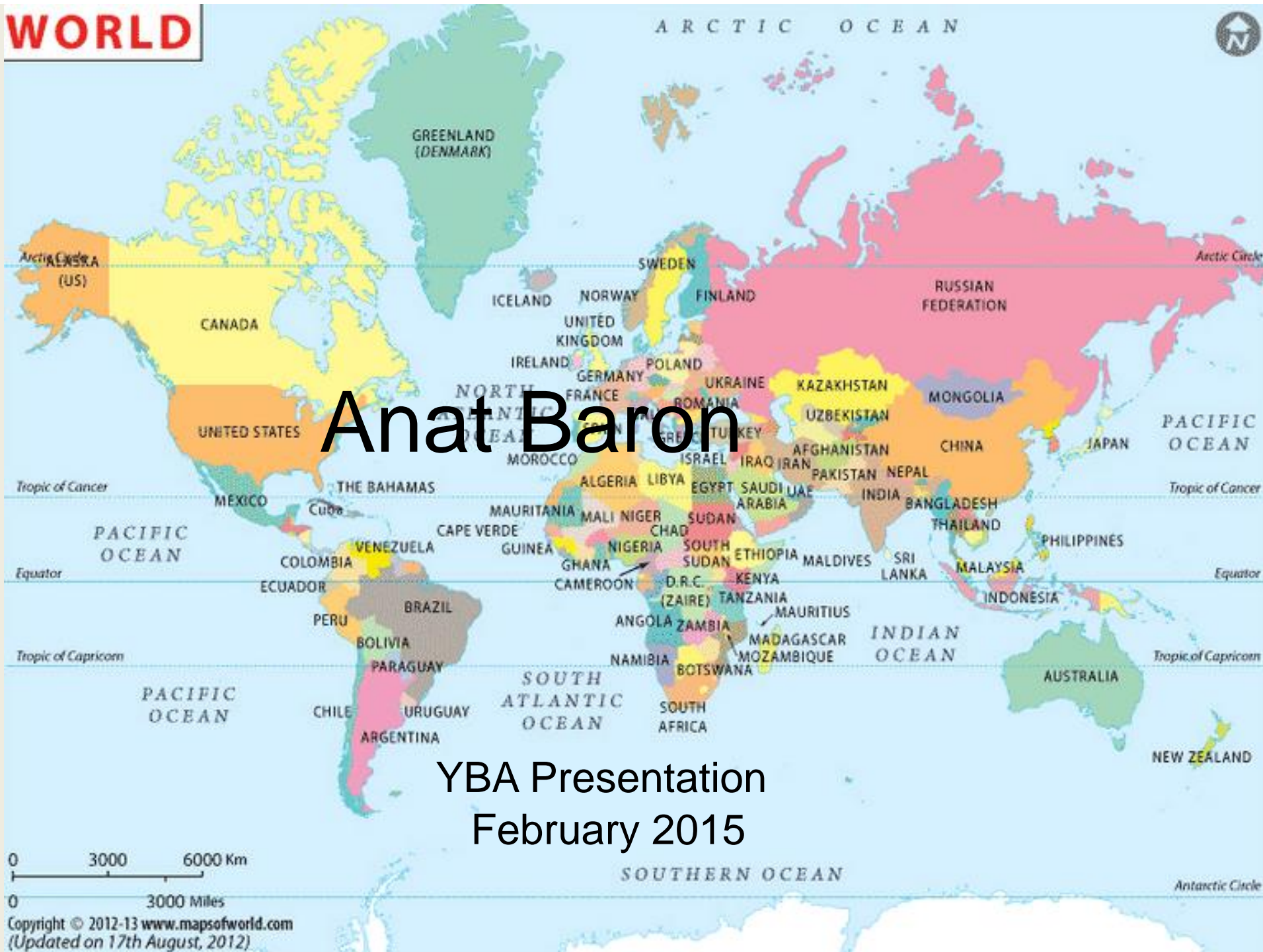


WORLD

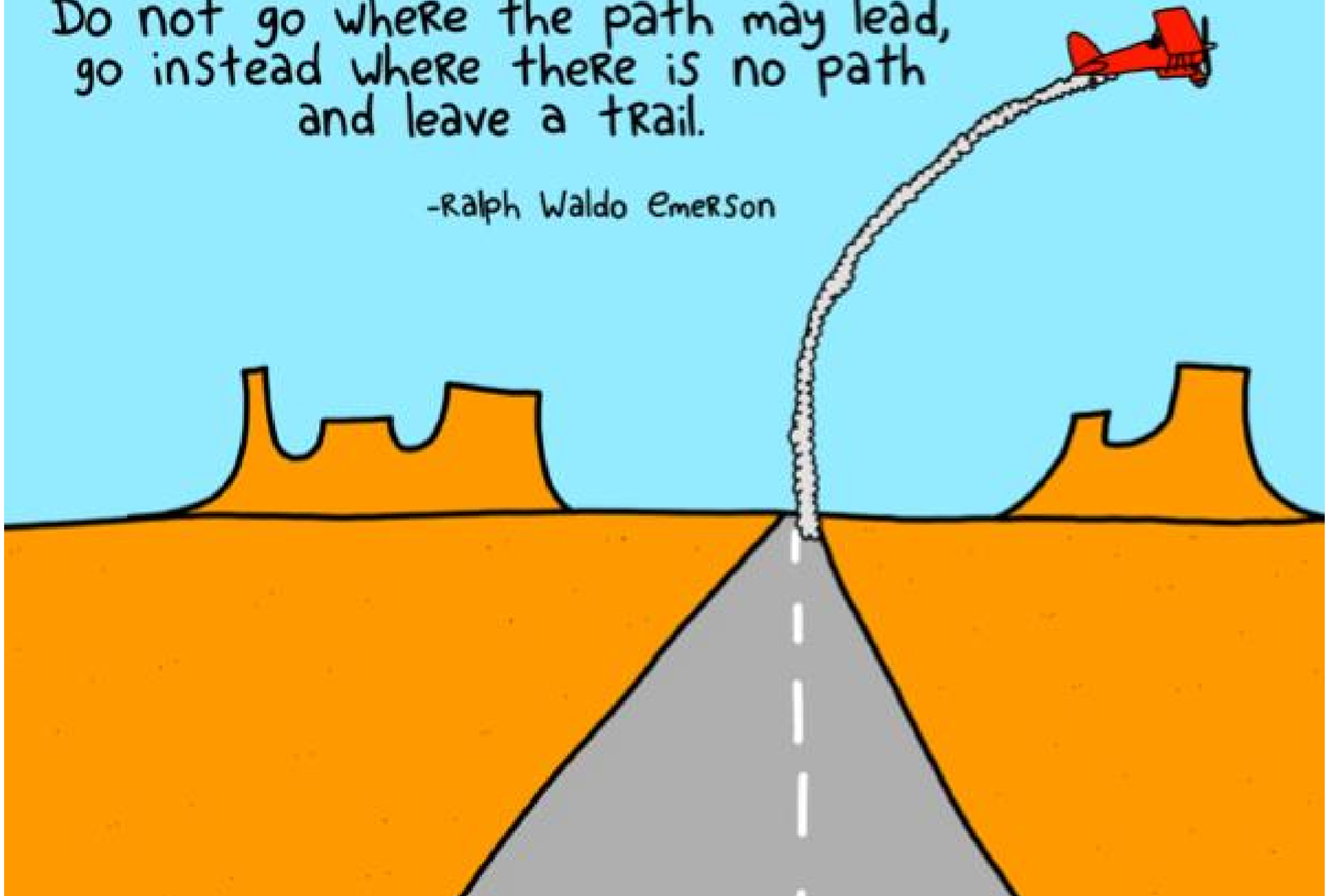


Anat Baron

YBA Presentation
February 2015

