

Lewis & Clark



John E. and Susan S. Bates Center For Entrepreneurship and Leadership

**WINTERIM**

INSPIRATION. WORKSHOPS. NETWORKING. PITCH COMPETITION.

January 12-17, 2020





## Winterim

Winterim is an immersive week of problem-solving and networking where students collaborate to identify problems then formulate and execute innovative solutions. A demonstration of how the liberal arts guides effective action that impacts lives and society, this experience translates beyond college to students' future pursuits as leaders in the workplace. During Winterim, students learn life skills as well as pitch skills. This year we have over 45 businesses and non-profit leaders volunteering their time to support our next generation of leaders.

Winterim represents the Bates Center's dynamic experiential programming, complimenting the Center's academic curriculum, which invites students to explore in more depth trending topics in technology, science, healthcare, marketing, education, and environmental engagement. The Bates Center's classes, programming, and resources are available to all Lewis & Clark students.

The common thread of all Bates Center experiences is engaging an entrepreneurial mindset to apply the adaptability, critical thinking, and problem solving of liberal arts in new and ambiguous situations. The workplace and marketplace have changed dramatically since Lewis & Clark students were born and will evolve again before they graduate. The Bates Center helps students leverage their liberal arts training to anticipate, navigate and participate in this change.

John and Susan Bates' generous gift and addition of the word Leadership to the center name reflects the intersection of liberal arts and problem solving. John Bates served as Associate Professor of Finance from 1975 to 1981, earning Outstanding Teacher of the Year in 1976. In 1979, John and Susan lead the overseas study program to Belgium, the Netherlands, and Luxembourg. A life trustee, John chaired the Lewis & Clark Board of Trustees from 2003 to 2007. John held key positions on Wall Street and founded Bates Private Capital in Lake Oswego, Oregon.



- ✓ **What Liberal Arts Trains**
- ✓ **What Entrepreneurship Values**
- ✓ **What the Future of Work Requires**

- |                              |   |
|------------------------------|---|
| ▪ Critical thinking          | ▪ Persuasive communication                    |
| ▪ Global perspective         | ▪ Creative/innovative thinking                |
| ▪ Experiential learning      | ▪ Translation across disciplines and cultures |
| ▪ Problem solving            | ▪ Follow a logical argument through           |
| ▪ Ask the right questions    | ▪ Social/emotional intelligence               |
| ▪ Comfort with ambiguity     | ▪ Value diversity/social justice              |
| ▪ Meaningful collaboration   | ▪ Identify gaps in a system                   |
| ▪ Deep learning in a subject |   |
| ▪ Ethics                     |   |

## Advisory Board Thank You

The Bates Center for Entrepreneurship and Leadership is thankful for these members' yearly support of the Center at the \$5,000, \$10,000+ and greater level. The Advisory Board supports the value of liberal arts and entrepreneurship to create leaders in the for-profit and non-profit workplace.

Tony Abena<sup>+</sup> (Seven Peaks Ventures)

John Bates<sup>+</sup> (Lewis & Clark Life Trustee)

Sam Briggs (Pacific Realty Associates, L.P.)

Jeff Carleton<sup>+</sup> (Columbia Creek Farms)

Jan Chernus (Bob's Red Mill)

Tom Holland (Solar Spectrum Holdings)

Brent Hutchings<sup>+</sup> (North River Boats, L&C Trustee)

Michelle Janke (Coraggio Group)

Matthew Jubitz (Jubitz Corporation)

Bob Julier (retired from Dow Chemical)

David Lane<sup>+</sup> (Entrepreneur/Philanthropist)

Anupam Narayan (Rockwood Associates LLC)

Tami Nesburg<sup>+</sup> (Regents Bank)

David Officer (Innovative Hires, LLC)

Jim Richardson (Digimarc, Lewis & Clark Life Trustee)

Linda Robertson<sup>+</sup> (Vincere Consulting, LLC, L&C Trustee)

Andre Stewart (NORCAL)

Joshua Ulmer<sup>+</sup> (Morgan Stanley)

Nicole Vollebregt (adidas)

## Volunteer Thank You

We value and appreciate this outstanding list of leaders who have volunteered their time for the benefit of our students.

### Judges

John Bates

*Retired Professor, Life Trustee*

Diane Fraiman

*Director of Voyager Capital*

Jim Huston

*Managing Director of Portland Seed Fund*

Cliff Johnson

*Chief Commercial Officer of Rented.com*

Mohan Nair

*Senior VP & Chief Innovation Officer at Cambia Health Solution*

Nita Shah

*Founder and ED of Micro Enterprise Services of Oregon (MESO)*

Suzanne Stevens

*Editor of the Portland Business Journal*

### Speakers

J Cheema

*Freelancer*

Erika Cheung

*Founder of Ethics in Entrepreneurship*

Sara Conte

*Management Consultant at SGC Ventures*

Meredith Goddard

*Director of Enterprise Applications;  
Innovation Instructor at Lewis & Clark*

Carl Guess

*Executive Presentation Coach*

Lori Hennessy

*Membership Development Director, Waverly Country Club*

Chrys Hutchings

*Associate Director, Bates Center*

Fred Jacobs

*Chief Revenue Officer: Apex Fund Services*

James Keller

*Sr. Director of UX, Firefox at Mozilla*

Charlie Lambropoulos

*Co-Founder of ScrumLaunch*

Robin Wang

*Executive Director of Ascent Funding*

### Team Mentors

Kanika Agrawal

*Business Consultant at Hitachi*

Chris Bailey

*Micro Enterprise Developer*

Mitch Daugherty

*Cofounder and Director of Built Oregon*

Amber Moore

*Founder of Moore Communications*

Scott Owen

*Innovation Marketing Manager of Bolt Threads*

Dana Plautz

*Co-President MrsP.com*

Mark Reed

*Owner of MJP Management*

## Volunteer Thank You *(continued)*

Matt Rhoades

*Master/Professor Strategic Design and Innovation program DeTao School of Design*

