as an MBA from Boston University School of Management in 1987. She was the winner of Boston University's Women's Council Scholarship, the Third Year Editor of the "Boston University Annual Review of Banking Law" and the Editor and Business Manager of Boston University School of Law's "Comment Newspaper." In 1985 Donna also earned Certifications in East West Trade and Socialist Law through the Russia-Poland Institute on International Trade and Comparative Law at the University of San Diego, traveling to and studying in both the U.S.S.R. and Poland.

### Professional Experience

Donna began her career in 1982, as a paralegal at LeBoeuf, Lamb, Leiby & MacRae (now LeBoeuf, Lamb, Greene & MacRae), a full-service, global law firm with more than 700 lawyers in 19 offices worldwide. Well known as one of the preeminent legal services providers to the insurance/financial and energy/utilities industries, the firm ranks as the 4th largest in the world in terms of deal value, and has been awarded "Reinsurance/Insurance Law Firm of the Year" every year from 2002-2006, among myriad others annually. During her tenure at LeBoeuf, Lamb, Leiby & MacRae, Donna worked for one of the firm's largest and most valued clients, Lloyd's of London.

In 1987, while completing her JD/MBA in Boston, Donna also worked at Loeb & Loeb in Los Angeles, California. There, Donna rotated through the real estate, tax, and trust and estates departments of the largest entertainment and media law firm in the US. Loeb & Loeb is also recognized as a leader in the areas of corporate securities, litigation, finance, real estate, intellectual property, private equity, employment, advertising/promotions and tax/wealth services. The firm was recently ranked in the Top 10 nationwide in Technology according to American Lawyer Survey. At Loeb & Loeb, Donna worked for many of the firm's high profile clients, including Howie Mandel, currently of Deal or No Deal TV fame.

Donna also gained extensive real estate expertise at Cox, Castle & Nicholson, the largest real estate law firm in the US where she served as an Associate during the summers of 1986 and 1987, and then as an Attorney after completing her JD/MPA, until 1989. Her experience included real estate acquisitions and sales, financing, development, leasing, management and related joint

venture, corporate and tax work for some of the largest real estate developers in the US. Donna also litigated cases involving real estate and general commercial issues.

In 1989, Donna co-founded Global Investment Services Corporation, an international business consulting company that provided investment advisory services to foreign entities, specializing in real estate investments, import/export and legal advice on international joint venture arrangements. During the same year, Donna also co-founded Oliva & Alishahi, a general practice law firm specializing in commercial transactions and litigation, real estate and immigration law.

In 1990, Donna sold her ownership interest in Oliva & Alishahi and joined one of the first Israeli high-tech startups, AFIC Technologies, Inc., serving as the company's Chief Operating Officer. AFIC produced the first working software product for data replication in distributed client/server systems, now an industry standard technology. Donna established, grew and ran all US operations, including marketing, sales, implementation and support, while also overseeing financial, business and product planning and serving as in-house legal counsel. At this point in her career, Donna was able to put both her legal and business expertise to work. Clients of the firm included Salomon Brothers, Merrill Lynch, Lehman Brothers, Chemical Bank and Moody's Investors Service. In 1994, AFIC was acquired by and merged into a subsidiary of OSHAP Technologies (NASDAQ: OSHF), and is currently owned by SunGard Data Systems.

In 1994, Donna Co-founded UNIF/X, Inc., an international software development company specializing in the custom development and deployment of sophisticated database-related client/server and Internet/Intranet software for Fortune 1000 clients. Headquartered in New York City, clients of the firm included companies such as Cantor Fitzgerald, Citibank, CIBC Oppenheimer, CS First Boston, Merrill Lynch, Morgan Stanley, Pfizer, Thomas Publishing, Sakura Global Capital and others. As President, Donna managed the company's growth and established Professional Certifications from, and partnerships with, vendors including Oracle, Sybase, Informix, Computer Associates, Microsoft, Netscape, Sun, HP, IBM, DEC, SGI and AT&T.

The notable success of UNIF/X under Donna's leadership paved the way for the inception of w-Technologies, Inc.—one of the first and most exciting providers of wireless applications and mobile business solutions. Serving as the company's Chief Executive Officer, Donna raised approximately \$50 million in venture capital, with Morgan Stanley as the investment bank on the last round of financing.

The company's patent-pending technology could extend any application to run on more than 200 types of handheld wireless devices (e.g. cell phones, pagers, PDAs) and all leading wireless data networks globally. w-Technologies was the first to introduce wireless stock and bond trading in February 1998, and eventually developed and sold a wireless application development platform and 19 wireless applications in four groups: mobile finance, commerce, content and communications.

