



Mr. Robert J. Adams, Jr. is the Director of MOOT CORP and a lecturer in management and entrepreneurship in The McCombs School of Business at The University of Texas at Austin. Adams is an active venture capitalist and has held adjunct teaching positions in graduate schools of business for the last 15 years. He earned a B.S. in engineering from Purdue University, an MBA from Babson College's Olin School of Management, and is currently pursuing a Ph.D. in Management. His venture capital career includes founding Tejas Venture Partners and AV Labs, and partner level positions with Austin Ventures and TL Ventures. Prior to entering the venture business he held senior operating positions at Lotus Development (NYSE: IBM), a company he joined shortly after its IPO, Business Matters, a venture backed software company he founded, and Pervasive Software (NASDAQ: PVSW), a company he helped take public in 1997. Throughout his venture and operating career he has been a founding investor in more than 30 companies. Adams is a nationally recognized consultant and speaker on company, product and capital strategies, consulting for companies such as ATG, Mentor Graphics and Symantec. He is the author of *A Good Hard Kick in the Ass: Basic Training for Entrepreneurs*, and is currently working on his next book, *Market Advantage: The New Competitive Strategy*. He recently keynoted the *Inc. 500* business conference and has been covered in *The New York Times*, *The Wall Street Journal*, *Washington Post*, *Business Week*, *Forbes*, *Fortune*, *Money*, on Bloomberg Radio, Public Television, and public radio's nationally syndicated "Marketplace" program. Adams is on the advisory board of Austin's Community Development Corporation, is a Fellow at the IC2 Institute, and is on the board of Purdue Research Park.