

Ellie Rubin Biography

"Ellie Rubin makes my brain sweat..."



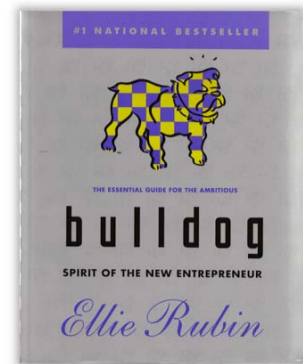
Ellie Rubin is a #1 national best selling author, international speaker and media personality.

Her rise to prominence began when Apple identified her first startup as a 'Top 10 Global Leader in New Media'. This distinction brought her to Silicon Valley in the mid 90s where she co-founded an enterprise digital asset management software company that went on to become the leader in its' industry. Ellie saw the company through its first sales to Sony Pictures, Microsoft and Disney; strategic partnerships with Silicon Graphics and Sun Microsystems and over \$30M of venture and strategic funding. Bulldog was acquired by Documentum (now EMC) where its' products continue to thrive.

This entrepreneurial journey formed the basis of her first best seller, **Bulldog – Spirit of the New Entrepreneur** (HarperCollins) which chronicles her roller-coaster ride as well as the stories of other startup notables.

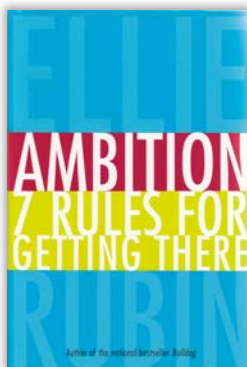
"Ellie Rubin tells a great story about her experience building a high potential venture...would-be entrepreneurs would be well advised to read this tale." - William A. Sahlman – Associate Dean, Harvard Business School

Building on the success of her first national bestseller and syndicated column, *Ambition* (*The National Post*, *The Chicago Tribune*), Ellie once again combined her hands-on experience, engaging storytelling, and tenacious journalistic curiosity in her second book – **Ambition – 7 Rules for Getting There** (Penguin).



"This authoritative voice of ambition has found just the right balance between hard-nosed business savvy, a touch of humor and the ability to provide insight."

Doug Kelly, Editor-In-Chief, National Post



This book is packed with fascinating profiles of over thirty internationally known personalities including Po Bronson, best selling author of *What Should I do With My Life?*; Anthony Zuiker, creator of Jerry Bruckheimer's *CSI*; Andrew Watson, director of creation for *Cirque du Soleil*; Jim Balsillie, chairman and co-CEO of Research in Motion; Princess Di's clairvoyant, Rita Rogers and retail magnates Kate and Andy Spade. Using these examples of 'designed' ambition, Ellie demonstrates how to become an "ambitionist" and turn raw ambition into managed success.



Ellie's books have been translated into French and Chinese and are used as core material in several colleges.

Ellie Rubin's ability to motivate and inspire executives, managers and independent careerists to leverage their skills, mindset and attitude makes her a much sought-after speaker and media spokesperson in North America, Europe and Australia. Audiences not only find her ideas stimulating and enlightening but leave with a road map for turning competitive advantage into richly deserved success.

Ellie's customers include IBM, Yale University, Chatelaine Magazine, Bowling Green University, The Possible Woman Conference Group, Phillip Morris Agency, WITI, The American Marketing Association, GlaxoSmithKline, GEAC, The Scandinavian Interactive Media Events, TD Bank, Microsoft, Wired Women, The American Film Institute and the Australian Trade Commission.

"Ellie Rubin received a standing ovation for the wisdom she imparted. I would highly recommend her to any organization looking for an up-beat, inspirational speaker."

Paul L'Archeveque – Senior Vice-President, Glaxo Wellcome Inc.



In addition to inspiring audiences live on stage and in print, Ellie now motivates people on television – as a Business Columnist on *More to Life*, as a Life Coach on *Negotiating Life*, as a Life Strategist on *Style by Jury*, as a Business Columnist on *Three Takes* as well as a featured lifestyle expert on a host of other television talk shows. Producers are attracted to her authoritative style and 'one take' delivery.

"Ellie is one of those naturals on television. She puts people at ease while maintaining her authority on whatever topic you throw at her.

We never did more than one take despite the fact that she works without a script!"

Romano D'Andrea, Executive Producer, Style by Jury.

Ellie has recently relocated to Palo Alto, CA for the production of her Internet television show, *Ellie Confidential* and has launched her new speaking series, *Tactics for Turbulent Times*.

For more information about Ellie Rubin, please visit www.ellierubin.com

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