

executive biography

**About ManyWorlds Inc.**

ManyWorlds helps leading companies grow.

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the knowledge network for business
thought leadership.

Naomi F. Money Penny is Vice President of Research and Media at ManyWorlds, Inc.

Prior to co-founding ManyWorlds in 1998, Ms. Money Penny served as a senior business and IT strategist at the Royal Dutch/Shell Group -- at the time, the most valuable company in the world. At Shell, Ms. Money Penny developed advanced business strategies for global business units and worked directly with Shell's chairman and other senior executives on overall Shell technology forecasts and knowledge management strategies.

Before moving into the energy industry, Ms. Money Penny was senior production editor at recognized blue chip business publishing group, Euromoney PLC. At Euromoney, in addition to managing content and redesigning processes across a wide range of business and financial publications, she implemented one of Europe's first Intranets, for which she won the U.K. Director's Award. Ms. Money Penny uniquely blends a deep understanding of the publishing and media industry, business strategies, and technology strategies and implementation.

Her unusual range of skills and expertise, and experience in working directly with very senior executives makes Ms. Money Penny a highly sought after and trusted advisor to CXO level executives at Cisco, UBS Warburg, Unilever and Pfizer. She is also often requested as a speaker at executive forums on topics as varied as the strategic implications of globalization to next generation models of the Internet.

Ms. Money Penny founded and is Executive Editor of www.ManyWorlds.com, the knowledge network of business thought leadership. The knowledge network contains thousands of fresh, high quality and reviewed content, all intelligently integrated. It is also recommended by leading business schools such as Harvard to all of their students, faculty, and alumni, and executives around the world rely on it as a powerful strategic source.

She leads ManyWorlds' development of Epiture®, the innovative software platform that embodies a break-through, patent pending information management paradigm called *knowledge network management*. Epiture enables the intelligent sharing and syndication of vast networks of content and knowledge, and is currently being used by some of the world's largest companies.

Ms. Money Penny's formal education includes a graduate degree in Astrophysics from the University of London, as well as executive programs in strategy and M&A from Northwestern's Kellogg School of Management. As a truly global executive and advisor, she is fluent in English and French, and has a strong working knowledge of German, Spanish, Italian and selected Slavic languages.