



**USC Marshall**  
*Center for Global Innovation*

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**USC Marshall**  
*Center for Global Innovation*

PRESENTS

# Innovation Coast Conference

**May 5, 2015, 8 a.m. – 6 p.m.**

Irvine Marriott Hotel, Irvine, CA

A one-day event featuring keynote speakers, panels of experts and networking opportunities focused on fostering innovation.

Featuring the finals of the Innovation Coast Competition, offering \$60,000 in cash prizes.

SPONSORED BY



The **USC Marshall Center for Global Innovation** has been established as a thought leader in innovation as it relates to the welfare of consumers, the success of firms, and the wealth of nations. The Center targets global companies because of their impact on consumers, governments, and societies, — improving products for consumers and making the world a better place through innovation.

## MISSION

### **Helping to achieve leadership through growth**

#### **Driving Growth and Improving Welfare**

Innovation—the use of new technology to create new products and services—is crucial to the welfare of consumers, the success of firms, and the wealth of nations. The Center creates and disseminates leading edge research on how innovation helps firms compete, grow, and succeed in today’s global environment.

#### **Powered by World-Class Research**

The Center for Global Innovation is anchored in the Marshall School of Business at the University of Southern California. In addition to the school’s own scholars, it draws on the leading research talent from around the globe and includes scholars from Cambridge University, UK; London Business School, UK; Koc University, Istanbul; Erasmus University, Rotterdam; and Imperial College, London. Additionally, the Center cooperates with and creates synergistic relationships with other innovation centers around the world.

#### **Distinguishing Feature**

Unlike other innovation centers and organizations, the Center focuses on research on real market data rather than on interviews or surveys, to identify the factors that make companies, countries, and clusters innovative. No other center inside or outside of universities is based on such research on a global scale.

#### **Current Research**

The Center is researching the following important questions in innovation:

- Silicon Envy: How and why innovation clusters differ in innovativeness?
- How to mine web chatter to design innovations?
- What crowd sourcing designs are most innovative?
- Where should firms locate R&D globally?

#### **Recently Published Research**

- Should a firm make, buy, or ally for innovations?
- Do spinoffs perform better than buyouts?
- How does online chatter affect stock prices?
- How to measure and predict disruption?
- Do innovations payoff?
- How to predict takeoff of new products?
- How to sustain a culture of relentless innovation?



May 5, 2015

Dear Innovation Coast Conference & Competition Attendee,

On behalf of the USC Marshall Center for Global Innovation and the USC Marshall School of Business, thank you for attending the Innovation Coast Conference & Competition at the Irvine Marriott Hotel.

We hope that you find the conference informative and worthwhile. The primary goal of this conference is to bring together global innovation leaders from companies large and small to learn from one another and to foster new relationships centered on product and service innovation. Additionally, the goal of the competition is to highlight, recognize and reward early stage innovative companies to help them prosper. Ultimately, it is our Center’s goal to help foster innovation in southern California.

Thank you so much to our sponsors: The Lord Foundation, Ernst & Young, IBM, Edwards Lifesciences and Haynes & Boone, LLP. Also, we extend a special thanks to USC Marshall School of Business Dean James Ellis and his wonderful staff. Without your support, this conference and competition would not have taken place. Your presence helped to make this event a great success and your enthusiasm and positive spirit helped make our time together both productive and fun.

Good luck and good venturing.

