

**Anuj Agrawal**  
Earth Networks  
Germantown, MD

Anuj Agrawal serves as Chief Marketing Officer at Earth Networks. In this role, he is responsible for worldwide strategic marketing for the Earth Networks brand including corporate marketing, product marketing, and demand generation. Prior to Earth Networks, Anuj held leadership positions at companies within the data and analytics space. He recently was VP of Marketing at Orchestro, a SaaS analytics provider, driving demand generation, product positioning, market intelligence, and overall go-to-market strategy. Orchestro was acquired by E2open, a leading software player in the retail industry. Prior to Orchestro, Anuj led marketing solution development at IXI Services, a data and analytics company delivering consumer financial behavior insights to Fortune 1000 firms. IXI was acquired by Equifax, creating the industry's most comprehensive data library of consumer financial insights. Earlier in his career, Anuj held various marketing and product management in the technology industry at companies such as Intel and Virgin Mobile USA. Anuj holds an M.B.A from The Wharton School, and both an M.S/B.S in Computer Engineering from Carnegie Mellon University.

**Mark Hoekzema**  
Earth Networks  
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Mark Hoekzema is the chief meteorologist and director of meteorological operations at Earth Networks. In this role, Hoekzema oversees meteorological content integration and acquisition across all product lines. In 2000, he joined Earth Networks to help manage the company's various desktop and mobile applications. Later, Hoekzema formulated the plan for developing the Meteorological Operations department, which he now manages. Prior to Earth Networks, Hoekzema worked for 13 years at WRC-TV in Washington, D.C., starting as an intern while in college and then becoming a weather producer/forecaster, a webmaster of the first-ever TV weather website, and an on-air meteorologist. Hoekzema earned his master's and bachelor's degrees in meteorology from the University of Maryland.