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Joe Rosen is an electronic trading industry veteran with more than 25 years experience as an exchange executive, adviser, Chief Information Officer & Quant, author, lecturer, as well as developer and marketer of electronic trading systems. He served until 2006 as Managing Director, Trading Technology/Head of Technology Marketing at the New York Stock Exchange, where he developed, coordinated and executed Exchange-wide initiatives - targeted at major sources of order flow and connectivity - to promote NYSE's trading/technology products.

Previously, he was a partner for ten years at financial technology consultancy Enterprise Technology Corp., where he served as a 'C-Level' strategic planning/technology consultant, built/deployed bespoke trading systems for a broad cross-section of international financial institutions, including global money managers, securities firms and market centers, and was also responsible for business development. Prior to this he was the founding Chief Information Officer & Director of Quantitative Research for Highbridge Capital, and a senior IT manager at Nomura Securities. Before this he was a managing consultant and developer at TCAM Systems, where he developed one of the first electronic trading systems with automatic execution capabilities.

Joe has contributed in various capacities to over a hundred organizations across all segments of the global securities and investments industry, including work with scores of financial technology vendors across most functional areas. He has lectured globally, and been widely published, including several books, among them *The Handbook of Investment Technology* [McGraw-Hill: 1997], and his sixth, most recent book, *The Handbook of Electronic Trading* [Capital Markets Media: 2009]. His degrees include an MBA from Columbia University in Finance, International Business and Marketing, and a Masters as well as Doctoral Candidacy in Political Science from Stony Brook University, which included concentrations in Quantitative Methods, Middle East Politics and Civil-Military Relations. Joe served as Adjunct Professor of Management at Polytechnic University - where he taught a course on Management of Technology & Innovation in Financial Services [MOTIFS] in their Executive Master's Degree Program - and also at Manhattan College, where he taught Business Policy & Planning. He served in a combat infantry brigade of the IDF between 1974 and 1976.

Among the dozens of organizations that Joe has consulted with are: Aleri, Alliance Bernstein, Barclays Capital, Battery Ventures, Cisco, D.E. Shaw, Eton Park, Goldman Sachs, Greenlight Capital, Hewlett-Packard, Jefferies, McKinsey, Morrison & Foerster, Morgan Stanley, Nasdaq, Neuberger Berman, Renaissance Technologies, SAC Capital, Sequoia Capital, Soros Fund Management, Summit Partners, Weeden & Co., and Warburg Pincus.