

## **SecureDocs Virtual Data Room VP of Market Development, Albert Oaten, to Keynote WFS London Growth & Exit Strategies Conference**

*Keynote Address to focus on "Starting with the End in Mind" by using market validation to increase business success.*

Santa Barbara, CA ([PRWEB](#)) May 30, 2014 -- [SecureDocs, Inc.](#), a leading virtual data room provider, is pleased to announce that Albert Oaten, SecureDocs' VP of Market Development, will deliver the keynote address at the World Financial Symposiums' London Growth & Exit Strategies For Software & IT Companies Conference, taking place on June 3, 2014.

The conference brings together executives and investors in software, IT, Internet, mobile and related technology companies. Attendees will hear from major buyers, private equity investors, venture capitalists, angel investors, analysts and CEOs who have recently sold, plus have an opportunity to interact with some of the top names in London's tech and finance communities.

Mr. Oaten's keynote, "Starting with the End in Mind," brings his experience of helping build and sell GoToMeeting (then called Expertcity), AppFolio, and SecureDocs, and the key lessons he learned along the way. Albert's talk will focus on market validation, and how "Selling it Before You Build It" helps companies limit build time by identifying their specific market segment, which leads to acquiring customers faster and at lower cost.

"Startups are hard. Sell it before you build it and you'll get hardcore market feedback on what you need to do to be successful before you write one line of code," says Albert. "This feedback will help you build a product the market wants and help your business achieve greater success."

Mr. Oaten will be joined by several other speakers of note at the London conference. A detailed conference agenda and list of speakers may be found [here](#).

### About SecureDocs:

SecureDocs is an [industry-leading virtual data room for storing and sharing sensitive company information](#). Our solution is used by companies from start up to exit for fundraising, IP licensing, audits, strategic partnerships, M&A, and more. When not in a transaction, companies use SecureDocs as a secure corporate repository for their critical documents of record. Headquartered in Santa Barbara, CA, the team at SecureDocs, Inc. is dedicated to building software solutions that are highly secure, intuitive, and affordable for any type or size of business.

### About WFS

World Financial Symposiums (WFS) is an international organization dedicated to educating technology leaders and encouraging deal flow among key industry colleagues. As a networking facilitator, WFS organizes and promotes forums, seminars and conferences, drawing over 1,000 senior deal makers including CEOs, CFOs, PE and corporate investors, and other deal participants from software and IT industries worldwide from over 20 events in the past eight years. For more information, please visit our website.



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