#### **Steven Mednick**

*Associate Director, Marshall Center for Global Innovation  
Associate Professor, Lloyd Greif Center for Entrepreneurial Studies  
USC Marshall School of Business  
University of Southern California*

# Agenda

TIME	TOPIC	PRESENTER
8:00 AM	<b>Registration</b> , Tuscany Ballroom Patio	
8:00 AM	<b>Networking Breakfast</b> , Tuscany Ballroom Patio	
9:00 – 10:30 AM	<b>Keynotes on Innovation</b> , Tuscany Ballroom	
9:00 AM	<b>Introduction, Welcome</b>	<b>Steve Mednick</b> Associate Director, Center for Global Innovation USC Marshall School of Business
9:10 AM	<b>Role of Government in Helping Companies Innovate</b>	<b>J. Adarberto Quljada</b> District Director US Small Business Administration
9:30 AM	<b>Innovating Corporate Strategy and Transformation</b>	<b>Michael Kanazawa</b> Partner Ernst & Young
9:50 AM	<b>Innovations in Personal Mobility</b>	<b>Scott Deaver</b> Executive Vice President, Strategy Avis Budget Group
10:10 AM	<b>Unrelenting Innovation</b>	<b>Gerard J Tellis</b> Center Director and Professor USC Marshall School of Business
10:30-11:00 AM	<b>Coffee Break</b> , Tuscany Ballroom Patio	
11:00 -12:00 NN	<b>Innovation in Media &amp; Entertainment</b> , Tuscany Ballroom	
11:00 AM	<b>Innovation in Media &amp; Entertainment</b>	<b>Steve Canepa</b> IBM
11:20 AM	<b>Innovation in New Media</b>	<b>Sherry Gunther</b> Pop Star
11:40 AM	<b>Innovation in Large Companies</b>	<b>Charles Speidel</b> Instaply
12:00 NN	<b>Lunch</b> , Tuscany Ballroom & Patio	
12:25 NN–1:45 PM	<b>Luncheon Keynotes</b>	
12:25 PM	<b>Innovation in Academia</b>	<b>James G. Ellis</b> Dean USC Marshall School School of Business
12:45 PM	<b>Innovation in Food Industry</b>	<b>Chris Lischewski</b> CEO Bumble Bee Seafoods

TIME	TOPIC	PRESENTER
1:05 PM	<b>Innovation Process at Edwards Lifesciences</b>	<b>Stanton Rowe</b> Corporate Vice President Edwards Lifesciences
1:25 PM	<b>Nestlé’s Acquisition Strategy</b>	<b>Bob Gatto</b> Vice President , Mergers and Acquisitions Nestle USA
1:45-2:00 PM	<b>Break</b>	
2:00 -3:00 PM	Parallel Session 1, Tuscany Ballroom <b>Innovation in Venture Capital &amp; Legal</b>	
2:00 PM	<b>How Innovation Drives Great Companies</b>	<b>Bob Holmen</b> Managing Director Miramar Venture Partners
2:20 PM	<b>Innovation Has no Borders</b>	<b>Thomas Gephart</b> Managing Partner Ventana Capital
2:40 PM	<b>When Being Innovative Just Isn’t Enough – Things that Can Go Bump in the Night.</b>	<b>Bart Greenberg</b> Partner, Haynes & Boone, LLP
2:00 – 3:00 PM	Parallel Session 2, Catalina Ballroom <b>Innovation in Health Care, Supply Chain, Data Analytics</b>	
2:00 PM	<b>Innovation in Health Care</b>	<b>Subbarao Myla</b> Medical Director, Cardiac & Endovascular Labs Hoag Hospital
2:20 PM	<b>Innovation in Global Supply Chain</b>	<b>Nick Vyas</b> Director, Center for Global Supply Chain USC Marshall School of Business
2:40 PM	<b>Innovation in Data Analytics</b>	<b>Jerry Power</b> Executive Director, CTM, USC
3:00-3:30 PM	<b>Refreshment Break</b> , Tuscany Ballroom Patio	
3:30-5:00 PM	<b>Finals Innovation Competition</b> , Tuscany Ballroom – \$60,000 in prizes	
5:00 PM	<b>Closing Remarks</b>	<b>Steve Mednick</b> Associate Director USC Marshall Center for Global Innovation
5:10 -6:00 PM	<b>Networking Reception</b> , Tuscany Ballroom Patio	

# Keynote Speakers

**Michael Kanazawa**, Partner, Ernst & Young – Strategy and Innovation, **“Innovating How Corporate Strategy and Transformation are Done.”**



Michael’s work with global corporations includes sparking innovation, developing growth strategies, and executing corporate transformations. Recently he has focused on the development of Purpose-Led Transformation at EY as well as new innovation service offerings.

