Welcome!

Thank you for attending the 3rd Annual Art of Innovation Conference! The aim of this conference is to explore trends and opportunities in 21st century entrepreneurship through productive, interactive discussion across three distinct panels. There will be time for Q&A after the keynote as well as each panel, so please have your questions ready.

Our hope is that you come away from today with a broader perspective of today’s technological landscape, its effect on modern entrepreneurship, and perhaps having met a few new people along the way.

This conference, which has been a collaboration between CSUN’s College of Engineering and Computer Science and David Nazarian College of Business and Economics, is in its third year and seeks to bring an interdisciplinary approach to fostering creativity and innovation amongst its attendees.

Schedule of Events

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3rd Annual
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Keynote Speaker:
Zack Schuler

Biography

Zack Schuler is the Founder and Former CEO of Cal Net Technology Group, a regional I.T. Services firm headquartered in Los Angeles, CA.

Zack started Cal Net out of his fraternity house in 1995 at the age of 21, starting as a one-man consultant, traveling from home to home and business to business working with his clients. It wasn't long before Zack got overwhelmingly busy, and started to hire people to help him with his business. Acquiring one client and one employee at a time, with steady organic growth, and no outside capital, Zack grew the business into almost 100 employees and $20M in revenue.

Deciding that there was more for Zack, in 2013 he embarked on selling his company. After hiring an investment banker, and receiving 9 offers on his business, Zack sold the business to a Private Equity Firm in October of 2013.

Zack is now onto his new venture, Ninjio LLC. Ninjio is a managed security awareness company that trains employees on security threats through the use of story based animation that is gamified. Zack hopes to significantly increase security awareness for his customers, and make humans across the globe unhackable.
Panel #1: Innovation in Technology
This panel, moderated by Dale Deardorff from the Rocky Peak Leadership Center, explores the role of technology as a driver of innovation.

Panelists

Richard Koffler // CEO, Greenwings Biomedical
Richard Koffler is CEO of Greenwings Biomedical, an incubator of biomedical ventures, which is the latest chapter in his 30-year career of successfully launching and nurturing technology ventures. Richard is co-founder of LA Biohub and member of the Tech Coast Angels, co-founded the TechCEO Network, was president of the Los Angeles Venture Association and the Technology Council of Southern California, and is an advisor to the Wells Fargo Center for Small Business and Entrepreneurship at California State University, Northridge, and the California Emerging Technology Fund. Richard holds computer science degrees from the Massachusetts Institute of Technology and the University of California, Berkeley.

George Eleftheriou // CEO & co-founder of Sentio Solutions
Sentio Solutions is the company that develops Feel (www.myfeel.co), the Fitbit for emotions. It the first wearable band that measures and tracks human emotions (happiness, stress, sadness, anger, satisfaction) throughout the day to help people manage stress and improve well-being. George is a former McKinsey strategy consultant with expertise in Big Data & Analytics. He has vast experience of working with C-level executives of Fortune 100 clients in New York and London. George has a background in Computer Engineering and Business, and holds 3 Master’s degrees including a MSc in Management Science & Engineering from Columbia University.

Kaezad Mehta // Medical Device Product Development Professional
Kaezad has over 25 years of progressive experience spanning several medical device industries including hospital infusion pumps, respiratory care and diabetes management, with roles in R&D, sustaining engineering, design assurance and failure analysis. Kaezad was in charge of electrical engineering R&D for insulin delivery systems at Medtronic Diabetes with a multi-faceted role as functional manager and project leader for the design, development and integration of wireless enabled diabetes management solutions. Mr. Mehta recently joined Philips Hospital Respiratory Care as Sr. Project Manager. He holds a BSEE and MSEE from University of Southern California and has been issued patents on medical device wireless networks, remote monitoring and predicting end of battery life.

Omer Samiri // CEO, iVisionMobile
Omer Samiri is CEO and founder of iVision Mobile, an LA-based software company. iVision provides software for businesses to engage their audience with mobile campaigns such as text to win, mobile couponing and loyalty, voting and polling, mobile surveys, mobile clubs and more. iVision also provides communication tools for sending appointment reminders, follow ups, and other business related communication. Omer graduated from CSUN in 2001 with a Bachelor of Arts degree in Business Administration and Marketing. He is constantly researching new mobile technologies and developing innovative ways to harness the cellular phone as a direct communications channel with consumers.
Panel #2: Business Process Innovation

This panel, moderated by John Bruton from the David Nazarian College of Business and Economics, delves into ways that technology can serve as a competitive advantage by unlocking process efficiencies.

Panelists

Kevin Randolph // EIR – Technology Commercialization, LACI
Kevin brings over 40 years of concept to completion product development and enterprise formation experience. He has raised hundreds of millions in capital, created billions in economic value and thousands of jobs on a global scale. Kevin has been a c-level executive, advisor, mentor and coach to Industries including electronic banking, SaaS, social commerce, retail, healthcare, consumer packaged goods, consumer electronics, airlines, advertising, technology transfer, medical devices, nuclear materials, nanotechnology, management information systems, decision support systems, pharmaceutical, e-commerce, nuclear isotopes, solar power, and many other fields.

