

Boise Young Professionals –b|wise Facilitator Introduction



Faisal Shah
CEO
First to File

I am the founder of a brand security, domain name and trademark management company specializing in brand management and fraud protection called MarkMonitor. The company was started in Boise, Idaho in 1998 and now has offices in 4 cities worldwide including London, Washington DC, San Francisco and Boise. With over \$50 million in venture funding and over 200 people, it is one of the fastest growing companies in its space. I am also a former partner with the Los Angeles office of Pillsbury Winthrop Shaw Pittman LLP (formerly Pillsbury Madison & Sutro, LLP), one of the nation's top law firms. Subsequent to that, I was the Executive Vice President and General Counsel of a nutritional supplement company based in Boise Idaho which ultimately merged with a publicly-traded company, Rexall Sundown. I am currently the CEO and President of First to File, a patent management company based in Boise, Idaho

I have a B.S. in Marketing from the University of Colorado and a J.D. from the University of San Francisco School of Law. I was born in Trinidad and Tobago and raised in Puerto Rico. I am fluent in Spanish.

Leadership Definition

I have witnessed a variety of different types of leaders in my professional career. Some leaders are introverted and prefer to delegate most of their authority to others while others are more hands-on and tend to micro-manage every detail. I think leadership falls somewhere in between; someone who understands the space the company is competing in and gets his or her hands dirty, is able to articulate and communicate a clear vision to the team and, is able to find talented people and influence them to action. The key however is that a good leader should always recognize their own strengths and weaknesses.

Passion

I am passionate about travel overseas as well as languages.

Most important lesson early on in my career

I worked as a Gallo wine rep for a year. I was having a hard time with a particular retailer since he refused to advertise any sales on Gallo. I couldn't figure out the problem until the District Manager told me that maybe I needed to get to know him better. That was an "ah ha" moment when I finally understood the meaning of relationship selling.

What I wish I had learned early in my career

I wished someone had sat me down and explained to me that ideas are only 20% of the battle. The remaining 80% is execution and a lot of hard work. I guess that's where passion and drive comes in.

What I hope to gain from this experience

I am always interested in working with and getting to know individuals that are motivated and are driven to creating and building new enterprises.

Preferred meeting times for b|wise group

2nd Tuesday at 5:30 pm,
3rd Tuesday at 5:30pm

Facilitation style

I prefer some structure but mostly I encourage lively discussion. I may have an agenda but will certainly be deviating from it.