IN AUGURAL
Entrepreneurship
SYMPOSIUM

San Francisco State University
College of Business • Executive Education
April 5, 2018
Linda Oubré, Dean
College of Business

Linda Oubré, EdD, MBA, was appointed dean of San Francisco State’s College of Business in July 2012. She brings a diverse business background having served as an executive leader in several corporate and startup organizations, including The Walt Disney Company, the Los Angeles Times and BriteSmile. Her vision is to find ways to connect the college’s unique mission of social justice, diversity, and innovation to the global business community. Dean Oubré received her BA in economics, cum laude, from UCLA, her MBA from the Harvard Business School, and her EdD from the University of Pennsylvania.

Timothy Anderson
Executive Director of Development and Operations

Timothy Anderson joined the College of Business in August 2014 as its senior director of development. He brings a wealth of leadership experience as an Internet and marketing veteran at Amazon.com, SBCSMARTpages.com, and j2 Global. He started his career in finance, strategy and business development at the Times Mirror Company and Knight-Ridder Information. Originally from Los Angeles, Timothy navigated the gang and drug wars of South Central LA to the high-tech world of Silicon Valley. He received his Bachelor of Arts in Economics from UCLA, and his MBA from the Harvard Business School.
KEYNOTE Speaker

Ofer Ronen
Angel Investor and Google
In-House Innovation Executive

Ofer Ronen leads the Chatbase bot analytics team with Google’s startup incubator. Previously, he served as CEO and founder of Pulse.io, an app performance monitoring service, which he sold to Google. In addition, he was CEO and founder of Sendori, an ad network, which he sold to IAC. He is a startup mentor at Stanford and an Angel Investor in Lyft, Palantir and Klout. Ofer holds an MS in artificial intelligence from the University of Michigan, and received his MBA from Cornell University.
Hosted by San Francisco State University College of Business, we are excited to announce our First Annual Entrepreneurship Symposium. This event provides a platform for student entrepreneurs, faculty, and industry experts to network and connect. This event is part of a larger initiative to build an innovation center on the San Francisco State University campus.

We have invited the top eight aspiring student entrepreneurs, who will pitch their business ideas to industry experts, including venture capitalists and seasoned entrepreneurs. The top eight students also received a series of trainings prior to the symposium.

The top three finalists receive cash awards:

- 1st place $1,000
- 2nd place $500
- 3rd place $250

All students attending the symposium enjoy benefits such as:

- Get to know more investors
- Learn to sell your product and company in a more authentic and confident way
- Learn how to pitch your business idea and be more successful in your next funding round
- Stand out from the crowd and get your investors on the hook
AGENDA  Thursday, April 5, 2018

8 – 9 a.m.  Breakfast and Networking

9 – 9:15 a.m.  Welcome by Linda Oubré, Dean, College of Business, and Timothy Anderson, Executive Director of Development and Operations, SF State

Introduction of Keynote Speakers by Professor Tom Thomas

9:15 – 10 a.m.  Keynote Address by Ofer Ronen, Angel Investor and Google In-House Innovation Executive

10 – 10:15 a.m.  Q&A with Attendees

10:15 – 10:30 a.m.  Break

10:30 – 11:30 a.m.  Panel Discussion with Moderator Professor Tom Thomas

- Gary Clayton  Clayton Multimedia
- Eran Goren  CEO and President, Digital Media/EVP of Strategy at USIM
- Scott Kelly  Founder and CEO, Black Dog Ventures.com
- Kayla Matheus  Founder and CEO, MOTI
- Zack Onisko  CEO, Dribbble

11:30 a.m.– noon  Panel Q&A moderated by Professor Tom Thomas

noon – 12:30 p.m.  Networking and Lunch

12:30 – 2:30 p.m.  Startup Pitch Competition Presentations

2:30 – 3 p.m.  Deliberations by Panel Judges

- Hassan Ali  Liquidity Regulatory Reporting Analyst, MUFG Union Bank
- Scott Kelly  Founder and CEO, Black Dog Ventures.com
- Linda Oubré  Dean, College of Business, SF State
- Ozzie Perez  VP, Financial Controls Manager, Controller of the Americas, MUFG Union Bank
- Sapna Satanopan  Co-founder, Xyza: News for Kids

3 – 3:30 p.m.  Announcement of Winners and Award Ceremony

Wrap-Up and Final Remarks from Dean Linda Oubré

3:30 – 4 p.m.  Networking and Refreshments
Tom Thomas
Professor of Management,
San Francisco State University

Tom Thomas, Ph.D., is a professor in the College of Business, and associate director of the Center for Ethical and Sustainable Business (CESB). He teaches in the area of the social, political, ethical and legal environment of business. He began his academic career as an assistant professor in the University of Washington’s School of Business Administration, where he spent eight years teaching courses in business, government and society, environmental management, and the politics of business regulation. While there, he conducted research primarily in business political strategy and corporate environmental management, and co-founded the first MBA Environmental Management program in the U.S. He received both his Ph.D. (in business & public policy) and his MBA from University of California, Berkeley. He also received his master of public policy degree from the University of Michigan.