Max Aram // CEO, Pick my Solar
Max Aram is Founder and CEO of Pick My Solar, a CleanTech Web Startup that connects homeowners to solar installers through an online bidding platform for residential solar projects. After earning a bachelor's degree in industrial engineering in 2008, Max immigrated to the United States to pursue his master's degree at CSUN, where he wrote his master’s thesis investigating CSUN’s green initiatives. In the process, he determined that solar power was the school’s most reliable green energy source. This solidified his advocacy for the industry, its environmental benefits, as well as its inherent need for more transparency.

Ben Tenn // Senior Business Advisor, SBDC
With nearly 15 years of experience running his own business, Ben Tenn specializes in helping SBDC clients in the consumer packaged goods and entertainment industries. He also assists clients with business plans, business startup, general business, management, sales and marketing. In 1996, Ben founded a home-based consulting business serving the entertainment industry. His clients have included independent and major studios worldwide. For seven years, he was also co-owner of a home entertainment/DVD producer and distributor with annual sales of $10 million and 10 employees. Currently, Ben also teaches business courses to both MBA and undergraduate students at CSUN. He has a B.A. in Economics from CSUN, and an MBA from UCLA.

Diane Kulisek // Quality Assurance Leader, CAPAtrak
Diane is the Founder of CAPAtrak.com, an on-line resource for basic quality assurance and regulatory compliance tools and solutions since 2005. Her newest business, MyQACoach.com, is designed to provide an outsourcing solution for quality assurance system implementation and regulatory affairs management to medical device start-up ventures. She has held key management positions within the biomedical, consumer products and aerospace industries, including leadership roles within Johnson & Johnson, the Gillette Company, and Rockwell International. Diane holds a Master of Science degree in Engineering and a Bachelor of Arts Degree in Environmental Biology, both from CSUN.
This panel, moderated by Jimmy Gandhi, Director of the Ernie Schaeffer Center for Innovation and Entrepreneurship at CSUN, focuses on technology and entrepreneurship as it relates to the social sector.

Panelists

Roschell Ashely // COO, New Horizons
Roschell has worked with seniors and individuals who are differently abled for over 20 years. Currently, she is the Chief Operating Officer of New Horizons, an organization that has for over 60 years helped persons with special needs live, learn and work in the community. As part of New Horizons operations, Roschell oversees a packaging, assembly, and fulfillment business that provides work opportunities to 220 trainees and produces over $1 million of goods and services for businesses. She also oversees an employment services program that provides support to over 300 individuals with special needs working at 150 businesses throughout LA County. Roschell has a Bachelor’s Degree in Gerontology and an Executive MBA from Pepperdine University.

Diane Flannery // Education Consultant and Faculty
Diane holds a Ph.D. in Organizational Psychology and an M.A. degree in Creativity Development. She is passionate about creating change through social enterprise and innovation. Diane was the founding CEO of award-winning Juma Ventures, a San Francisco based social enterprise. She has started a social enterprise incubator and an entrepreneurial family health clinic for UCLA. Diane has over 25 years of leadership in education and social innovation, designing programs and enterprises both domestically and internationally. She is on the International Advisory Board of Women for Peace in Cape Town, South Africa where she has been active in starting and overseeing social enterprises for the last 12 years.

Milt Wright // Founder and President, Milt Wright & Associates, Inc.
Milt’s philosophy in founding his company was to design and produce programs, services and products to help employers reduce absence costs, create disability inclusion models and increase productivity. Milt Wright & Associates has successfully trained more than 1 million professionals for many public and private and public employers throughout the country. Prior to starting his own company, Milt was the Executive Director of ADEPT, a Statewide workforce Investment program for individuals with disabilities. Milt has a Master’s Degree in Educational Social Psychology from CSUN, is a graduate of the Executive Management Program, Graduate School of Business at UCLA, and is a former chair of the State Rehabilitation Council in California.

Ed Beres // Director of University Relations, LACI
Ed has extensive experience in cleantech industries, start-up companies, and university technology transfer. Prior to joining LACI, Ed was with the USC Stevens Center for Innovation, where he worked to move USC research into commercial use. Ed’s experience also includes a role as market strategy manager for HBT, which was a start-up company in the hydrogen fuel cell industry, and a position with Southern California Edison. His early career included engineering positions in Boeing’s commercial airplane division, and an engineering consulting firm now known as Exponent, Inc., that specializes in failure analysis. Ed received a BS from the University of Nevada, Reno, and an MS from Stanford University, both in mechanical engineering.
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Sponsors:

College of Engineering and Computer Science
The Ernie Schaeffer Center for Innovation & Entrepreneurship

David Nazarian College of Business and Economics
The Wells Fargo Center for Small Business & Entrepreneurship

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