

Jon Metzler is Founder and President of Blue Field Strategies, a San Francisco-based consulting firm supporting US and Asian telecom, media and technology clients, with a focus on service launch and innovation acceleration. Jon has supported new business launches in telecom, digital media, edtech, print and services.

Prior to founding Blue Field, Jon was Business Development Director at Rosum Corporation, a location technology company based in Silicon Valley, now part of TruePosition. At Rosum he drove business development in telecom and defense markets, and also was responsible for government affairs and public relations.

Prior to joining Rosum, Jon was Vice President at Performance Analysis, Inc. (PAI), a consulting firm specializing in business development in Asia for US technology companies.

Jon has five years experience living in Japan. While there, Jon held positions at leading media firms such as Asahi Shimbun Publications, Tokyo Broadcasting System, and CBS News.

Jon completed his MBA/MA-Asian Studies at the Haas School of Business. There, he co-founded the Berkeley Asia Business Conference, and authored a thesis comparing new venture creation in Silicon Valley and Japan. Jon also has a B.A. from the University of Michigan in Japanese and Asian Studies, and is a graduate of the Inter-University Center for Japanese Language Studies (Stanford Yokohama Center).

Jon and his wife and children make their home in San Francisco, where he is a member of the board of the Japan Society of Northern California, and was a member of the board of San Francisco's Stern Grove Festival Association from 2008-2015. Jon also is a Lecturer at the Haas School of Business in telecom and media, and in international business.

Jon publishes regularly and also frequently speaks and moderates at industry events. Recent publications include articles for *VentureBeat* and *Nikkei Information Strategy* on telecom and Internet related subjects. Recent speaking engagements include speaking at the Telecom Council of Silicon Valley, MobileCON, the Japan Society of Northern California, UC-Berkeley, and Stanford University on subjects such as telecom innovation, spectrum policy, entertainment, and cross-border business.

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