

Auren Hoffman

CEO at Rapleaf.

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Summary

Auren is CEO of Rapleaf. Rapleaf is the leader in automated search for people information on the web. Rapleaf has done more than 400 million unique searches for leading B2C companies. Rapleaf also has gathered the world's largest portable social graph. Companies can gain insight into their customers' experiences and consumers can search and individually manage their information online.

Auren is also a non-employee cofounder of BrightRoll and a non-employee co-founder of AdRocket.

Fmr Chm of Stonebrick Group. Fmr Chair ConnectorGroup, an influence marketing company. He was previously CEO of BridgePath, enterprise software to staffing firms (sold in 2002). Auren also founded Kyber Systems, an Intranet development firm (sold in 1997) and co-founded GetRelevant (sold in 2002). He is the founder of the Silicon Forum. Auren holds a B.S.E. in Industrial Engineering and Operations Research from the UC Berkeley.

investor/advisor: 750 Industries, AdRocket, BlipTV, BrightRoll, Delicious Brands, GoodRec, Huddler, LabPixies, Meebo, MerchantCircle, MesmoTV, Offbeat Guides, Palore, RateltAll, RichRelevance, Socializr, Structural Wealth Management, VoxPop.TV, Yotify, Zoom Systems.

blog: <http://blog.summation.net>

Specialties

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Experience

CEO at Rapleaf

April 2006 - Present (3 years 3 months)

4 recommendations available upon request

investor / non-employee co-founder at BrightRoll

February 2006 - Present (3 years 5 months)

www.BrightRoll.com

Advisory Board member at BlipTV

January 2006 - Present (3 years 6 months)

angel investor at Huddler

July 2008 - July 2008

angel investor at GoodRec

July 2008 - July 2008

angel investor at 750 Industries

June 2008 - June 2008

angel investor at Offbeat Guides

June 2008 - June 2008

angel investor at LabPixies

May 2008 - May 2008

angel investor at Yotify

May 2008 - May 2008

co-founder (non-employee) and Board Member at AdRocket

April 2008 - April 2008

1 recommendation available upon request

Advisory Board member at Zoom Systems

August 2003 - August 2007 (4 years 1 month)

Board Member at Junior State of America

March 2002 - March 2007 (5 years 1 month)

Junior State of America (www.jsa.org) is the largest high school student-run organization in the world. It promotes participatory democracy, speech and debate, and leadership.

Chairman and co-founder at Lead21

August 2001 - October 2006 (5 years 3 months)

www.Lead21.org (formerly known as the New Century Leadership Circle)

angel investor at Socializr

April 2006 - April 2006

angel investor at Structural Wealth Management LLC

March 2006 - March 2006

angel investor at Meebo

January 2006 - January 2006

angel investor in www.Meebo.com

Chairman at Stonebrick Group

July 2003 - December 2005 (2 years 6 months)

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9 recommendations available upon request

Board Member at World Affairs Council

April 2002 - August 2005 (3 years 5 months)

World Affairs Council of Northern California has 8500 members and is one of the largest foreign policy organizations in the US.

CEO at BridgePath

June 1998 - October 2002 (4 years 5 months)

Sold BridgePath, a San Francisco based enterprise software company, to Bullhorn.

4 recommendations available upon request

Co-Founder (Non-Employee) at GetRelevant

February 1999 - September 2002 (3 years 8 months)

We sold to Lycos in 2002. GetRelevant is a lead generation system.

VP Engineering at Human Ingenuity

June 1997 - June 1998 (1 year 1 month)

CTO and co-founder at Kyber Systems

July 1995 - June 1997 (2 years)

Intranet consulting company

Education

University of California, Berkeley

BSE, Industrial Engineering and Operations Research, 1992 - 1996

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18 people have recommended Auren

"Auren is one the hardest working people I've ever met. He brings tremendous energy and enthusiasm to everything he does and he does A LOT. He loves putting the right people together and greatly enjoys meeting new people. He's a tremendous asset to any leadership team."

— **Scott Bonds**, *VP of Engineering, BridgePath.com*, reported to Auren at BridgePath

"Auren is the best conversationalist I've ever met, with a breadth of knowledge and interests that's truly stunning. He's also a genuinely nice guy. Beneath this genial demeanor is an intense and original mind at work, which has produced some very successful entrepreneurial companies. I think highly of Auren and recommend him!"

— **Ben Casnocha**, *Author, Book: "My Start-Up Life"*, was with another company when working with Auren at Rapleaf

"Auren is fantastic to work with. He's very sharp, positive and always ready to help. No one works harder to make companies successful. I'm very lucky to have him as an investor and Board member."