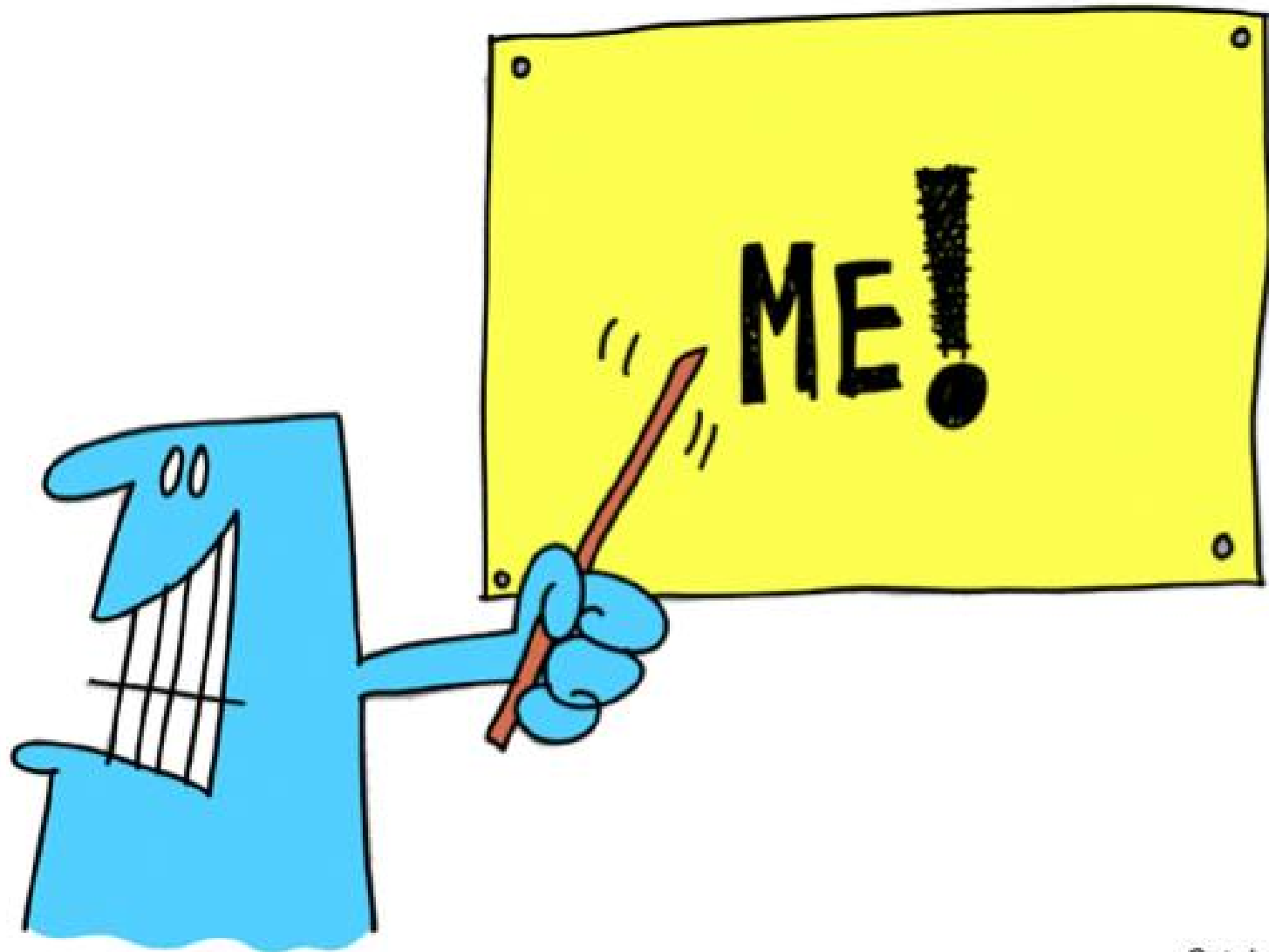
Do not go where the path may lead,
go instead where there is no path
and leave a trail.

-Ralph Waldo Emerson





So how did I get here?



@gapingvoid

The Early Years

I was born in Tel Aviv and raised in Israel, Iran and Canada. An unusual childhood indeed.



