



**Jay Elliot, Founder, CEO, Author, Nuvel Inc**

**BIOGRAPHY**

Most recently, Mr. Elliot was the Founder and Chairman of Migo Software, Inc. a mobility software company. Mr. Elliot also has more than 30 year's operations' experience with such corporate giants as IBM, Intel and Apple Computer. He most recently published an acclaimed book on the insider's look of changing business management, The Steve Jobs Way. He served as the Senior Vice President of Apple Computer responsible for all corporate operations plus overall corporate business planning reporting directly to Steve Jobs, Chairman of the Board, CEO, and co-founder of Apple. During his tenure at Apple, sales grew from \$150 million to more than \$3 billion. After graduating from college, Mr. Elliot joined IBM as a programmer working on the airline reservation system and moved into management in several key projects in the Disk drive development business, and eventually managed the 16,000-employee software division. Mr. Elliot left IBM to join Intel and at Intel was the director of the California operations.