Enrique Sánchez-Rivera

*CEO of Augmented Island Studios*

Tawny Schlieski

*President of Oregon Story Board, Founder of Shovels and Whiskey*

### Roaming Mentors

Renee Allums

*Founder & CEO of CultureTize*

David Harris

*Executive at Harris Oil, banking and insurance*

Marcus Harvey

*Founder of Portland Gear*

Amanda Hill

*Retired CMO/CCO (CMCO) of Harrods*

Brent Hutchings

*CEO of North River Boats*

Shashi Jain

*Innovation Manager at Intel*

Michelle Janke

*Partner at Coragio Group*

Hongda Jiang

*M&A Finance Integration Lead - Intel Capital*

Bob Julier

*Retired Director of Business Research, The Dow Chemical Company*

Emma Mcilroy

*CEO of Wildfang*

Ben McKinley

*Founder/CEO Cascade Web Development*

Skip Newberry

*President and CEO of Technology Association of Oregon*

Kate Rood

*Organizational Development and Culture Director of Beneficial State Foundation*

Eric Schindler

*Product Director, Global Apparel for Nike Running*

Jamie Schmidt

*Founder of Schmidt's Naturals and Supermaker, co-founder of Color*

Cara Snow

*Chief Community Engagement Officer Technology Association of Oregon*

Steve Strauss

*Senior USA TODAY columnist*

Serilda Summers-McGee

*Founder/Principal of Workplace Change, LLC*

Rick Turoczy

*Founder: Silicon Florist, PIE, TechfestNW, Oregon Story Board*

Paul Vogel

*Managing Director of Teneo*

Nicole Vollebregt

*Adidas' SVP of Global Purpose*

# Pitch Competition Awards

(Teams may win more than one award)

## Overall Winning Team

Prize: Legal start-up package worth \$5,000 from Stoel Rives

## InventOR Physical Invention/Improvement

First and Second Place Prizes - \$500 for each team to advance

(One of the two teams guaranteed to win \$2,000 if it competes in next round and then that team has chance to win \$25,000 at the June InventOR state competition.)

## Team With Best Comprehension of Problem to be Solved

Prize: \$100/teammate

[go.lclark.edu/entrepreneurship](http://go.lclark.edu/entrepreneurship)

### SCHEDULE

SUN 1/12	MON 1/13	TUE 1/14	WED 1/15	THU 1/16	FRI 1/17	
Breakfast & Administration 8:00 - 8:30						
	8:30 - 9:00 Introduction <i>Brian Detweiler-Bedell</i>	8:30 - 9:00 Networking Chrys Hutchings 9:00 - 9:45	8:30 - 10:00 Personal Financial Literacy <i>Meredith Goddard &amp; Brent Hutchings</i>	9:00 - 10:30 Productivity & Decision Making <i>Meredith Goddard &amp; Chrys Hutchings</i>	9:00 - 12:00 LinkedIn Photos <i>Nina Johnson &amp; Team Preparation</i>	
	9:00 - 12:00 Lean Start-Up and Design Thinking <i>Charlie Lambropoulos &amp; James Keller</i>	Liberal Arts & Future of Work <i>Meredith Goddard</i>	10:30 - 12:00 Telling Your Story <i>Carl Guess</i>	10:45 - 12:00 Art of the Sale <i>Fred Jacobs</i>	11:45 Teams turn in Executive Summaries	
		10:00 - 10:45 Customer Validation <i>Sara Conte</i>				
		11:00 - 11:45 Business Etiquette <i>Lori Hennessy</i>				
Lunch & Administration 12:00 - 1:00						
	1:00 - 2:00 Design Thinking <i>James Keller</i>	1:00 - 2:30 Team Mentors	12:30 - 1:15 Overview of Funding Sources <i>Robin Wang</i>	1:00 - 2:30 Team Mentors	1:00 - 3:00 Pitch Competition	
	2:00 - 5:00 Minimally Viable Product & Initial Customer Validation		1:15 - 3:00 Roaming Mentors			
3:30 Assembly, exercise & directions 4:15 Depart for Scavenger Hunt		2:45 - 4:00 Can You Teach Ethics? <i>Erika Cheung</i>	3:00 on Customer Validation (10 additional conversations with new people)	3:00 - 4:00 Killer Pitch Decks <i>I Cheema</i>	3:30 - 5:30 Awards & Networking**	
		4:30 - 6:30 Scavenger Hunt		4:00 on Customer Validation		4:00 on Customer Validation (10 additional conversations with new people)
Unless otherwise noted all events will be in Smith Hall, *Keynote Dinner - South (grad school) Campus Chapel, ** Awards & Networking - Gregg Pavilion						



## Winterim Volunteers



### Kanika Agrawal

Kanika Agrawal is a strategy and operations consultant with a focus on large scale organizational and digital transformations. She works with clients primarily in the high-tech, energy, automotive industries and serves as an advisor for internal strategic initiatives and M&A at Hitachi. In prior roles, Kanika worked as a process improvement engineer with Intel's technology and manufacturing group, and as an innovation consultant for a boutique firm facilitating business model design for early-stage startups.

