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Mr. Evans is an economist, business adviser and founder of Market Platform Dynamics. He is an expert on the design and implementation of platform business strategies. His body of work is captured in *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries*, a book he co-authored with Andrei Hagiu and Richard Schmalensee that won the 2006 American Publishers Association Best Business Book Award.

Mr. Evans is the author of six additional books and more than 100 articles and book chapters. These include two books co-authored with Richard Schmalensee that analyze platform strategies in a variety of industries: *Catalyst Code: The Strategies Behind the World's Most Dynamic Companies* and *Paying with Plastic: The Digital Revolution in Buying and Borrowing*. His recent work, "How Catalysts Ignite: The Economics of Platform-Based Startups," focuses on how new platform businesses solve the "ignition problem," which involves securing a critical mass of customers to generate sustainable growth through positive-feedback effects.

Mr. Evans has deep experience in financial services, Internet-based, online advertising, online and traditional media, payment cards, software platforms and telecommunications industries. He has served as an adviser to a number of the world's largest corporations. He has served as an adviser to more than 20 start-ups and is a member of the board of directors

of several, including *PYMNTS.com*, which is a joint venture between Market Platform Dynamics and Berkshire Hathaway's Business Wire.