He was co-founder of Bedrock Consultants, which before being acquired by EY, was a unique merger between a corporate strategy and transformation firm with a design and branding firm. In addition, Michael has founded and sold two firms, served on the board of private equity mid-size companies, and has deep experience working with technology-driven multi-nationals and innovative growth companies.

Michael is co-author of the award winning Big Ideas to Big Results (FT Press / Pearson Hall, 2008), an executive playbook for accelerating transformation and innovation.

He holds a MBA from the University of Southern California and a BA in Economics and Mathematics from the University of California at Santa Barbara.

**Scott Deaver**, Executive Vice President – Strategy, Avis Budget Group, **“Innovations in Personal Mobility.”**



Scott Deaver is executive vice president of strategy for Avis Budget Group. Mr. Deaver drives the strategic planning process for Avis Budget Group in addition to overseeing initiatives that create operational efficiency and revenue growth.

Prior to assuming leadership of the company’s strategy, Mr. Deaver served as executive vice president of Marketing, leading the development of both the Avis and Budget marketing strategies designed to build brand image, customer loyalty and market share.

Mr. Deaver has over 20 years of marketing experience, the past ten spent on various assignments of increasing responsibility within Avis Budget and its predecessor companies Cendant Corporation and HFS Incorporated. Most recently, he was Chief Marketing Officer for move.com, an online real estate and home services portal launched by Cendant. Before leading move.com marketing, Mr. Deaver was senior vice president of corporate marketing at Cendant, working with the company’s entire portfolio

of travel, real estate and direct marketing brands. He has also worked as a marketing executive for several major hotels brands, including Ramada, Howard Johnson and Holiday Inns.

Mr. Deaver earned a Ph.D. and Master of Arts in English from the University of Texas at Austin and earned a Bachelor of Arts degree from the University of the South.

**Stanton Rowe**, Corporate Vice President, Advanced Technology and Chief Scientific Officer, Edwards Lifesciences, **“The Innovation Process at Edwards Lifesciences.”**



Stanton J. Rowe has been chief scientific officer since 2008 and also serves as corporate vice president, advanced technology. He joined the company in 2004 when Edwards acquired Percutaneous Valve Technologies, a company he helped to found in 1999 and of which he served as president and CEO. Previously, Rowe was corporate vice president of business development and strategic planning for Datascope and was vice president of business development for Johnson & Johnson’s interventional systems division (JJIS) in Warren, New Jersey, responsible for the company’s coronary stent development efforts. At JJIS and the related Cordis Corporation, Rowe held a variety of positions with increasing levels of responsibility, including heading the company’s business development, advanced technology, worldwide clinical research and marketing groups. Rowe joined Cordis after previously holding several positions in product management for a number of medical device companies. He is on the board of directors of both InSeal Medical, Ltd. and Biomerix. He is also on the board of directors for the Discovery Science Center in Orange County, as well as on the advisory boards for the engineering or biomedical engineering schools at UC Irvine, Georgia Tech and Brown University. Rowe received a bachelor’s degree from the University of Alabama.

**Dean James G. Ellis**, Dean of the USC Marshall School of Business, **“Innovation in Academia.”**



James Ellis was appointed Dean of the Marshall School of Business in 2007. Previously he served as the University’s Vice Provost for Globalization, Marshall’s Vice Dean for External Relations, and Marshall’s Associate Dean for the Undergraduate Program. As an instructor, he has been named professor of the year by many organizations, and in 2003 received Marshall’s Golden Apple Award and Teaching

Has No Boundaries Award. Professor Ellis continues to teach Marshall’s invitation-only Freshman Leadership Colloquium each Fall. Dean Ellis serves on boards at the Capital Group and Quiksilver as well as a number of non-profit boards.

