

BLUE FIELD STRATEGIES

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JON METZLER, FOUNDER & PRESIDENT

Jon Metzler is Founder and President of Blue Field Strategies. Jon provides a variety of US and Asian technology and communications clients with business, regulatory and strategic consulting services, including regulatory analysis and advocacy, technology and market due diligence, and market ecosystem development.



Jon has new business creation experience in technology, services, and media. Prior to founding Blue Field Strategies, Jon was Business Development and Government Affairs Director at Rosum Corporation. There he secured government contracts, drove business development in mobile device markets, and also handled government affairs on regulatory issues such as E911 and other wireless spectrum issues. Jon is now consulting Strategic Initiatives Director to Rosum.

Prior to joining Rosum, Jon was Vice President at Performance Analysis, Inc., a consulting firm specializing in business development in Japan for US technology companies in the wireless and software fields. Prior to joining PAI, Jon helped launch the Tokyo office of Prophet, an international brand strategy firm, and the Japanese version of shockwave.com.

Jon is fluent in Japanese and is a published author in Japan. While living in Japan, Jon held both corporate and field positions at leading media firms such as Asahi Shimbun Publications, Tokyo Broadcasting System (TBS), and CBS News.

Jon is a graduate of the MBA/MA-Asian Studies program at the University of California, Berkeley. While at Berkeley, he co-founded the Berkeley Asia Business Conference, which continues today. He also authored a thesis comparing technology entrepreneurship models in Silicon Valley and Japan. Jon is now an advisor to the UC-Berkeley Management of Technology Program. Jon also has a B.A. from the University of Michigan in Japanese and Asian Studies.

Jon publishes regularly on technology and policy issues. He is also co-author of *Lore of Wizards*, a book about the consulting industry, now being serialized online. Jon is a member of the E9-1-1 Institute, and a member of the board of San Francisco's Stern Grove Festival Association.