

The Wharton Customer Analytics Initiative *presents*

# Analytics for Startups



## Meet our panelist, Patrick Baynes

Patrick Baynes is one of Philadelphia's best known technology entrepreneurs. Patrick's career started as an early employee of LinkedIn, where he was responsible for the companies customer operations and internal training. Following LinkedIn, Patrick co-founded PeopleLinx, an enterprise social marketing and sales platform for the Fortune 500. Today PeopleLinx has raised more than \$5M in venture funding and has been recognized as a leading enterprise solution by both Gartner and Forrester. Patrick is currently working on his second company, GameTimeUpdates, a social marketing platform for the bar and beverage industries.