Kanika holds a Ph.D. in Materials Science & Engineering from the University of Michigan and has authored multiple peer-reviewed journal articles in the field of electronic materials. She enjoys engaging with the Portland business community as a technology startup mentor and serves on the board of local non-profit Unite Oregon. Kanika is an avid supporter of Liverpool F.C, so much so that it overrides her avoidance of paying international shipping for club merchandise.



### Renee Allums

Lewis & Clark alumna Renee Allums is a self-proclaimed “Manifnesser” - a problem solver powered by her dreams and fueled by naivety, grit and courage. She utilizes connection, ideation and storytelling to execute her goal of creating a world where those who look like her belong.

Immediately after graduating in 2018, Renee wound up on Nike’s Innovation team working covertly to build and pilot new business concepts for the underserved consumer. Currently she works for London based consultancy, B+ A, as a creative strategist for clients around the world. This summer Renee “accidentally” won a pitch competition for Black entrepreneurs and now is the Founder & CEO of “CulturTize” a blockchain-based system for Black creatives to protect and self-monitor their unregistered intellectual property.

Renee’s journey is an authentic one as she is adamant about leading through openness and vulnerability. She is an active participant in the community by being a mentor, serving on non-profit boards and sharing what she’s learned through failing every chance she gets a mic.



### Chris Bailey

Lewis and Clark alumnus Chris Bailey is an advocate for food entrepreneurship and a lover of all things culinary. He has cooked at several Portland restaurants and traveled the country with Dinner Lab, a startup recognized by Fast Company as “most innovative” in the food and hospitality sector. Chris is the founder/owner of Bloom Foods, producing several packaged food products that are sold across America and Canada, and recently nationally recognized with a Good Food Award.

Chris works as a micro-enterprise developer with Portland Mercado, the region’s only Latino market hall and business incubator. He is a recipient of the Willamette Week Skidmore Prize and a NPR fellow with “How I Built This” for his work with the Mercado. He also serves on the Board of Directors of Built Oregon and Portland Culinary Alliance.

### John Bates

John Bates is a former professor of finance and investments at Lewis & Clark, a Life Trustee of the College and a former Chairman of the Board of Trustees. He and his wife Susan and son Christopher have had one role or another at the College for over 40 years. In 1979, while John was a professor, John and Susan, with Christopher in tow, led a group of 24 Lewis & Clark students to Benelux for five months to study the emerging European Union. The group still reunites every five or ten years. In his business life John managed a major municipal bond operation on Wall Street and served as a financial consultant in the Middle East. As entrepreneurs John and Christopher founded Bates Private Capital Inc. in 1988. The financial services company grew into an international forensic accounting and expert witness firm with a professional staff of over 200 accountants, lawyers and Wall Street veterans.

John holds a BS in finance from Oregon State University, an MBA in Finance and Management from the University of Oregon, and an Honorary Doctorate from Lewis & Clark. He is also an Honorary Alumnus of the Lewis & Clark Law School, where he sits on the Board of Advisors.

John and Susan are generous benefactors of the John E. and Susan S. Center for Entrepreneurship and Leadership.



### J Cheema

J Cheema has developed and designed compelling, impactful presentations for C-Level and senior executives at Nike, Microsoft, ExxonMobil, YouTube, and GE, as well as entrepreneurs seeking Series A, B, and C funding. Previously, J spent nine years at Nike, with a broad spectrum of experience including leading marketing for Kobe Bryant and Nike Basketball in the Western United States, to driving all strategy for Nike's \$4B Emerging Markets geography. A graduate of Johns Hopkins University, J holds a B.A. in Public Health and a B.A. in Computer Science, and earned his MBA at the Kenan-Flagler Business School at the University of North Carolina.



### Erika Cheung

Erika Cheung was one of the key whistleblowers in the Theranos scandal that stopped the company from processing thousands of patients samples with faulty technology. The story has been covered in the book Bad Blood by John Carreyrou, 60 minutes, ABC news, and recently the HBO documentary The Inventor: Out for Blood in the Silicon Valley.

After working for biotechnology companies, Erika committed herself to grow the entrepreneurial ecosystem in Hong Kong and throughout Asia. She is now an advisor for Betatron, a startup accelerator based in Hong Kong investing in early-stage companies. She also works as a venture partner raising capital for biotech and healthcare companies in emerging markets.

Currently, she is launching a new non-profit, Ethics in Entrepreneurship, a social movement aimed at implementing ethics within the tech industry. EIE acts as the connective tissues between tools, resources, and experts to implement ethics into the core of their businesses.



### Sara Conte

Sara Conte is a Principal at SGC Ventures, providing contract management consulting work for GLG (Gerson Lehrman Group) and others with a focus on strategic planning and business development work for high growth and private equity companies at important cross-roads entering/exiting digital investments. Sara has spent 15 years building and contributing to successful companies – from startups like Brand Genie to big businesses like JP Morgan and Boston Consulting Group. Sara returned to her Oregon roots in 2007 after working at a private-equity development group in Europe. She has been an active early-stage investor through angel groups like Oregon Angel Fund and Angel Oregon. She also received funding for her previous venture locally through the Portland Seed Fund.

If Sara is not at her computer you may find her coaching lacrosse, at barre3, on the Board of Technology Association of Oregon, or doting on the every need of her two daughters. Sara has a BA from Claremont McKenna College and an MBA from Harvard Business School. Sara has also recently served as an Adjunct Professor in the Bates Center, teaching the Innovation class.



### Mitch Daugherty

Mitch Daugherty is the Co-founder and Director of Built Oregon, a not for profit focused on supporting, connecting and accelerating Oregon's consumer product companies. Through the organization, he has led the efforts around the Built Festival, a week long event and the not for profit consumer product accelerator program.



