

Fowler Engineering Presents: The Secret to Growing Any Business



Dr. Philippe Bouissou, BlueDots Partners

Monday, February 24, 2020 12:00 - 1:00 PM

Argyros Forum, Room 209C

Free to attend! All are welcome!

Over his 30-year career in Silicon Valley as an entrepreneur, a CEO, and venture capitalist, Philippe Bouissou, Ph.D. has struggled with a deceptively simple, yet fundamental question: **What do I do on Monday morning at 8 o'clock to grow my unique business?** In this talk, Dr. Bouissou will share with you the secret to revenue growth and talk about his upcoming book, *Aligning the Dots: The new paradigm to grow any business*.

Dr. Philippe Bouissou is the co-founder and managing partner of **Blue Dots Partners LLC**, an advisory firm focused on revenue growth. He previously founded and was the CEO of the a software company **G2i**, before leading business development for electronic publishing for **Hachette**, one of the largest publishing companies in the world. He then joined **Apple**, where he founded and managed the online **Apple Store** and grew its revenue from zero to \$350 million under Steve Jobs. He later was General Partner with two venture capital firms.

Dr. Bouissou graduated from École Normale Supérieure in Paris and holds a BS in Mathematics, an MS in Physics, and a Ph.D. in non-linear physics and chaos theory.



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