



# Jeffrey Bussgang

HBS Rock Center 310  
617-496-6281; [jbussgang@hbs.edu](mailto:jbussgang@hbs.edu)

## Biography

Jeff is a General Partner at Flybridge Capital Partners whose investment interests and entrepreneurial experience are in consumer, Internet commerce, marketing services, software and wireless start-ups.

Jeff currently represents the firm on the boards of [BzzAgent](#), [ClickSquared](#), [DataXu](#), [digitalArbor](#), [i4cp](#), [Mall Networks](#), [SimpleTuition](#), and [Transpera](#) and was previously a director at Brontes Technologies (acquired by 3M), [go2Media](#), and PanGo Networks (merged with [InnerWireless](#)).

Jeff was recently appointed to serve as an Entrepreneur in Residence at Harvard Business School's Arthur Rock Center for Entrepreneurship. He is also on the board of [MITX](#), the Massachusetts Innovation and Technology Exchange and is a Founding Executive Committee Member of [FirstGrowth Venture Network](#), a network of venture and angel investors supporting first and second time entrepreneurs building exciting companies in the New York area.

Jeff's popular blog on helping demystify the venture business for entrepreneurs, "Seeing Both Sides", can be found at [www.seeingbothsides.com](http://www.seeingbothsides.com), which is syndicated by BusinessWeek.com, Reuters.com, PE Hub and others. You can follow Jeff on Twitter at [www.twitter.com/bussgang](http://www.twitter.com/bussgang).

## Background

Prior to joining the firm in January 2003, Jeff co-founded Upromise (acquired by Sallie Mae), a loyalty marketing and financial services firm with 11 million members that currently manages \$20 billion in college savings assets, where he served as President, Chief Operating Officer and Board Director. Prior to Upromise, Jeff was an executive at Open Market, an Internet commerce software leader that went public in 1996 and grew to nearly \$100 million in revenues. During his five-year tenure, he served as Vice President of Worldwide Marketing and Business Development, Vice President of Worldwide Professional Services and head of Product Management. Prior to Open Market, Jeff was with the strategy consulting firm, The Boston Consulting Group, and served on the executive team of Athena Design, an object-oriented software start-up.

## Education

Jeff holds a BA in Computer Science from Harvard University where he graduated magna cum laude and an MBA from Harvard Business School where he was a Baker Scholar and a Ford Scholar.

## Interests

Jeff is married with three children and is an avid baseball fan. He is an active community member, serving as co-chair of the [Progressive Business Leaders Network](#), vice chairman of the board of educational non-profit, [Facing History and Ourselves](#), and has been appointed by Governor Deval Patrick to the [Readiness Finance Commission](#) to make funding recommendations for education reform. Jeff is the author of "[Ruling The Net](#)", a 1996 Harvard Business Review article predicting the development of Internet commerce.