### Diane Fraiman

Diane is a Managing Director at Voyager Capital. She has over 35 years of experience in the technology industry in both operational roles leading marketing, strategy and business development, and as a venture investor since 2007. Diane invests and works with early stage startups in the enterprise software industry in the Pacific Northwest. Prior to Voyager Capital, Diane was SVP of Marketing and Business Development for Sanctum (acquired by Watchfire and F5), and Vice President of Worldwide Marketing for Informix Software (acquired by IBM). Diane was VP of Marketing for Tektronix (acquired by Danaher) in their Video and Networking Division and a marketing executive with Sequent Computer (acquired by IBM), both based in Oregon. She previously spent 16 years in sales and marketing roles worldwide at Digital Equipment Corporation.

Diane is a board director at Act-On Software, Stackery, and a board observer at Chirpify, Lytics and SheerID. In addition, Diane is on the boards of TiE Oregon, University of Oregon Seed Fund Advisory Board, the Oregon State University Advantage Accelerator, and Providence Women's and Children's Health. She has a BA from Vanderbilt University in Biomedical Engineering, and received an Executive MBA from Insead in Fountainebleau, France. Diane lives in Portland, Oregon.



### Meredith Goddard

Meredith Goddard is the founder of what was Portland's largest entrepreneurship challenge for high school students, a work-based learning program in partnership with a farmer's market, a pilot program to connect high school graduates with living wage work, and a platform to connect young people with leadership and learning opportunities in the community. She has written widely about the future of work and new models for work-based learning. She has taught in the classroom for 10 years and teaches workshops and classes on personal finance, the 4th industrial revolution, innovation, and the gig economy. She loves building partnerships. She is currently the Director of Enterprise Applications and teaches for the Bates Center at Lewis & Clark College. Holding a B.A. from Carleton College and a master's degree from Duke University, Meredith is also an avid reader, block party organizer, runner, mom and partner, chocolate lab lover, dreamer and doer, feminist, and futurist.



### Carl Guess

Carl Guess regularly helps executives be better communicators, including those at Arc'teryx, Bluetooth, Google, Microsoft, Reebok, and Sutter Health. A graduate of Lewis & Clark, he holds B.A. in English and a minor in Computer Science. He also holds an M.S from the School of Journalism at Columbia University. You can learn more about his work at [www.elevatorspeech.com](http://www.elevatorspeech.com).



### David Harris

David Harris graduated from Lewis & Clark College in 1973 with a BS in Business. He then joined Precision Castparts Corporation working as Sales Engineer selling structural jet engine components in the aircraft industry for about five years. In 1977 he joined the family business, Harris Oil Company, an early pioneer in selling gasoline and diesel products at unattended, card activated fueling locations. Through a long career, David was President of Metrofueling, Truax Harris Energy, Harris Transportation, Alliance Fleet Services and Cascade Energy, and Pacific Pride Services, which sold more than \$5 billion of petroleum products annually. In addition to his work in the petroleum industry David Harris was a founding Director of the Bank of the Northwest and Petromark which were acquired by Wells Fargo Bank and Lloyds of London respectively. Now retired, David spends a lot of time on the golf course and is a former competitive ballroom dancer.





### Marcus Harvey

Marcus Harvey has a passion for product. From a young age, Marcus has been consumed with the process from conception to production and how things are designed and made. In starting @portland on Instagram, with over 333,000 followers, Marcus has developed a new social media based community around the city. From this page he was able to create his dream company, Portland Gear, which has grown to a team of six, retail stores downtown and sales in every state and 60 countries! Graduating in 2008 from Century High School and The University of Oregon with a degree in Digital Arts and Business in 2012, Portland is where he calls home.



### Lori Hennessy

Lori Hennessy is the Director of Membership Development at Waverley Country Club and offers courses to corporations, universities, and individuals, which focus on networking, dining, and professional development skills. Once a corporate meeting planner where she planned large-scale conferences throughout North America and Europe, she saw the need for people to comfortably navigate social situations. This led her to the Protocol School of Washington, where she was trained as a Protocol Officer and Business Etiquette Consultant. In her current role at Waverley, Lori brings her organizational, protocol, and customer service background together in a special and unique environment.

Additionally, Lori was the owner of a specialized retail boutique, which she was proud to have grown into a “Top 10” business in its industry. Lori holds a BS in Business Management from San Jose State University. In her free time, she enjoys spending time with her husband and with friends. She loves to needlepoint and can be found rowing a few times a week at the gym.



### Amanda Hill

UK native Amanda is a highly experienced and passionate marketing executive with a proven track record in the commercial, strategic and creative development of brand and customer-led strategy and innovation that delivers a step-change in performance and ambition.

Amanda most recently served as Harrods’ first Chief Marketing and Customer Officer (CMCO). Under her remit as CM&CO, Amanda led the store’s overall brand strategy, overseeing all marketing, communications, visual merchandising, CRM and customer service, digital, personal shopping, media campaigns and operations.

Prior to Harrods, Amanda served as Chief Marketing Officer for A&E Networks in New York, overseeing marketing for all the networks and businesses in the US and abroad. Amanda also previously served as Chief Brands Officer for BBC Worldwide, where she was responsible for developing the brand strategy for all of BBC Worldwide’s businesses and formats.

Unafraid of balancing the tried and true with innovation and risk taking, she’s renowned for her fixation on the customer, her belief in the power of storytelling and harnessing both to build culturally resonant brands across multiple media platforms. She recently moved to Portland with her family to support her husband in his role as GM/VP Global Digital at Nike.



