

Biometric Consortium 2003 Conference

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C. Maxine Most (“Max”), Principal and founder of Acuity Market Intelligence, is a 20-year veteran of the leading-edge of “high-tech.” Ms. Most founded Acuity to provide timely, actionable insight and analysis for emerging technology markets. She is the editor of the company’s first monthly publication - Biometrics Market Intelligence - providing targeted analysis and insight into the dynamics of the rapidly evolving biometrics industry.

For the past ten years, Ms. Most has provided strategic marketing expertise for players in emerging markets such as interactive services, wireless, electronic bill presentation and payment, e-commerce, online advertising and 2D and 3D visualization and image processing. She has worked with fledgling start-ups, established Silicon Valley legends and a range of organizations in between. Previously, she managed the Computer Aided Molecular Design market for Silicon Graphics Computer Systems, directed Pacific Rim operations for a hospitality-based interactive services company and founded and operated a Silicon Valley-based retail company. She has also designed and delivered sales and technical training courses worldwide and began her career as a software engineer specializing in 3D graphics applications.

Ms. Most is a graduate of the University of California, San Diego, with a multi-disciplinary degree in Mathematics and Computer Science. She presents regularly at industry events on the evolution and development of emerging technology markets.