**Gerard Tellis**, (PhD Michigan) Neely Chair of American Enterprise and professor of marketing and management and Director of the Center for Global Innovation, at the USC Marshall School of Business is author of **“Unrelenting Innovation.”** He is also Distinguished Professor of Marketing Research, Erasmus University, Rotterdam, a Director of Research at the Judge Business School, and a Fellow of Sidney Sussex College, Cambridge University, UK. Dr. Tellis is an expert in innovation, advertising, pricing, new product growth, emerging markets, global market entry, and quality. He has published 5 books and over 100 papers (<http://www.gtellis.net>) that have won over 20 awards. His Google Scholar cites are over 13,000. He is Vice President of External Affairs of ISMS and an Associate Editor of *Marketing Science* and *Journal of Marketing Research*. Previously he was a Trustee of the Marketing Science Institute, Treasurer of ISMS, and Sales Development Manager at Johnson and Johnson.



**Chris Lischewski**, CEO, Bumble Bee, **“Innovation in the Food Industry.”**



Mr. Lischewski received a BS in Finance and Accounting from USC in 1982 and earned his MBA in International Finance from USC’s Marshall School of Business in 1986. His career included stints at Westinghouse and TRW before joining consulting firm A.T. Kearney following the completion of his MBA. After 8 years in consulting, he joined H. J. Heinz where he helped turnaround their StarKist Seafood business unit holding positions of Vice President Procurement and Business Development, Group Vice President Global Procurement and Operations and Managing Director Heinz European Seafood. In 1999 he joined Bumble Bee, which had recently emerged from bankruptcy, as President and CEO. Over the last 15 years he has built this organization into the largest branded seafood company in North America and in December of 2014, helped negotiate the sale of the business to Thai Union Frozen, a Thailand based company that also owns Chicken of the Sea. The transaction is currently pending regulatory review after which he plans to stay on to consolidate the two businesses. He takes special pride in having been a founding member of the International Seafood Sustainability Foundation which has been a

leader in implementing global policies and practices to ensure the long term sustainability of the world’s wild tuna stocks.

Mr. Lischewski resides in San Diego with his wife and eight year old son. His hobbies include soccer and golf.

**Bob Gatto**, Vice President, Mergers & Acquisitions, Nestle USA, **“How Product Innovation Drives Nestlé’s Acquisition Strategy.”**



Bob Gatto is Vice President of Business Development for Nestlé USA. He is responsible for the identification and execution of new business opportunities through acquisitions, partnerships, licensing and product innovation. In 2010, Bob initiated and led the \$3.7 billion acquisition of Kraft’s frozen pizza business. Bob’s other transactions include the acquisitions of Chef America (Hot Pockets), Power Bar and Joseph’s Gourmet Pasta as well as the divestitures of Ortega, Kerns, and David & Sons. Bob began his career with Nestlé in 1995 as a Marketing Associate in the Culinary Division working on the Toll House, Ortega, and Contadina brands. In 1997, Bob moved to Nestlé USA’s Merger and Acquisitions Group where he started as a Manager and later became the Vice President in charge of the group. In 2005, Bob’s role was expanded to include new product development, and shortly thereafter, he led an exclusive licensing agreement with Jamba Juice for a line of healthy, ready-to-drink beverages. Bob received a BS and MBA from the University of Southern California Marshall School of Business.

# Additional Speakers

**Charles Speidel**, Chief Operating Officer, Instaply, **“How to create the Right Environment for Innovation in a large company.”**



Charles Speidel is a former Sony senior executive with more than 18 years' experience in various sales and marketing functions within Sony. He has managed multimillion dollars businesses for Sony across the globe and has worked at Sony's European headquarters, Sony France, Sony Nordic, covering Sweden, Denmark, Norway and Finland. Most recently as Vice President of the Research and Innovation Centre for Sony Electronics, Inc. headquarters in San Diego, California, he was responsible for the company's strategic marketing initiatives and innovation programs, developing innovative solutions for Sales & Marketing and product development activities.