Hassan Ali
Liquidity Regulatory Reporting Analyst, MUFG Union Bank

Hassan Ali graduated from the accounting program at Brigham Young University. He has worked at KPMG as an external auditor for various banks in San Francisco for three years. Later, he joined MUFG Union Bank. While at Union Bank, he has worked in comprehensive capital analysis and review (CCAR) reporting to the Federal Reserve Bank (FRB) for two years. In July 2017, he changed departments and currently works in liquidity reporting to FRB for Union Bank.
**SYMPOSIUM SPEAKERS**

**Gary Clayton** ('81 B.A.)
Clayton Multimedia
CEO, Automatic Labs

Over the last fifteen years Gary has been involved in building some of the most innovative products in the enterprise, consumer and healthcare industries. During this period Gary has been investing in and advising numerous startup companies he believes he can contribute to. Most recently Gary was Chairman/CEO of Automatic having served for several years on their BoD before assuming his current role. Automatic is the platform for understanding the behavior of drivers and vehicles. Gary oversaw the acquisition of Automatic by SiriusXM. Gary currently sits on a number of Boards of Directors and Advisory Boards and recently co-founded Automat.ai, an AI company in Montreal specializing in conversational marketing.

**Laura Day**
VP, Entrepreneurial Programming, Harvard Business School Northern California Alumni Association

Laura Day Katz is the VP of Entrepreneurial Programming for Harvard Business School Association of Northern California and a member of the Harvard Alumni Angels investing group. With a bachelor’s in electrical engineering and an MBA from Harvard Business School, Laura has over 15 years of experience both in the corporate world at Intel and most recently tried her hand as a startup founder. She currently mentors and advises start-ups, both independently and through the HBS StartUp Partners in coordination with the Harvard Alumni Angels and Draper University.
Eran Goran
President of Digital Media/EVP of Strategy, USIM; Founding Partner, Insight Ventures, LLC

Eran Goren has held several senior executive positions in his career, leading the startup and development of many successful companies. He combines experience and leadership in direct marketing and analytics with a deep understanding of how technology is changing the way businesses acquire, retain, and service customers. Eran is currently President of Digital Media/EVP of Strategy at USIM and responsible for overall strategy, vision, and growth of the agency. He also is a founding Partner at Insight Ventures, LLC, an early stage business incubator. He was CEO and Founder of enCircle Media, which was acquired by USIM. Prior to enCircle Media he was CEO of sourceOut, later acquired by Red McCombs Media at which point he served as President of the Performance division and managed the integration of both companies. Before sourceOut he directed the sales team for iVenturi, a software company spun-off by Dow Chemical and Andersen Consulting.

Scott Kelly ('92, M.B.A.)
Founder and CEO, Black Dog Venture Partners

Scott is a 25-year fundraising, marketing, sales, training and publicity veteran. Scott has raised millions of dollars in capital for disruptive companies, garnered national media coverage for hundreds of regional and national brands and generated millions of dollars in revenues for the companies he has represented. He has also trained over 1,000 sales people and has taught marketing at the university level in the United States and Europe. Scott is a founder and CEO of top public relations and digital marketing agencies, and has secured over 10,000 TV, radio, print and online interviews for clients. Scott has also achieved social media outreach of over 8 million and is a frequent speaker and lecturer on PR and Digital Marketing. He has also provided venture capital and media relation services for dozens of start-up, development stage and public companies. Scott has also started and operated businesses in Russia, India, Central and South America, and has raised $4 billion in public and private capital for corporate clients.
Kayla Matheus  
Founder and CEO, MOTI

Kayla is a designer, engineer, and entrepreneur, currently the founder of AI behavior change company, MOTI. Before MOTI, Kayla earned her degree at Yale University with a double major in art and mechanical engineering. Starting first in design education, Kayla helped shaped the formation of the Yale Center for Engineering, Innovation, and Design and went on to teach design thinking at Northwestern University. She later won a Core77 award for a process guide on human-centered design developed as a fellow with Design for America. Transitioning into industry, she has worked as a designer and engineer both at the small consultancy and large corporation level in the consumer product and health spaces. In 2014, she was selected as one of 16 designers from around the world by the Google Creative Lab to participate in a novel founders program called 30 Weeks. Since then, she has been an entrepreneur and startup consultant.

Zack Onisko ('03, B.A.)  
CEO, Dribbble

Zack has nearly 15 years of experience as a strong startup growth and product practitioner. He has been influential in scaling multiple high growth startups from early stage to successful acquisition. Currently, Zack is the CEO of Dribbble, a place to show and tell, promote, discover, and explore design. He was formerly the Head of Growth and Marketing at AutoDesk Marketplaces, Chief Growth Officer at Creative Market and VP of Growth at Hired. Zack is a speaker at startup conferences around the globe, and recently named a top 50 startup growth expert.
Sapna Satanopan
Co-founder, Xyza: News for Kids

Sapna was born in India and grew up listening to stories about journalism and the Indian Independence from her grandfather. She went to San Jose State University for her undergraduate degree and then went ahead to do her MBA at UC Davis. Her career has involved research, storytelling and discovering interesting trends. Her motivation behind building her company, Xyza, is simple: news is fascinating in all forms and everyone deserves to learn about the news, including kids. Starting a company is one of the hardest things Sapna has ever done, but one of the most fascinating as well. Her favorite thing to ask is: “Why not?” The results have been surprising for sure!
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To be successful, whether you are in mid-career or pursuing a spot in the C-suite, those who continue their education through executive education programs stay on top of the latest in market trends and enhance their management acumen. Our programs are taught by renowned faculty and industry experts, working to bring together theory and practice.

Visit execed.sfsu.edu or contact Nana Seo, Director, at nseo@sfsu.edu

Upcoming Executive Education programs:

- **Investments 101** April 21, 2018
- **Finance for Non-Financial Professionals** April 28, 2018
- **Ethics, Compliance, Risk—What are the Trends?** May 4, 2018
- **5th Annual Women’s Emerging Leadership Forum** September 21, 2018

San Francisco State University’s College of Business is a leading institution of business education in the San Francisco Bay Area, preparing students to succeed in a global economy. The College of Business has more than 100 tenure-track and tenured faculty with doctorate degrees and a wide variety of research interests and expertise.

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