

**Biography of Cocktail Speaker  
Eric Willis, CTO Offbeat Guides, United States**

**Eric Willis** is a co-founder of RareEdge, a leading mobile, web, Windows Desktop application company. At RareEdge, Eric was responsible for setting company direction, product development and architecture, client management and running the day-to-day business. He launched well-know products such as GMobileSync, Twitteroo and Jaikuroo.

Prior to RareEdge, Eric matriculated from the Rochester Institute of Technology (RIT), where he was also an assistant professor of information technology. While studying at RIT, Eric held a number of development positions. He was the lead developer at VanDamme Associates where he focused on high-level development and systems architecture.

Currently, Eric is the CTO of Offbeat Guides where he's working on the technology behind high-fidelity personalized publishing.