My favorite things were chocolate, swimming and my bike. I was happy being an only child but that changed after my sister arrived.

More Early Yearsõ



I ~~wasn't~~ so good sucked at camping and I hated the snow.

My Family



High School

I attended Herzliah High School in Montreal, Quebec, Canada



High School

As a HS student I was involved in academics and wasn't very athletic.

I wasn't part of the popular kids or the nerds. I had friends in different groups. I didn't really fit in.



Here is a shot of me in HS. It was Halloween



Me as a 10th grade student

High School

Things I enjoyed in HS



GRADUATION!

Things I did not enjoy in HS



Mean girls

High School

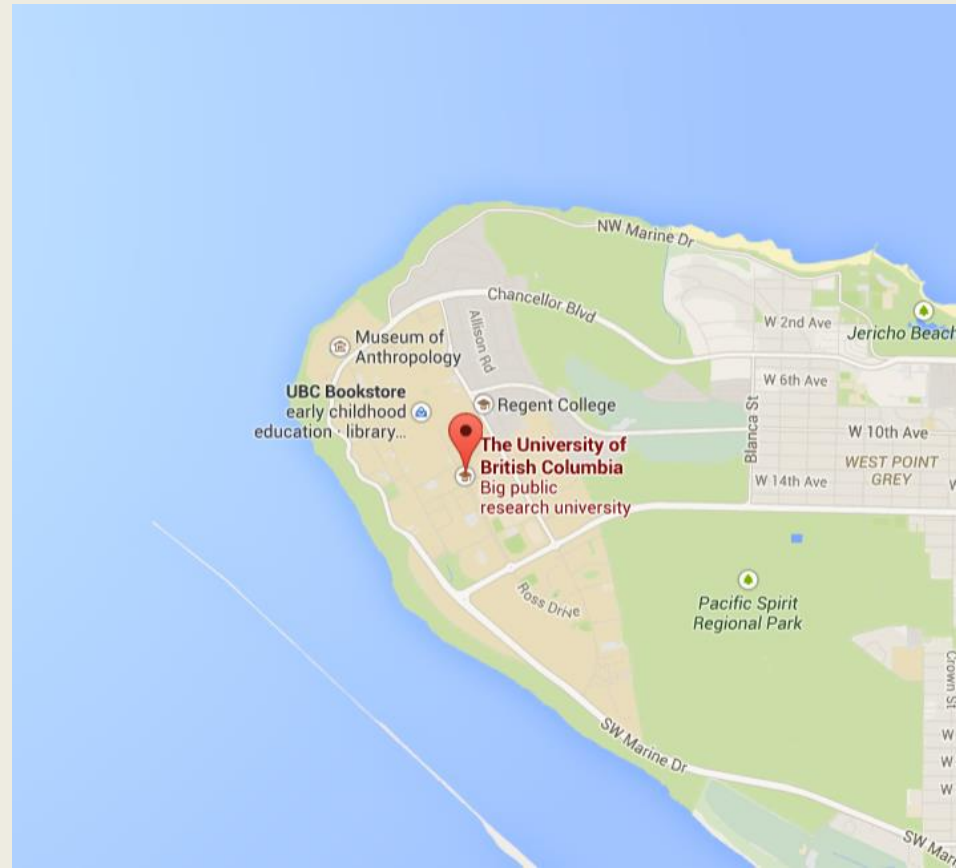
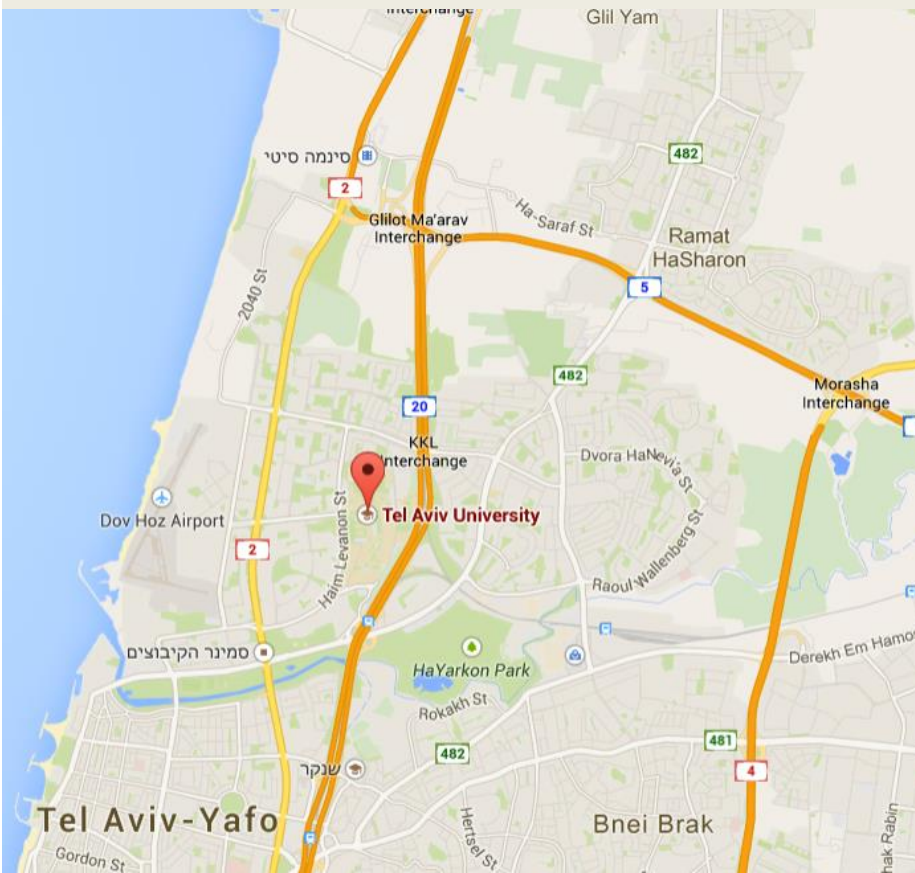
Fondest memories from HS