### Jim Huston

Jim Huston is a Founder and Managing Director of Portland Seed Fund. PSF is an early stage venture firm focused on diverse and impact-oriented seed stage investments across the greater Northwest region. Jim has led or co-led investments in more than 100 companies for Portland Seed Fund. Jim brings more than 25 years of technology industry experience, having worked with and invested in early stage technology companies throughout the world. Previously Jim was a Managing Director with Blueprint Ventures, a Bay Area technology growth capital firm. Prior to Blueprint, Jim served in numerous positions within Intel Capital from 1995-2004, the world’s largest corporate venture organization. Jim has an MBA from Kellogg, Northwestern University, and a BS in chemical engineering from Rose Hulman. Jim is an Oregon Venture Fund investor member and past chairperson of Angel Oregon. He is the past Chairman of the Board of Oregon Public Broadcasting and served on the OPB Board from 2007 - 2018. He is currently on the boards of Onboard Dynamics and Plover, and has been on more than a dozen corporate boards over his career.



### Brent Hutchings

Brent Hutchings '84 is the majority owner and CEO of North River Boats, a manufacturer of heavy gauge aluminum recreational, commercial and government boats in Roseburg, Oregon. In 2017, North River Boats became an employee-owned company through the implementation of an Employee Stock Ownership Plan (ESOP). Previously, Brent was President and CEO of Pacific Coast Packaging Corp. (PCPC) in Fresno, CA. He acquired PCPC with a group of private investors and sold the business to a NYSE-traded strategic buyer nine years later. Brent received his B.A. in English and Natural Science from Lewis & Clark College and his MBA from Stanford University's Graduate School of Business. In addition to his service over the years on several for-profit and non-profit boards, Brent enjoys tennis, fly-fishing, and the occasional mentoring of Lewis & Clark students. Brent is a member of the Board of Trustees of Lewis & Clark College.



### Fred Jacobs

Since graduating from Lewis and Clark, Fred Jacobs has become a global business development, marketing and relationship management leader in the investment servicing and technology spaces. He joined Apex in 2018 to become the Group's Chief Revenue Officer. He has over 20 years experience in the asset management and alternative fund administration space and has held senior positions at firms such as SS&C Technologies (where he helped to take the company public (SSNC)) and PNC Bank. He is a frequent speaker at industry events on topics including: Leadership, Team Building and Environmental, Social and Governance in the investment management industry. He has lived and worked in Asia, Europe, and Latin America. He currently lives in Philadelphia and works in New York City. Additionally, Fred holds a certificate in business development from the University of Chicago and an MBA from UCLA.



### Shashi Jain

Shashi Jain is an Innovation Manager at Intel Corporation, where he applies cutting edge technologies such as IoT, Machine Learning, and VR to new areas such as medical wearables and space exploration. Shashi also serves as Global Education Director for TiE Young Entrepreneurs, an experiential program in entrepreneurship and innovation taught through an invention education curriculum. Shashi has been mentor and advisor to hundreds of high-school age entrepreneurs and advocates passionately for entrepreneurship as a career path.

Shashi has a lot of hobbies. You might find him organizing the Portland 3D Printing Lab Meetup, 3D printing prosthetic hands for kids via the eNABLE community, speaking about 3D printing, and actively mentoring early stage startups. Shashi holds a BS in Computer Engineering from University of Kansas, an MS in Electrical Engineering from University of Illinois at Urbana-Champaign, and an MBA from Babson College.



### Michelle Janke

Michelle Janke is a partner at Coraggio Group, a Portland-based consulting firm specializing in strategy and organizational change. She has more than 25 years of experience working with organizations, both large and small, on helping leaders establish clear goals and maintain strong teams in achieving those goals. Michelle joined Coraggio after six years as a management consultant in Europe. Prior to this, she was an engagement manager with McKinsey and Company and spent more than 10 years in finance and marketing management roles at The Walt Disney Company, Bertelsmann and Deutsche Bank. She has an M.B.A. from the Haas School of Business at the University of California, Berkeley and a B.A. in International Relations from Mount Holyoke College. Michelle is member of the Riverdale School Board.





### Cliff Johnson

Cliff is the Chief Commercial Officer of Atlanta based vacation rental company, Rented.com. Before joining Rented.com, Cliff Johnson served as the Co-Founder of Vacasa for almost a decade. He served as COO for several years and oversaw the expansion of the company's portfolio including growth into international markets. In addition to his role at Rented.com, Cliff is an attorney and still in good standing with the Colorado and California State Bars. Cliff serves as a board member for Eugene-based MAPLE Microdevelopment. He is also an advisor to TripGrid and Dweller - both startups within the travel and housing space based in Portland, Oregon. Cliff received his law degree from Boston University.



### Nina Johnson

Nina Johnson is a professional freelance photographer with over 10 years of experience in portrait and event photography. She specializes in working with small businesses, non-profits, and individuals to capture the images they need to further their missions and achieve their goals. Nina prides herself on building a supportive and collaborative environment during every photography session, resulting in natural and engaging images. Her non-profit clients include: Lewis & Clark College, the Portland Art Museum, Portland Japanese Gardens, Ethos Music Center, and the Architectural Heritage Center.

Nina holds a BA in Religion from Reed College, and has been a library worker, a pastry chef, a volunteer coordinator, and a swing dance instructor, before finding her career in photography. Her work has illustrated articles in Fine Homebuilding, The Oregonian, and The New York Times.



