



JAY ELLIOT, Founder, CEO, and Author, Nuvel

BIOGRAPHY (updated January 20, 2011)

Mr. Elliot is the CEO and Founder of Nuvel, Inc. (www.nuvelinc.com), a software company based in Campbell, CA. Previously, he was the founder and chairman of Migo Software, Inc., a mobility software company, and inventor of its flagship product, Migo. Jay has more than thirty years of operations experience with such corporate giants as IBM, Intel, and Apple Computer.

He served as the Senior Vice President of Apple Computer, responsible for all corporate operations, including HR, Facilities, Real Estate, IT, Education, and Pacific Rim Sales, plus corporate business planning, reporting directly to Steve Jobs, chairman of the board. Also, as a member of the Macintosh organization, Jay helped Steve create the Macintosh computer from development to introduction. During his tenure at Apple, sales grew from \$150 million to more than \$3 billion.

After graduating from college, Jay Elliot joined IBM as a programmer working on the airline reservation system and moved into management for several key software projects in the disk drive development business. He left IBM to join Intel as the director of the California operations reporting to Intel's CEO, Andy Grove, and chairman, Gordon Moore.

In addition to his vast technology background, Elliot has extensive experience in both the entertainment and healthcare industries. While at Apple he created Apple TV, an internal employee TV communication system.