

Richard Phan



Richard Phan is the co-founder and CEO of MobiSystème, a French mobile app start-up based on the belief that technology and psychology are going to shape tomorrow's technology. The company has launched ZenDay, a very innovative "Time Organizer" that has been described as "Real UI magic", "highly addictive calendar" and "really innovative UI" by Ralf Rothmann in Gizmodo.

Prior to MobiSystème, Richard was Program Director for Palm in Europe, leading worldwide smartphone development programs. Before that, Richard worked for 7 years in Silicon Valley for Handspring and HP, in Product Development, Operations, Manufacturing and Supply Chain.

Richard holds an engineering degree and a post-graduate degree in Management.

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Philippe Lebeau



Philippe Lebeau brings to the Mobisysteme team nearly 25 years of experience in designing marketing campaigns with impact. Raised near the French Alps, Philippe combined his penchant for outdoor sports and entrepreneurial spirit to create in 1989 Aerocom, an advertising agency whose client roster includes some of the most reputable suppliers of mountaineering and outdoor sports gear in Europe.

Philippe's passion for motocross and triathlon fueled his participation in transnational expeditions like Adventure Races and Mexico's Baja 1000 motorcycle rally, which he completed twice. For that, he developed his own marketing campaign to secure financing.

In 1998, he's got a big idea. He created and launched the project to get his adopted city of Annecy to bid to host Winter Olympics. This idea became a national project. In addition to kickstarting Mobisysteme and launch ZenDay, he is currently expanding Aerocom's reach into international markets with a new brand, *7 by Aerocom*. He is also working on his first novel, but it is still a secret...

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Bruno Dal Palu



Bruno Dal Palu's research on Time Management, motivation and collective intelligence provides the basis for Mobisysteme's ZenDay productivity application, and largely inspired the product's design. Bruno Dal Palu has authored several publications in Psychology and Psychotherapy, and is a guest lecturer around the globe on related topics.

Dr. Dal Palu maintains a private practice in Avignon, France, and runs a professional career consultancy, whose focus is to assist individuals in developing time management and organizational strategies that draw upon personal motivation. He also teaches courses in Occupational Therapy and Human Resources at both the University of Avignon and the University of

Marseille.

Dr. Dal Palu holds a PhD in Psychoanalysis.

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