



April 3, 2019

FOR IMMEDIATE RELEASE

CONTACTS:

Matt Cordio | matt@skillspipeline.com | 262-894-9535

Kathleen Gallagher | kathleen@mkei.org | 414-269-8330

Roy Bahat To Speak at 5 LAKES Forum

Bahat, a future-of-work thought leader, heads the \$150 million Bloomberg Beta Fund

Milwaukee -- Roy Bahat, who founded Bloomberg Beta in 2012, will be a keynote speaker at the 5 LAKES Forum, a one-day technology and entrepreneurship conference on Tuesday, May 14 that connects entrepreneurs, venture investors, innovators and technologists in the Great Lakes region.

Bloomberg Beta is a \$150 million venture fund backed by Bloomberg LP that invests in early-stage companies involved in changing the way people will work in the future. The fund focuses on automation, robotics, data, robotics, media, productivity tools and other cutting-edge areas.

“Roy Bahat helped pioneer our understanding of the future of work and the intersection of work and new technologies; his insights will benefit all of our attendees from startups to large corporate innovators,” said Matt Cordio, Co-founder of 5 LAKES Forum and Founder of Startup Wisconsin.

A TED talk in which [Bahat discusses the meaning of work](#) has had more than 1.2 million views since it was posted in February.

“Human beings are capable of extraordinary insights based on a minimal amount of information, but they’re not always right,” said Kathleen Gallagher, Co-founder of 5 LAKES Forum and Executive Director of the Milwaukee Institute. “Roy is deeply involved with efforts to team humans with machine learning and other AI tools in endeavors that, at their best, will position humanity for incredible forward leaps in understanding.”

Bahat was named one of the Most Creative People in Business by Fast Company. He organized the [Comeback Cities tour](#), during which he leads groups of venture capitalists and elected representatives on bus tours to discover untapped talent and entrepreneurship in areas of the country outside of California and New York. Bahat also was Co-chair of the Shift Commission on Work, Workers, and Technology, a partnership between Bloomberg and New America organized to look at automation and the future of work in coming decades..

Bahat previously served as the president of IGN Entertainment. He has also worked for the government and the mayor of New York City, and has led a nonprofit in addition to his work at established corporations and day-zero startups.

Bahat teaches media at UC Berkeley; he is a graduate of Harvard College and was a Rhodes Scholar.

5 LAKES Forum was founded with a vision of forging tighter connections across the Great Lakes region to help it compete more effectively on a global scale. The conference has a unique format based on rapid, engaging content sessions that promise to help tech and startup leaders create meaningful connections and navigate high-level business and technology topics.

The event will be held in the Conference Center at the Northwestern Mutual Tower and Commons. Opened in August 2017, Northwestern Mutual’s glass tower is one of the first significant 21st century building projects for Milwaukee and has reshaped the city’s skyline.

Programming includes morning **General Sessions** during which high-profile technologists and startups will discuss issues and new ideas that have broad appeal.

In the afternoon, attendees will enjoy three tracks: A **Startup Track**, during which some of the most successful startups in the Great Lakes region will discuss their growth tactics, how they overcame bumps in the road, investment strategies and other key information; a **Technology Track**, during which the region's top talent will discuss the most relevant technologies that are influencing their work and shaping our world; and a **Venture Track**, during which a curated group of emerging startups will pitch to investor groups from around the Great Lakes region. Startups that apply to pitch will receive free admission to the conference.

Some other [confirmed 5 LAKES Forum speakers](#) are: **Craig Dickman**, Managing Director, Titletown Tech; **Matt Gorniak**, Co-founder and Chief Revenue Officer, G2 Crowd; **Erik Iverson**, Managing Director, Wisconsin Alumni Research Foundation; **Becky Lang**, Editor-in-Chief, Discover Magazine; **Max Lynch**, Co-founder & CEO, Ionic; **Thomas "Rock" Mackie**, Chief Innovation Officer, UW Health; **Kyle Nakatsuji**, Founder & CEO, Clearcover; and **Dan Reed**, Managing Director, American Family Ventures.

To register for the May 14 5 LAKES Forum, go to [this link](#).

Startups that apply to pitch in the **Venture Track** will receive free admission to the conference.

To apply for the Venture Track, go to [this link](#).

5 LAKES Forum Organizers

Startup Wisconsin is building Wisconsin's startup and technology ecosystems through unique programming, partnerships and events. Startup Wisconsin Week provides programming that connects, educates and celebrates entrepreneurs across Wisconsin. The 2018 event was attended by more than 8,000 entrepreneurs, investors and startup enthusiasts and included more than 200 events hosted by more than 100 community partners in 12 Wisconsin cities. Startup Wisconsin operates as a wholly owned subsidiary of Skills Pipeline Group, which focuses on ecosystem development and talent recruitment for growing technology firms in the Great Lakes region.

Milwaukee Institute is a not-for-profit with roots in Milwaukee, but connections across the Great Lakes region and a belief that to compete and thrive in a global economy, we must band

together to leverage our strengths. The Institute supports entrepreneurial and computer science education efforts, operates events for entrepreneurs and provides thought leadership in the areas of technology and entrepreneurship through a variety of programs, including the "[How Did You Do That](#)" radio show and podcast co-hosted by its Executive Director.