Charles is passionate about business and leadership. When asked why he is in business, Charles responds with, "People! It's about having fun and making profit." Charles graduated from Boston University's School of Management and resides in San Diego, California with his wife and two children.

Charles is the Chief Operating Officer of Instaply Inc, based in San Francisco, California, Instaply delivers the first collaborative customer service text messaging platform.

Charles continues to serve on several boards as advisor in Startups, Academia and Tech Associations.

**Sherry Gunther**, CEO, PopStar Club Inc., and Producer of The Simpsons, Family Guy, Rugrats, Looney Tunes, and The Power Puff Girls, **“Innovation in New Media.”**



Sherry is a multi Emmy Award Winning Producer and serial entrepreneur. Producer of: "The Simpsons" "Family Guy" "Rugrats" "Looney Tunes" "Power Puff Girls" and many more hits. High ranking Executive heading up numerous animation studios and high profile projects at: Klasky Csupo, Hanna Barbera, Nickelodeon, 20th Century Fox, Touchstone, Imagine, Warner Bros. and more. Currently heading up PopStar Club Inc. - a toy/media company launching brands across all media and redefining kids' play combining music, video content, digital, and physical play. The Beatrix Girls' popstar dolls are the first brand out of the gate.

**Steve Canepa**, General Manager, Global Media & Entertainment Industries, IBM, **“Innovation in the Media & Entertainment Industries.”**



Mr. Canepa is responsible for the P&L of a market-leading global organization working with customers in the Entertainment, Online, Games, Advertising, Broadcast, Cable, Publishing, Satellite, Sports, Music, Search, & Social segments. Steve has grown the business into one of the largest providers of solutions, services and technology to the M&E Industry and one of IBM's top performing Industry Divisions. He is a trusted advisor to customers and partners regarding business transformation in the Digital era.

A career centered on innovation and highlighted by increasingly complex management roles in sales, strategy, marketing, consulting and business development. A highly effective team builder who inspires lasting relationships with empowered employees, Steve is adept at creating new lines of business, as well as scaling profitable multi-billion dollar global organizations.

A long-serving member of IBM's Global Leadership Team, he has significant experience managing teams in markets around the world. He is a member of IBM's Industry Academy and is IBM's Senior Location Executive for the Los Angeles area. Steve has held a number of significant leadership positions in IBM's Sales, Product and Services divisions. Over his career, he has worked with customers in the M&E, Finance, Electronics, Retail and Telecom Industries.

Steve has received three EMMY awards for innovation and is recognized for his insights in digital transformation: Frost and Sullivan recognized IBM M&E as the Digital Media Company of the year and he has been named a key Industry influencer by AlwaysON and Digital Media.

Steve has been an active member of many Boards, including Digital Domain (culminating with the successful sale of the business). He is currently serving on the Boards of the Los Angeles Area Chamber of Commerce, the technology committee of NATAS (EMMY), USC's Annenberg Innovation Lab and USC's Marshall Center for Global Innovation. He has also served on MusiCares (Grammy Foundation), Digital Hollywood and a number of other Industry Boards. With a commitment to the welfare of children, he has been a long serving member of the Boards of the Bogart Pediatric Cancer Research Fund and Junior Achievement of So CA.

He is a regular speaker at conferences, including NAPTE, NAB, IBC, CES, E3, Variety, Future of Broadcast, Broadcast Asia, Digital Hollywood, Frames and Content World. He is often asked to contribute to press and analyst reports on emerging marketplace trends and events.

Steve earned two BA degrees from UCLA, in Economics and Political Science (with national honors), and also a MBA in Corporate Finance from UCLA's Anderson School (with highest honors). He has also completed studies in the Wharton School's financial management program and Harvard University's executive curriculum on strategy formation.