### Bob Julier

Hailing from Lakeview and Gold Beach, Oregon, Bob Julier is a graduate of Lewis and Clark College, Class of '66, BA in Chemistry (followed by graduate studies and teaching fellowship at the University of Arizona). He began his 33 year career providing research and development support to Dow businesses focusing on development of new products, conducting basic research for which he received patents for emulsion polymers used in the paper coatings industry. As global director for business research, with experience in research and development and marketing organizations, Bob lead teams which provided business research, development, and competitive intelligence services to Dow's global businesses. He lead a company-wide program, Planned Innovation ® designed to transition Dow from a products focused to a markets focused corporate culture. Bob was previously a member of The Conference Board Council for Competitive Analysis; the Product Development Management Association (PDMA); and the Society of Competitive Intelligence Professionals (SCIP). Currently, Bob consults in New Product Development through Robert M. Julier Associates. Bob resides in Midland, Michigan with his wife Jean, LC '65. He is an avid fly fisherman and active member of Trout Unlimited.



### James Keller

Alumna James Keller designs both things and teams. Most of her career has involved leading design efforts at the intersection of people, context and emerging technology to build products with purpose - for clients like Starbucks, Google, Amazon, and Adidas. She is also an accidental entrepreneur who once sold her small, creative agency to Fortune One. Most recently, James joined Mozilla/Firefox to wrangle a large team of designers, researchers, and content strategists that build products to create an Internet that truly puts people first, where individuals can shape their own experience and are empowered, safe and independent.



### Charlie Lambropoulos

Charlie Lambropoulos has over 10 years of experience as an entrepreneur and early employee in the technology industry, including three acquisitions and one IPO. His background is primarily in product development, online marketing and sales. He is currently Co-Founder of ScrumLaunch, a product design and development company focused on helping startups build great software. He also serves as Head of Product & Revenue at WingWarp, the leader in NCAA official instant replay and livestreaming technology. He was previously Founder of vLoop.io, a cloud based sports video analysis and coaching platform (Acquired by WingWarp.tv). Prior to that, he was the Founder of LYFE Mobile, a mobile real time bidding advertising platform that was one of the first providers of in-app mobile programmatic buying, native and geo-fencing technology. (Acquired by RhythmOne Plc (LSE AIM: RTHM)). Before LYFE Mobile, Charlie was Co-Founder of Ocean Park Interactive, a performance advertising network that enabled him to bootstrap LYFE Mobile. Earlier in his career, he was Director of Business Development at OptimalSocial (acquired by Brand Networks) and an early employee at the Rubicon Project (NYSE: RUBI). He holds a B.A. in Economics from Colgate University.



### Emma Mcilroy

Emma Mcilroy is a queer-feminist-Irish-immigrant-female-CEO. As founder and CEO of Wildfang, she's been smashing the patriarchy and gender norms in fashion and beyond since 2013. Much longer if you count dressing as Captain Hook for Career Day in 2nd Grade. It started with the radical belief that a womxn has the right to wear whatever the hell she likes and be whoever the hell she likes. And speaking of rights, in 2018 alone, Wildfang raised over \$500k for charities that support reproductive, immigrant, and women's/human rights.

Pre-Wildfang, Emma spent over 12 years honing her marketing skills at two world-class brands in Barclays and Nike. And before THAT, she graduated Summa Cum Laude with a degree in Natural Sciences from Cambridge University. In addition to the many qualifiers above, she is also a Simpsons-loving, whiskey-drinking, sports fanatic, and a mentor to numerous womxn and queer entrepreneurs. Last year, she was named one of Inc.'s Female Founders 100, Oregon Entrepreneur of the Year by OEN, and Executive of the Year by the Portland Business Journal, and her "Yeah Maybe" TED talk garnered over 100k views.

Wildfang is a multi-million dollar omni-channel business with 4 stores in 3 states, and has been featured in the Guardian, the New York Times, Vice, Refinery 29 and Vogue. They've also built a fanbase of badass celebs including Janelle Monae, Chvrches, Lizzo, Rachel Evan Wood, and Blondie, to name drop a few. Which is almost as crazy/cool as building a cult brand from the ground up. Let's call it a tie.



### Ben McKinley

Ben founded Cascade Web Development in 2001 following three years leading another web design start-up, Mt. Hood Software. An Oregon native and graduate of Lewis and Clark College '98, Ben is a 19 year veteran of Portland's creative and tech industry. Ben's focus at Cascade includes overseeing company Operations, Web Strategy and Business Development.

In 2010, Ben co-founded a live video platform company, Brandlive, built upon Cascade's evergreen platform. Brandlive was incubated within Cascade for several years before being spun out in the fall of 2012. At that time, it was accepted into the third class of the Portland Seed Fund. The organization was named the launch stage winner of Angel Oregon 2013 and received funding from Oregon Angel Fund later that year. Brandlive has raised over \$4MM in funding and continues to innovate in the fast moving live video space.

Community involvement has been a significant focus for Ben over the years. Ben has served on the board of the Oregon Interscholastic Ski Racing Association, Portland Business Alliance and Greater Portland, Inc. He currently sits on the board of the Street Trust. Ben has coached ski racing for the past 22 years, currently leading the freeride program at the Multnomah Athletic Club.



### Amber Moore

Amber Moore founded Moore Communications nine years ago with the idea that companies didn't have to use a massive PR agency to get quality work and incredible talent focusing on their business. Today, Moore Communications works with companies across the country from start-ups to public companies. Moore started her career in the agency world working on the Microsoft and SAP businesses for Waggener Edstrom and Edelman before working in-house at Microsoft and HSBC. Moore is a graduate of the University of Oregon Journalism School and has three children under the age of 11.





