



## **New Board and Staff Leadership to Shape Future of ZERO1: The Art & Technology Network**

*Dr. Harry Saal, serial tech entrepreneur and former head of the Technical Committee overseeing the Microsoft antitrust case for the US Department of Justice, is appointed Board Chair for ZERO1*

**San Jose, CA. November 30, 2011** –ZERO1: The Art & Technology Network, producers of the ZERO1 Biennial and the ZERO1 Garage, is pleased to announce the appointments of new Board Chair Dr. Harry Saal, Board Members Tony Fernandes, Founder and CEO of UEgroup, and Harlan Kennedy, Director of Strategy at vbp orange, and new ZERO1 staff member, Douglas Hull as Vice President of Marketing.

ZERO1's newly appointed Board Chair, Dr. Saal, has served as director of several private and publicly traded high technology firms and is the former head of the Technical Committee overseeing the Microsoft antitrust case for the US Department of Justice. Named in 1990 by Ernst & Young Bay Area Software Entrepreneur of the Year, Dr. Saal has also been the recipient of the ADL Torch of Liberty Award, the ACM/Computer Museum 1994 Computer Bowl MVP, and the JNF Tree of Life Award. Dr. Saal is the founder and CEO of Network General Corporation, the first company wholly dedicated to the area of network diagnostics, which in late 1997 merged with McAfee Associates to form Network Associates. Dr. Saal has also served as founding CEO and President of Smart Valley, Inc., a non-profit organization chartered to create a regional electronic community, based on an advanced information infrastructure and the collective ability to use it. [\[Full Bio Link\] - http://zero1.org/about/board/harry-saal-board-chair](http://zero1.org/about/board/harry-saal-board-chair)

Beginning their Board tenures immediately, ZERO1 is honored to welcome new members Tony Fernandes, Founder and CEO of UEgroup and Harlan Kennedy, Director of Strategy at vbp orange, to the organization's Board of Directors. Bringing their expertise and exemplary visions to the 'table' during a period of unprecedented growth in the organization enables ZERO1 to deepen its ties with the tech world and maximize its strategic positioning by leveraging their experience and perspectives. [\[Full Bio Links\]](#)

In addition to ZERO1's Board members, ZERO1 is pleased to announce the appointment of Douglas Hull, as Vice President of Marketing. "As incoming VP of Marketing," notes Joel Slayton, Executive Director of ZERO1, "Doug brings a phenomenal track record of building and stewarding partnerships to the table. As ZERO1 advances its programming, it's absolutely critical we move towards a new sponsorship model and engage corporations as real partners, in the true sense of the word, offering them tools and benefits that provide quantifiable ROI. Doug's depth of experience and leadership in marketplace positioning and his proven success launching new initiatives make him a perfect match for ZERO1 and our current trajectory." [\[Full Bio Link\]](#)

With Hull's appointment, Chief External Affairs Officer, Doniece Sandoval will rotate from ZERO1's staff to the ZERO1 Board, joining the Board Executive Committee. During her tenure from 2008 through 2011, Ms Sandoval's most notable successes included securing over \$4.5M in government and private funding, and growing the organization's internationally renowned ZERO1 Biennial attendance from 25k to 47k visitors. Ms. Sandoval also lead ZERO1's successful re-branding, created a growing and active network of national and international cultural and corporate partners, developed and managed ZERO1's

national sponsorship program, and was integral to shaping ZERO1's newest initiative, the ZERO1 Garage.

Commenting on the leadership changes, Slayton states, "ZERO1 is fortunate to have found individuals as aligned with and deeply invested in our mission and vision. Our new Board Chair Dr. Harry Saal, Board Members Tony Fernandes, Harlan Kennedy, and Doniece Sandoval, and our newest staff member, VP of Marketing, Doug Hull, each bring enthusiasm, intelligence, and a penchant for creative risk-taking that will further ZERO1's international growth. We are thrilled to welcome them as the newest leaders and representatives of ZERO1. "

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### **About ZERO1: The Art & Technology Network**

ZERO1 is where art meets technology to shape the future. As a 21<sup>st</sup> century arts nonprofit, ZERO1 works with some of the world's most fertile and creative minds from the fields of art, science, design, architecture, and technology to produce the ZERO1 Biennial, an international showcase of work at the nexus of art and technology. ZERO1 is also the force behind the ZERO1 Garage, where principles of artistic creativity are applied to real world innovation challenges. Part incubator, part research lab, part think tank, the ZERO1 Garage informs strategies for research, development, and creativity. To find out more about ZERO1, visit [www.zero1.org](http://www.zero1.org)

### **About the ZERO1 Biennial**

The ZERO1 Biennial, centered in San Jose and distributed throughout Silicon Valley and the greater Bay Area, is North America's most significant showcase of work at the nexus of art and technology. Through curated exhibitions, public art installations, performances, and speaker events the ZERO1 Biennial presents work by a global community of innovative artists who are reshaping contemporary culture. Established in 2006, the ZERO1 Biennial has presented the work of over 500 artists from 50+ countries; commissioned 80 original works of art (making ZERO1 one of the largest commissioning bodies in the United States); attracted over 100,000 visitors from around the world, and contributed \$20 million in economic revenue to the region. The upcoming ZERO1 Biennial will take place in 2012. For more information, visit [www.zero1biennial.org](http://www.zero1biennial.org)

### **About the ZERO1 Garage**

The ZERO1 Garage is where principles of artistic creativity are applied to real world innovation challenges. Through the lens of art and technology, the Garage informs strategies for research, development, and creativity by provoking challenges that address the complex world in which we live. The ZERO1 Garage is envisioned as a platform for creative risk-takers from the arts and culture, business, science and academic sectors to interact, engage, and spur innovative change. For more information, visit [www.zero1.org](http://www.zero1.org)

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