— **Scott Milener**, *CEO, AdRocket*, worked directly with Auren at AdRocket

"Auren is a man of breathtaking talent and great integrity. Much has been said about his network, but Auren is the antithesis of the archetypical parochial "networker". Auren has a fabulous network because he focuses on generating material value for his connections, building long-lasting and meaningful relationships, and he is also a terrific guy. His business acumen is also clearly very sharp - just take a look at the quality companies he has backed as an angel investor. Auren's one of those guys who can change the world measurably for the better and one could make a strong case that he already has!"

— **Mark Organ**, *Founder, President and CEO, Eloqua*, was with another company when working with Auren at Stonebrick Group

"I first met Auren in the summer of 2004. He has been incredibly helpful to us in the development of the concepts of our new book, *The Starfish and The Spider...*, and incredibly resourceful and generous in introducing us to his business partners with an interest in publishing and media. Auren

is one of the most exceptional "catalysts" that I know."

— **Rod Beckstrom**, *Co-author, The Starfish and The Spider: The Unstoppable Power of Leaderless Organizations*, was with another company when working with Auren at Rapleaf

"Auren is a true entrepreneur. I've been consistently impressed with his business and political leadership and his 'web of connections.' Auren is very good at connecting people to form productive relationships - personally, professionally, and otherwise."

— **Jefferson Lilly** jefferson.lilly@wharton.upenn.edu, *Director, Strategic Accounts, mBlox Inc*, was with another company when working with Auren at Rapleaf

"Auren has a strong mix of vision, ambition and heart. I'm always impressed with his strategic mind and ability to realize his goals. He builds great teams and companies, proven time and time again over the years. Auren also has integrity. I've always trusted his opinion and his word."

— **Mel Ochoa**, *Vice President of Corporate Affairs, BridgePath*, reported to Auren at BridgePath

"Auren is like a human social network on two feet. I've known Auren for many years and continuously have enjoyed his wonderful events, his advice, his networking and introductions, and his interesting thoughts and ideas."

— **Jonathan Abrams**, *Founder & CEO, Socializr, Inc.*, was with another company when working with Auren at Stonebrick Group

"Auren is one of the most well-connected individuals in Silicon Valley, and perhaps worldwide. He accomplishes this with energy, enthusiasm and sincerity in all his relationships, a quality that is often difficult to find in others."

— **Paul Paez**, *Director, Int'l Business Development, Young Presidents' Organization*, was with another company when working with Auren at Rapleaf

"Auren is indeed a force of nature. Auren is personified the idea that the truly successful man does his passion. And this truly successful man also takes the time to help those around him find their passions -- and their success."

— **Chris Abraham**, worked directly with Auren at Stonebrick Group

"Auren has that rare ability to see around the corner and not only understand what is going to happen but has the ability to get others excited and to share his vision. A true innovator and a man of style, integrity and class. I would highly recommend getting to know him."

— **Bill Vick**, was with another company when working with Auren at Stonebrick Group

"Auren is doing some very exciting things with Stonebrick and I'm excited to be able to watch him

grow his own business by helping out other business owners. I've known him for a long time and will continue to enjoy watching Auren lead Stonebrick."

— **Ben Prusky**, was a consultant or contractor to Auren at Stonebrick Group

"I really don't know how Auren does as much as he does, but I hope I can learn someday how to do so much, too."

— **Adam Rifkin**, was with another company when working with Auren at Stonebrick Group

"Auren is a visionary executive whose knowledge and experience in all aspects of business is unsurpassed. He is insightful and generous with his time. I benefited greatly from his advice and would recommend him highly."

— **Ramon Chen**, was with another company when working with Auren at Stonebrick Group

"I was fortunate enough to work for Auren at BridgePath. Auren, in addition to being an exceptionally intelligent and driven CEO, was also a true leader. Ethical, creative, visionary, and focused on creating a positive product for all stakeholders, I would highly recommend pointing Auren at any challenges you might have and letting him get to work."

— **Sean Libby**, *Sales Manager, BridgePath*, reported to Auren at BridgePath

"I think my recruiting company was one of BridgePath's first customers. Auren created a very useful service, and was very customer focused. A pleasure to work with!"

— **Bob Lehto**, was Auren's client

"A networking maestro, no doubt, but it's his clarity of thought both on business and politics that I admire. His sharp, inquisitive mind forces you to think. Definitely someone worth knowing."

— **Jeremy Epstein**, was with another company when working with Auren at Stonebrick Group

"I had a pleasure of speaking and attending Silicon Forum that Auren organizes in Silicon Valley. It is a great forum for debate of pertinent issues and a networking platform. I also had a chance to spend some time with Auren and found that he is not only a great networker but also a great person."

— **Michael Yang**, *Founder & CEO, Verifia Inc. (formerly NetGeo)*, was with another company when working with Auren at Stonebrick Group

[Contact Auren on LinkedIn](#)