

# GLOBAL TECHNOLOGY SUMMIT



## Heidi Mason

Co-Founder and Managing Partner  
*Bell Mason Group*

A veteran of Silicon Valley, Heidi Mason is co-founder of the Bell Mason Group (BMG), a specialty consultancy serving global corporations who seek strategic growth through corporate venturing and innovation (CV&I) initiatives. Heidi serves as a strategic advisor to Global 1000 corporations that are focused on innovation, new markets and new business creation through venturing. Representative clients include Citigroup, Merck, DSM, Philips and Coca Cola.

In January 2013, Heidi co-founded the Corporate Venturing & Innovation Initiative (CVI<sup>2</sup>), a first-of-kind alliance of specialist CV&I service providers organized around the Bell Mason operational frameworks and led by thought leaders recognized in their fields. CVI<sup>2</sup> provides a one-stop-shop guidance system for CV&I leaders and global executive management in CV&I operations (BMG), legal (DLA Piper), market data and analysis (Global Corporate Venturing), banking and financial services (Silicon Valley Bank), accounting/tax (Deloitte), and innovation strategy (Doblin, a unit of Deloitte).

Prior to the Bell Mason Group, Heidi founded and led several ventures in the venture and market strategy services sector; as well as the successful publishing arm of Digital Equipment Corporation, where her initial collaboration with computer pioneer Gordon Bell began.

Ms. Mason is a multi-published author. Her book *The Venture Imperative: A New Model for Corporate Innovation* (May 2002, Harvard Business School Press, co-authored with Tim Rohner) introduced best practice CV&I operating principles that have been broadly applied in corporations across the globe.

She holds a B. A., Phi Beta Kappa, from the University of Pennsylvania.

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