### Mohan Nair

Mohan is currently Senior VP and Chief Innovation Officer at Cambia Health Solutions. He was recognized in forbes.com as a pioneer in cultural transformation of organizations using innovation as catalyst. The Marketing Leadership Council named him Marketing Executive of Year in 2009.

Prior, Mohan was Chief Marketing Executive and Executive VP for Regence Group leading all front end functions for the nine billion dollar revenue for the health solutions company. He has been in President roles in successful emerging businesses, two of which had successful exits with McAfee and SAS.

His most recent book, Strategic Business Transformation: The 7 Deadly Sins to Overcome, took 12 years of research and introspection. He has authored two other books on measurement. Mohan taught executive courses as adjunct professor of business at Kellogg School of Management for ten years focused on cost and performance management. Mohan has also given a TEDx talk, which outlines his business transformation philosophy.

He has served the United States as a member of the Government’s Committee on Performance and Accountability for the State of Oregon and was called by the U.S. Department of Health and Human Services to serve on the AHIC Chronic Care Workgroup.

Many find it surprising that Mohan was a Singapore TV talk show host, a musician with 20 music copyrighted songs to his name and played the bagpipes and the guitar. He is also the first healthcare executive to audition and lose at America’s Got Talent.

### Skip Newberry

Skip is a frequent speaker on technology trends and topics, economic development, public-private partnerships and civic innovation. Before joining the TAO, Skip served as an economic development policy advisor to Portland Mayor Sam Adams, where he helped create Portland’s first comprehensive economic development strategy in 16 years, recognizing software as a key industry cluster. While at the City of Portland, Skip’s projects included the adoption of the nation’s first open source software procurement policy at the municipal level, an award-winning regional open data initiative and the development of resources to support entrepreneurship, like the Portland Seed Fund.

Previously, Skip was a corporate and IP attorney and entrepreneur. Skip is Chairman Emeritus of the Board of Directors of TECNA, Technology Councils of North America, which is a global network of technology and entrepreneurship associations, and he serves on the community advisory board for Wells Fargo and several community-based organizations in the Portland area. Skip is also a 2012 recipient of the Portland Business Journal’s 40 Under 40 award. When he’s not working on behalf of the region’s tech industry, Skip enjoys exploring the Pacific Northwest with his family.



### Scott Owen

Scott Owen is the Innovation Marketing Manager for Bolt Threads, a bio-materials company based in Emeryville, California. Scott leads projects that push the boundaries on sustainability, revolutionary materials, and disruptive fan engagement. Most recently, this has included bringing a pair of biodegradable glasses made out of 100% synthetic spider silk to the public.

Scott got his start in the Innovation industry while working with the Bates Center. While at Lewis & Clark, Scott was a member of the Inaugural LC Entrepreneurship Seed Fund, and was awarded the John & Susan Bates Fellowship Award.

In his spare time you can find Scott on a golf course, basketball court, or hiking with his dog.



### Dana Plautz

Dana Plautz has spent her career at the convergence of the entertainment industry and technology sectors. She spent 10 years in the Hollywood entertainment industry, as Director of Business Development and Emerging Markets at Norman Lear’s Embassy Communications followed by serving as World-Wide Marketing & Licensing Director at Hanna-Barbera Studios. She was recruited by high tech giant, Intel, where she spent 13 years working with game developers and new media artists developing multimedia projects and emerging applications for Intel Research. Having always been an inter-company entrepreneur, in 2008 she decided to become a true entrepreneur and start her own company. She co-founded MrsP.com, an education literacy site for K-4 classrooms, recognized by the American Library Association as a Great Site for Kids. She is responsible for the day-to-day operations of the website along with the marketing, PR, and social media. For her social media presence, @MrsPStoryTime, was recently named one of the Top Educators to follow on Twitter. She also runs the annual Be-a-Famous Writer contest that includes securing sponsors. Dana held a government appointment for six years chairing the Oregon State Film and Video office. She is also an award-winning documentary filmmaker, producer, seasoned speaker, and a charitable advocate. She graduated from Lewis and Clark with a degree in Communications.



### Mark Reed

Mark B. Reed is the owner of MJP Management, an operating partner of NW Ventures Group, and a native Oregonian with a long history and experience in developing, constructing and managing residential and commercial properties in the greater Portland area. In addition to managing over 700 residential apartments, Mark has spent the past decade focusing on changing the attitude of the Portland developers and contractors towards modular construction. In 2015, NW Ventures Group was awarded the Earth Advantage LEED builder of the year award for its work in developing Modular Assisted Living Facilities in Oregon and SW Washington, and in 2016 completed Oregon's first three story modular apartment building in NE Portland. Mark's current project is another three story modular apartment building that will not only be LEED Platinum, but is a collaboration with the VA and Do Good Multnomah to assist in permanently transitioning houseless veterans into stabilized long term housing. Mark serves as a board member of FCA Urban Core, and enjoys spending time with his wife and four children.



### Matthew Rhoades

Matthew A. Rhoades is currently the Master (department Chair) and Professor of the Strategic Design and Innovation program (SDI) at the DeTao School of Design / Shanghai Institute of Visual Arts (SIVA) in Shanghai, China. Matthew is also a former Global Creative Director at Nike and the Founder // Chief Creative at Portland based product design agency MatteLab. Matthew has 25 years of global design experience as an industrial designer and creative product strategist (hard and soft goods, apparel, footwear, and innovation design), during which he acquired a long list of awards and honors including 40+ patents and six world records.