Traveling the world, seeing new things. I don't have fond memories of my high school days.

University

I attended 2 undergraduate universities oceans away from each other and yet both were close to the beach.



University

Activities in College

ARTS BALLOT

PLACE AN X IN THE SQUARE
 BESIDE THE NAMES OF 2
 OF THE FOLLOWING CANDIDATES:

BARON, Anat

FULKER, Chris

MCKINLEY, Mike

MORRISON, Lance

Student Government

Jobs I worked while in College

| | | | | | | | |
|-----------------|----------|-------------|------|------|---------|--------|--------|
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| RS | 3 | | | | | | |
| RP | 4 | | | | | | |
| CA | 7 | DA | UB | DE | REC. | CONN. | BOOKED |
| CN | | T.O. | NO | R.B. | OP. | | |
| OK | 8 | CL | VIA | OP. | DATE | | |
| OK | 9 | CC | | | | | |
| CODE | 1 | ROUTE | | | | | |
| CHARG. AMN. | DURATION | BOOKED BY | MIN. | REFY | OP. NR. | | |
| | | | | CP | | | |
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| | | RECEIPT NR. | | CO | | | |
| 4-5010 127 .D.7 | | | | 3 | 6 | 9 | 12 15 |
| | | | | 18 | 21 | 24 | 27 30 |

My favorite job ever...