**Bob Holmen**, Managing Director, Miramar Venture Partners, **“How Innovation Drives Great Companies.”**



Bob Holmen is a co-founder of Miramar Venture Partners. Bob has spent his career building technology companies in the healthcare and information technology markets. He has served in diverse roles, from software engineer at Hughes Aircraft to senior executive roles at technology and life sciences companies to venture investor. Currently, Bob serves on the Boards of Miramar portfolio companies Matrix Sensors and Predixion Software. Board memberships include Fastsoft (acquired by Akamai) and SiliconSystems (acquired by Western Digital Corporation).

**Thomas Gephart**, Managing Partner, Ventana Global Venture Capital Group, **“Innovation has no Borders.”**



Thomas Gephart is the Managing Partner and founder of Ventana Capital Management, which, either directly or indirectly through affiliates, has syndicated more than \$3 billion of investments in over 100 companies. As founder, he has led the global launch of U.S. cross-border funds, investing in advanced technology companies such as semiconductors, biotech and medical devices as a focus. Ventana has won global competitions against serious opposition to become the first VC firm in both Mexico and Chile.

Mr. Gephart's 30-year network of global connections touches many technology sectors, with relationships established in twenty countries. As a business builder, he has assisted companies on business strategies and relationships for introduction to the public markets, and strategic M&A opportunities. He has also served as an active board member, Chairman/Director and Interim Chief Executive Officer of over thirty companies. As a board member, he focused on innovation, growth and the development of strategic alliances. Mr. Gephart also acquired Cirtec Inc. an integrated, electronic packaging technology company, which he built and sold to a strategic private equity group.

Before launching his entrepreneurial venture capital career, Mr. Gephart was

long associated with the aerospace/defense sector. Upon his graduation from the University of Southern California (USC) with a BS degree in Engineering, Hughes Aircraft recruited Mr. Gephart into their spacecraft program. Bunker Ramo Corporation then enlisted Mr. Gephart to manage a new Electronic Packaging Division. This success was followed by AMP Inc. asking Mr. Gephart to create and lead a new innovative business unit responsible for identifying next generation micro-miniature electronic devices.

Mr. Gephart was selected by Ernst & Young to be a judge for Orange County's 2008 Entrepreneur of the Year Award. He has sat on various regional business committees, including advisory boards at U.C. Irvine, Connect San Diego and USC Schools of Engineering Board of Directors. He continues to be a guest speaker and is active in promoting innovation and entrepreneurship within the Southern California region.

**Subbarao Myla**, M.D., F.A.C.C., Medical Director, Cardiac and Endovascular Labs and Cardiovascular Research at Hoag Heart and Vascular Institute at Hoag Hospital, **“Innovation in Health Care.”**

Subbarao Myla, M.D., F.A.C.C., is the Medical Director, Cardiac and Endovascular Labs and Cardiovascular Research at Jeffrey M. Carlton Heart and Vascular Institute at Hoag Hospital Newport Beach. Dr. Myla leads the clinical direction of endovascular therapy and cardiovascular research at Hoag Heart and Vascular Institute. Under his leadership, Hoag has initiated more than 25 FDA-regulated clinical trials investigating a variety of innovative medical devices and procedures, all of which focus on stroke prevention. Hoag is one of only a handful of medical facilities in the western United States to participate in these studies.



**Nick Vyas**, Direct, Center for Global Supply Chain Management, MSGSCM, USC Marshall School of Business, **“Innovation in Global Supply Chain Management.”**



Nick Vyas has consulted at multiple Fortune 50 and 100 companies (e.g., Toys R Us/ Sears) as a globally recognized expert in both Lean Six Sigma application and Supply Chain Management. Under his leadership he has single-handedly saved a total of over \$110 million dollars through his streamlined project efficiency programs. He has taught Lean Six Sigma, as well as supply chain, courses at Cal Poly Pomona and has served as a returning guest speaker at the University of Southern California over the past decade.

