

Decision Lens

Executive Leadership

JOHN KEALEY, CHIEF EXECUTIVE OFFICER

John Kealey is the Chief Executive Officer at Decision Lens with over 25 years in the technology and communications industry. He is the former CEO of Vivisimo, an information access and discovery technology focused on the emerging Big Data market. The company was recently acquired by IBM. He is also the former President and CEO of iDirect Technologies, which he joined when the company was a pre-revenue turnaround and helped grow organically to over \$120 million in annual revenue.



Fun Fact: While in college John entered a jingle contest and won a car.

JOHN SAATY, PRESIDENT & FOUNDER



John Saaty is the President and co-founder of Decision Lens. Prior to Decision Lens, John was the CMO for AWS WeatherBug, a high-growth technology company where he was responsible for marketing, product management, business development, and international market entry across the company. Saaty joined AWS in January of 2002 to develop and grow a new business unit in the energy sector, and in November of 2002 he was promoted to run the WeatherBug Business Division including business units in education, business services, and media services.

Fun Fact: John swam with Great White sharks in South Africa.

DAN SAATY, CHIEF SCIENTIST & FOUNDER

Daniel Saaty is the Chief Scientist and co-founder of Decision Lens. He has advised numerous Fortune 500 organizations and government agencies in mission-critical decisions - from multi-billion dollar strategic planning processes to decision management methodologies for major capital investments, portfolio management decision processes, and best-value source selections. An expert in the implementation of the Analytic Hierarchy Process (AHP), Mr. Saaty has over 15 years of experience in developing and implementing advanced decision methodologies.



Fun Fact: Dan and John's father, Thomas Saaty is in great health at 88. He credits his health to keeping an active mind and to a consistent supply of watermelon juice. Dr. Saaty has been a fan of eating watermelons for longevity for over 30 years.

JORGE FORGUES, CHIEF FINANCIAL OFFICER



Jorge is the Chief Financial Officer at Decision Lens bringing over 20 years of experience to this role. He is responsible for finance, accounting, financial reporting, treasury, audit, tax, legal, budgeting, M&A, risk management, investor's relations, human resources, and administration. Prior to joining Decision Lens, Jorge was the Chief Financial Officer for Vivisimo, Inc.

Fun Fact: To break tradition, Jorge's wife, Maria, proposed to him.

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KEVIN CONNOR, CHIEF PRODUCT OFFICER

Kevin Connor is the Chief Product Officer of Decision Lens. Prior to Decision Lens, Kevin was the Director, Office of Program Management at Johnson & Johnson's LifeScan where he was responsible for the portfolio and NPD governance processes across a multi-billion dollar franchise.

Kevin has a proven track record of accelerating growth and performance in organizations facing rapid change with nearly 20 years of experience in strategic planning, portfolio management, and new product development, specializing in process and organizational design.



Fun Fact: Kevin is an accomplished guitarist who played professionally for a number of years.

CAROL GERSTEN, CHIEF SERVICES OFFICER

Carol Gersten, is the Chief Services Officer of Decision Lens. Prior to Decision Lens, Carol was the Vice President of Hobsons Outcome Consulting Division, responsible for building and managing the Higher Education Consulting Services Division. Carol is a seasoned executive in services delivery and business development, bringing nearly 20 years of experience in leading professional services divisions, enterprise technology programs, and strategic client engagements across a variety of industries.

Fun Fact: In her free time, Carol laces up her cleats and competes in local ultimate frisbee tournaments.



MIKE LEE, CHIEF REVENUE OFFICER

Mike is the Chief Revenue Officer at Decision Lens with 20 years of experience in the enterprise software and communications industries, both as a leader of early stage companies and as an executive in multi-billion dollar corporations. He has held a number of senior management positions with AT&T, Inc., including President of Cellular One, now AT&T, in Boston. He also played integral roles on executive teams that successfully completed more than \$1.5 billion in acquisitions, as well as carrying out initial and secondary public offerings.



RYAN GAY, CHIEF TECHNOLOGY OFFICER

Ryan Gay brings 14 years of software engineering experience to Decision Lens. As Chief Technology Officer, Ryan is responsible for managing the software development, quality assurance, and technical operations team. He has forged the foundations of our platform, Decision Lens and will keep driving the innovation process. His technical acumen is well suited for the fast paced environment and a vital piece of Decision Lens' continued success.