Graduate School



Graduate School

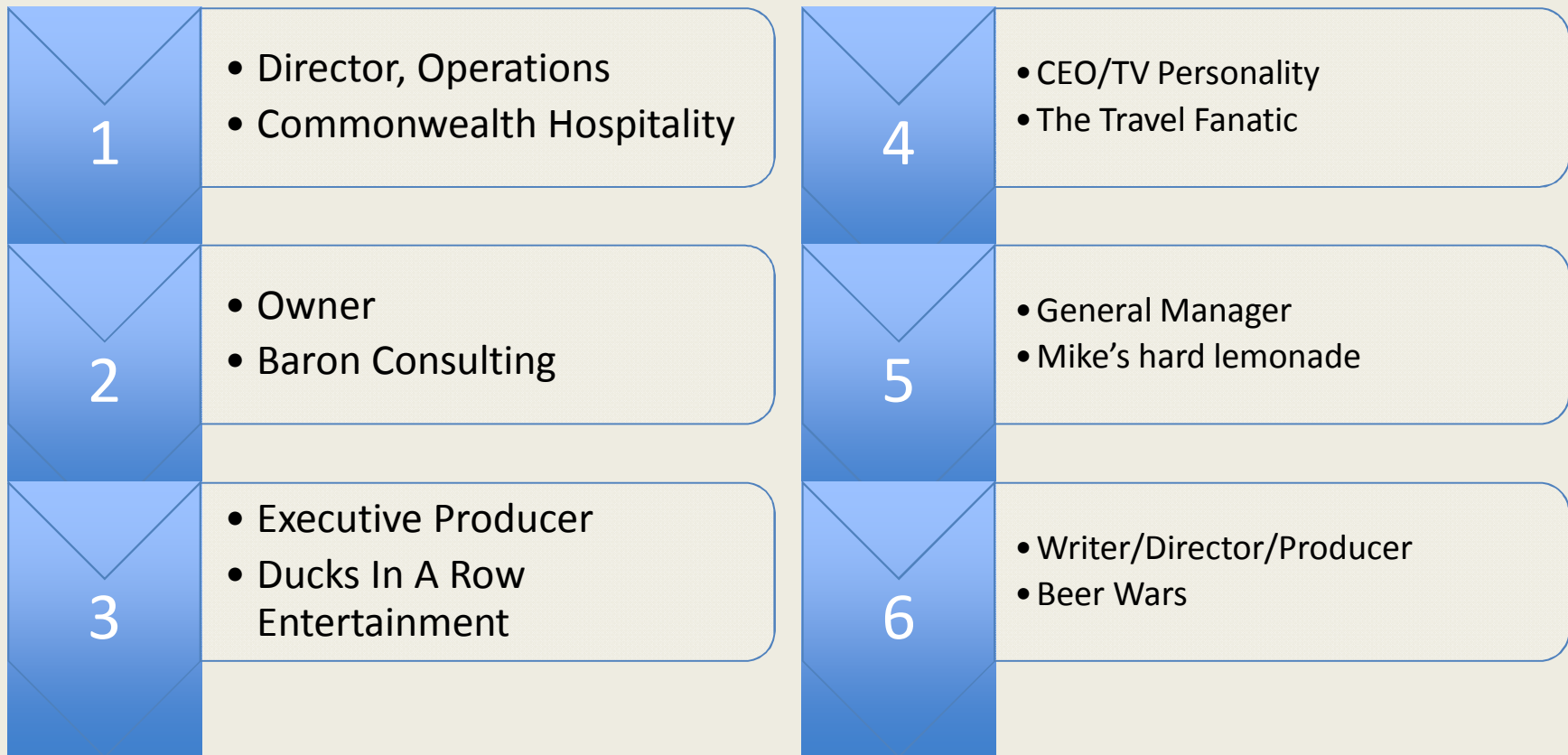
Fondest memories



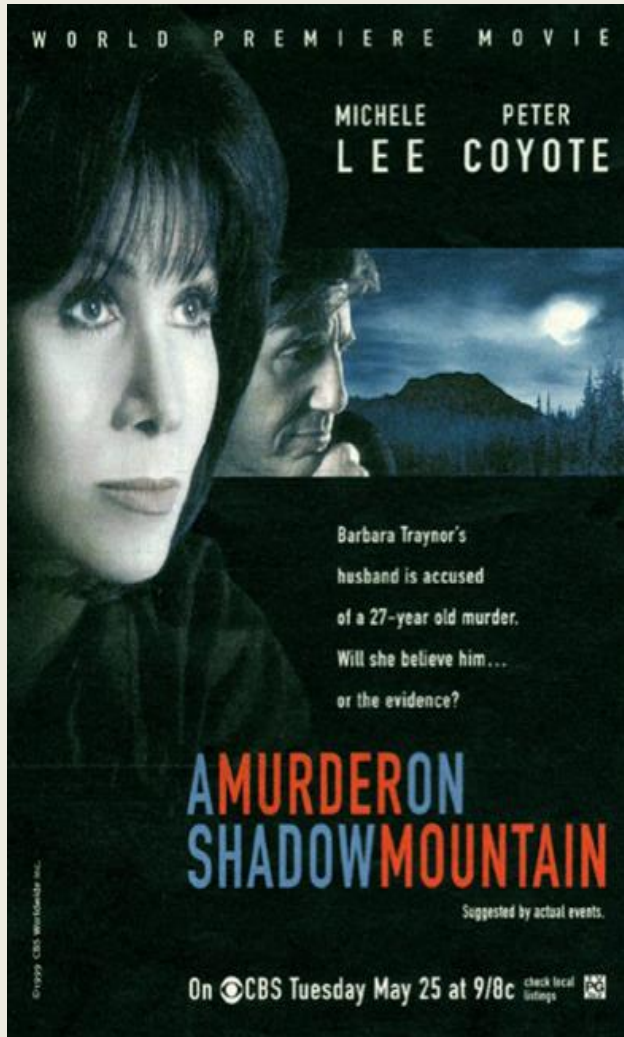
Obstacles or adversity



Career Path







1999



2009





Current Role

History

- I came up with the idea for StashWall after a bad accident

Size

- The company is in start up mode

Location

- The company is based in LA but has remote employees

Products

- StashWall is the operating system for your life

Services

- Working on these with some big corporate partners