As CEO, Donna managed the growth of company to over 300 employees in seven countries. She established the strategic direction of the firm, coordinated new product conception and development, oversaw new account development, coordinated strategic alliances and managed

the company's day-to-day operations globally including finance, accounting, human resources and legal.

w-Technologies customers included Fidelity Investments, Merrill Lynch, Federal Express, Quick & Reilly, Suretrade, Dreyfus, Hemscott.net, Indigo Mobile and dozens of others. The company also had strategic alliances and partnerships with leading telecommunications companies, device manufacturers, wireless infrastructure providers and IT services companies including AT&T, phone.com, BellSouth, RIM, 3Com, Palm Computing, Nokia, Novatel, GoAmerica, Netscape, IBM, Microsoft, Oracle, Sun, Sybase and others.

Donna's entrepreneurial spirit continued to evolve when she founded Donna Oliva Family Limited Partnership in 2001. As the firm's Managing General Partner, Donna managed the growth of this private investment partnership with holdings that included real estate, financial instruments and operating business interests. Donna served as an investor and advisor to various startup businesses, setting the stage for her next endeavor, Donna Oliva & Associates.

## Expertise

Donna Oliva's has a broad range of experience in corporate finance, marketing, sales, product development, human resources, legal agreements, administration and more. Due to her hands-on management style, business acumen and analytical ability, Donna has gained experience in almost every facet of corporate management.

### Corporate

- Develop business strategy
- Write business plans
- Draft legal documentation (e.g. Incorporations, Partnerships, LLCs assumed names/DBAs)
- Build Advisory Board & Board of Directors
- Serve as member of Advisory Board &/or Board of Directors
- Coordinate BOD and shareholder meetings & presentations
- Recruit executive team and other key hires, negotiate compensation, close & paper deals
- Serve as member of executive team on interim basis

### Finance & Accounting

- Operate budgets, financial projections, financial reports
- Establish accounting policies & procedures
- Manage venture capital - strategy, target lists, investment bank selections & contracts, fundraising, negotiate & close deals
- Coordinate M&A - strategy, target lists, investment bank selection & contracts, negotiate & close deals
- Manage IPO's - strategy, investment bank selections & contracts, registration statements

### Marketing, Public Relations & Investor Relations

- Write marketing, PR & investor relations plans
- Screen & hire agencies (marketing, advertising, PR, promos, etc.)
- Write & produce marketing collateral
- Web site design & content production
- Implement marketing & PR campaigns
- Implement lead generation & tracking systems
- Manage relationships with industry analysts
- Manage investor relations
- Plan events for leads, customers, employees, investors, etc.

## Sales & Channels

- Develop sales & channels strategy & plans
- Set up international sales offices
- Manage leads & customer relationship management
- Recruit sales & channels management & staff
- Conduct sales training
- Develop telemarketing plans, training & implementation
- Develop account strategy & management
- Conduct sales presentations, calls & meetings
- Negotiate, close & paper deals
- Write sales documentation (e.g. evaluation agreement & sales contracts)
- Coordinate product development & marketing

## Product Development

- Analyze the competition
- Critique product development plans
- Facilitate product development partnerships
- Coordinate version control
- Coordinate marketing & sales

## Product Development Partnerships

- Develop strategy
- Program setup & selection
- Manage relationship development
- Coordinate product development, marketing & sales

## Customer Support

- Build customer support systems
- Conduct training for support staff & customers (in-person & web-based training)
- Conduct customer satisfaction surveys
- Coordinate product development & sales

### Human Resources

- Develop hiring & layoff plans
- Structure compensation & benefits
- Establish HR policies & procedures
- Build employee training programs
- Write HR documentation (e.g. employee & consultant contracts, confidentiality & non-competition agreements, termination agreements)

### Miscellaneous Legal

- Draft nondisclosure/confidentiality agreements
- Manage intellectual property - patents, trademarks, copyrights, licensing
- Manage office leases, subleases, maintenance contracts, equipment leases & rentals, etc.