**Bart Greenberg**, Partner, Haynes & Boone, LLP, **“When Being Innovative Just Isn't Enough – Things that Can Go Bump in the Night.”**



Bart Greenberg is a partner in Haynes and Boone's Orange County office, practicing general corporate law with an emphasis on mergers and acquisitions, debt and equity financings and the cost-effective representation of entrepreneurs, start-ups and emerging technology companies.

Bart's experience extends to all types of general corporate matters, essentially serving as outside general counsel to most of his clients. Such matters include, among others, mergers and acquisitions, with an emphasis on consolidations and roll-up strategies; private securities offerings, with an emphasis on those for emerging technology companies, including so-called "friends and family," angel and venture capital financings; debt financings, including senior credit facilities, as well as mezzanine, subordinated and vendor-facilitated debt facilities; the formation of business entities, such as corporations, limited liability companies and joint ventures; shareholder and buy-sell agreements; employment and consulting agreements; and employee compensation matters, with an emphasis on providing equity incentives to employees through the use of restricted stock, stock options and phantom stock plans.

## Master of Ceremonies

**J. Adalberto Quijada**, District Director, US Small Business Administration, Santa Ana District Office, **“The Role of Government in Helping Companies Innovate.”**

J. Adalberto Quijada is the District Director of the Santa Ana District Office of the U.S. Small Business Administration with service responsibility for the counties of Orange, Riverside and San Bernardino in Southern California. In fiscal year 2012, the Santa Ana District Office approved 1,423 loans generating \$1,125,397,500 in financial assistance to small businesses. In addition, the Santa Ana District Office awarded 69 8(a) contracts for a total of \$82 million.



**Jerry Power**, Executive Director, Institute for Communication Technology Management (CTM) and Assistant Professor of Clinical Marketing, USC Marshall School of Business, **“The Internet: Changing Markets, Changing Behaviors.”**

Jerry Power is the Executive Director of The Institute for Communications Technology Management (CTM) and a clinical professor of marketing at the University of Southern California. CTM is the world’s leading Institute focused on digital communications, content, and commerce, offering its members cutting-edge global research and business strategy, executive education and leadership forums for the digital industry. CTM’s corporate partners include AT&T, Verizon, HP, Cisco, Qualcomm, Motorola, Alcatel-Lucent, Ogilvy, Intel, Adobe, Fox and Disney. As CTM’s Executive Director, Jerry works with the Institute and its board to identify emerging trends that will reshape the evolutionary trajectory of the communications sector.



**Steven Mednick**, Associate Director, Marshall Center for Global Innovation, Associate Professor of Clinical Entrepreneurship, Lloyd Greif Center for Entrepreneurial Studies Marshall School of Business

Steven Mednick is an expert in entrepreneurial start-ups, complex sales and the angel funding process. He has over 25 years experience working with early stage ventures to large, complex global enterprises in the areas of corporate ventures, business development, sales leadership and corporate law. During the “dot.com” era, he established the corporate ventures office for Silicon Graphics, Inc. in Mountain View, CA, where he led its global strategic M & A and alliances initiative.



His article, *Bootstrapping Your Business. Get Real. Get Started*, is used at numerous universities, and he is a frequent contributor to a number of major business publications. Professor Mednick currently teaches in the USC Marshall MBA, EMBA, Masters of Business for Veterans and Masters of Medical Management programs and is a two-time winner of the prestigious Marshall Golden Apple Award. Education: JD, MPA, University of Southern California; BA, UCLA.

Outside of USC, Steven is a senior consultant to TriTech Small Business Development Center (a SBA funded program), where for the past eight years he has advised over 400 early stage companies. During this time, his clients have reported approximately \$186 million in economic impact to the Small Business Administration. As result of his outstanding performance, in 2011 Professor Mednick was awarded the “State Star” by the SBA.

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Director of the Center for Global Innovation  
University of Southern California

### **Steve Mednick**

Associate Director, USC Marshall Center for Global Innovation

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