PAYMENTS
2014


GENERAL SESSIONS

TUESDAY, APRIL 8


11:30 a.m. - 1:15 p.m.
2014 NACHA Payments System Awards Luncheon

**Making Lemonade:
Creating A Competitive Advantage
When the Chips Are Down**

Anat Baron



Sponsored by:

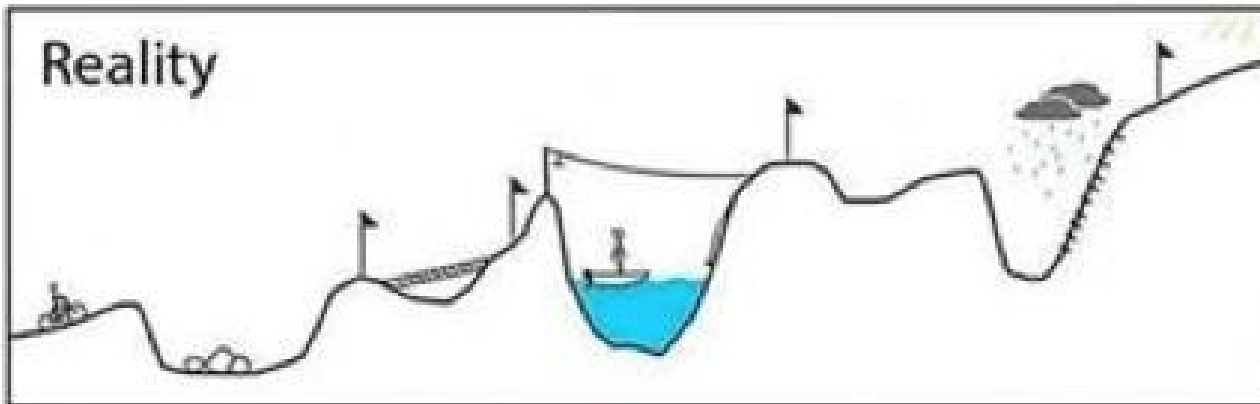
 **Bank**
America's Most Convenient Bank[®]

Real Life

Your plan



Reality



ACADEMIC EXERCISE

“ We will now spend several minutes discussing the day’s academic module and how it is relevant in the ‘real world’

Q&A