### Administrative

- Facilitate office site selection & relocation
- Negotiate leases & subleases (licensed real estate broker in NYS)
- Manage space planning, design, build-out & renovation
- Coordinate equipment purchases, rentals & leases
- Develop office policies, procedures & management

## Industry Buzz

### Colleagues & Clients

“I must say that Donna was the best company leader one could ever wish for. Highly professional in the fields of her responsibilities, she was also always ready to go beyond “formally sufficient” level of personal support to the employees, thus building a strongly bound collective capable of doing revolutionary things that the market giants could not match.” - *Igor Kouznetzov - Founder, Aware Software, Inc.*

“Donna Oliva has a gift for launching new software companies.” - *Wireless Week*

“[Donna’s] background in business law, business planning and development has clearly served me well. Above all, the quantifiable results that have been produced, (Doubling of the buy out offer from my partners at ETR Realty) speaks as a testimonial to my success.” - *Jeffrey J. Gross, Full Partner, Everything Goes Realty*

“Engineering Women Of Wireless” - *Wireless Week*

“[Donna’s] legal strength is that [she] can spot legal issues and help clients deal with them (and their lawyers) and provide a business/legal perspective versus just a legal perspective. As in ‘Gee, that’s great technical legal advice but do you realize it will crater the company?’” - *Daniel F. Markham, Esq., Coughlin Duffy LLP*

### Analysts



With Donna Oliva as CEO

“The Yankee Group picks w-Technologies as one of the three ‘top mobile data’ companies to watch with industry giants Qualcomm and Nortel.” - *The Yankee Group*

“w-Technologies (formerly w-Trade Technologies) wireless products topped Celent’s report as the No. 1 ‘Stand Alone Wireless Applications.’” - *Celent Communications*

“Every quarter, LocalBusiness.com reporters and editors evaluate the hot growth companies in the region to find the ones worth watching. w-Technologies is one of them.” - *LocalBusiness.com*

“Aberdeen research indicates that the w-Technologies business model is sound and will continue to serve the market well.” - *Aberdeen Group*

“w-Technologies’ wireless data middleware platform is network and device agnostic and can be integrated with almost any back-end system, including mainframe, client-server, or Internet-based systems.” - *W.R. Hambrecht*

“w-Technologies provides enterprise customers with a complete m-commerce solution for use on mobile iAppliances. w-Technologies, starting with a mobile trading and a mobile banking solution, currently offers its customers the ability to deploy real-time transaction capability to wireless mobile end-users by seamlessly integrating the end-user’s microbrowser, through a wireless datacom carrier’s network, to the customer’s back-end transaction system.” - *Bear Stearns*

“Joseph Laszlo, senior analyst at Jupiter Communications, said more financial institutions are experimenting with mobile services and ‘many will turn to a growing number of companies for outside help.’ He said Jupiter views w-Technologies as ‘one of the companies with real security expertise.’” - *American Banker*

#### Stats/Media

With Donna Oliva as CEO, w-Technologies’ clients included:

- Approximately 40 percent of Time Magazine’s Top 10 Discount Brokerages
- Nearly 40 percent of Gomez Advisors’ Top 20 Online Brokerages as customers

With Donna Oliva as head of UNIF/X Inc., “CSFB reported a record \$108 million profits in the first quarter this year, bolstered by a substantial increase in revenue from Fixed Income Trading operations. These results came shortly after the firm’s Fixed Income Trading Technology group (FITT) completed a major overhaul of its trading database support systems, working with UNIF/X Inc., a New York City-based firm specializing in the design and automation of database management and support systems.” - *Wall Street Technology*

“w-Technologies was one of the first vendors to market a wireless solution actively to financial institutions and their customers. It has signed agreements with a string of financial firms, including giants like the Fleet-Boston Financial Group and Merrill Lynch.” - *Securities Industry News*

“If you want customized applications that you have a hand in creating, start by looking at industrial-strength companies, such as w-Technologies, which specialize in tailor-made solutions.” - *The Industry Standard*

“The unwired Internet access market may finally get the hot app it’s been waiting for... w-Technologies could help kick-start the wireless access market.” - *InternetWeek*

“w-Technologies is eager to offer applications to corporations or service providers to help tap into what’s expected to be 1 billion mobile users in the next few years.” - *Interactive Week*

“w-Trade Technologies, a well-known name in the wireless financial applications realm, is branching out to cover a slew of new segments and executing a name change to signify its new direction.” - *Interactive Week*

“They’ll now be known as w-Technologies...the change sheds light on just how long first mover advantage can last in the fast-paced flavor-of-the-day world of wireless...If anyone can handle the challenge, it’s the engineers at w-Technologies, who understand wireless technology better than anybody.” - *Unstrung.com*

“w-Technologies has been leading the pack in wireless applications since they came into being... they are creating and implementing various apps for all areas...for some pretty big players.” - *Silicon Salley*

“w-Technologies has expanded its scope of services beyond financial industry to other horizontal areas - it should be taken seriously.” - *Mobileinfo.com*