His design of the Trek Y-Bike was named "Third most influential mountain bike of all time." with showings at the Cooper Hewitt Museum of Modern Art, NYC. In addition to holding a B.S in Product Design from the Art Center College of Design, Matt also received an MBA in Entrepreneurial Management / New Product Development from Marylhurst University. He is a rare balance of qualitative design thinking and quantitative business (common) sense.

Prior to Nike, Matt worked at various global design studios such as VP of Design at Lifestyledesign (Santa Barbara, CA), Design Director at Fox Racing (Morgan Hill, CA), Digital Design Manager at Frog Design (San Francisco, Ca), and Trek Bicycle in Madison, Wisconsin. Past projects include Apple OS9 logo brand design to the design of the Napster V2.0 web site.



### Kate Rood

Kate leads human resources, organizational development, and workplace culture initiatives for Beneficial State Foundation, a unique foundation working to change the banking system for good through advocacy and stewardship of the triple bottom line mission of Beneficial State Bank. She is passionate about using social impact businesses to change how we think about social justice in human resources and distribution of power in organizations. Before joining the movement for better banking, Kate worked in executive education, bringing business leaders together for social innovation programs, collaboration and learning. Kate received a BA in political science from Smith College and an MBA from Portland State University. A published writer, Kate believes good things happen when we speak, write and bear witness to each other's stories. Kate is passionate about the positivity, creativity and mindfulness of handwritten mail, and makes and sends cards every week. She is on the board of directors for Write Around Portland.



### Enrique Sánchez-Rivera

Enrique Sánchez-Rivera is a native of Colombia, South America. He received an Economics degree from The University of Connecticut and a MBA from The College and William and Mary in Virginia. Enrique started his career in finance and worked for global companies like Janus Funds and Investec Asset Management. After retiring from the investment world he decided to follow his dream of being an entrepreneur, and he currently is CEO and Founder of Augmented Island Studios, a creative AR and VR development studio, and La Isla (a world renowned swimwear and apparel brand). Enrique's products have appeared in Sports Illustrated Swim, Vogue, Marie Claire, InStyle, People StyleWatch and the David Letterman show amongst others. His company Augmented Island Studios' client list is growing and includes actor and activist Terry Crews, Carhartt Vineyard and the AmeriTex Pipe & Products. He has a passion for the environment and for socially conscious causes, and is a long time supporter of Jean-Michel Cousteau's Ocean Futures Society, Youth Emerging Stronger LA and the Sierra Club. He resides in Portland, Oregon.





### Eric Schindler

Eric J. Schindler, B.A. 1994, has been in the sports and fitness industry for over 25 years with Nike, Inc. and currently is the Global Apparel Product Director for Nike Running. Eric has held numerous leadership positions at Nike within the apparel product creation organization. He has also held product director positions in several categories, including Football, Baseball, Lacrosse, and Golf. His current passion project is the Nike’s “Move to Zero” concept around sustainability. In recent years, Eric has been focused on mentoring at Nike and sharing his management approach throughout the organization. Based on the pillars of trust, collaboration, and personal relationships, Eric is focused on helping individuals reach their potential, while helping the company embrace and maximize their talents.

Eric serves as a mentor within the Women of Nike organization and as a guest speaker at the University of Oregon Sports Management program and the Portland State Graduate school for Athletics and Outdoors. Eric also actively supports Jamii Moja which provides funding and education for underprivileged children in Kenya. In his spare time, Eric loves to cook, spend time with this family, play golf, coach youth sports, and stay sharp on consuming all types of music.



### Tawny Schlieski

Tawny Schlieski is a research scientist, and a virtual reality producer. She is co-founder and president of Oregon Story Board, a non-profit dedicated to building diversity and inclusion in the VR economy, and she runs Shovels and Whiskey, a VR prototyping studio in Portland, Oregon. Her work centers on the role of technology in enabling new forms of communication, including rethinking education, collaboration, creation, and play. Her partnership with the Royal Shakespeare Company on The Tempest delivered record breaking audiences, and two Innovation Lions at Cannes. Her current work leverages VR to teach abstract thinking; and AR to reimagine our political power structure. She is a graduate of Lewis & Clark College (BA) and Duke University (MA).



### Jamie Schmidt

Schmidt is an entrepreneur and the founder of Schmidt’s Naturals, a brand of natural personal care products that she started in her kitchen in Portland, Oregon in 2010. Jaime is known for modernizing natural personal care products, including the customer-favorite deodorant, and bringing them to the mainstream market. Under her leadership, Schmidt’s grew into a household name lining the shelves of retailers including Target, Costco, Whole Foods, Walmart and CVS across 30 countries. In 2017, Schmidt’s partnered with CPG giant Unilever, with Jaime continuing as the brand’s founder and spokesperson.

Today, Jaime is focusing her efforts on helping emerging entrepreneurs pursue their own dreams. In June 2019, Jaime launched Supermaker, an editorial-driven platform that celebrates diverse, independent brands and creators, and hosts conversations that empower progressive values in the workplace. She has also authored the book Supermaker: Crafting Business on Your Own Terms, releasing April 2020.

Jaime is also the co-founder of Color, an investment portfolio that supports diverse and underrepresented founders, and co-owner of local entrepreneurial collective Portland Made.



### Nita Shah

Nita Shah, is one of the two founders and the current Executive Director of Micro Enterprise Services of Oregon (MESO) a leading microfinancing and technical assistance organization serving underserved entrepreneurs in Oregon and SW Washington. Her extensive background in owning and operating small businesses have enabled her to blend various theories of business development and coaching, providing a holistic program approach for entrepreneurial success in underserved communities. She established MESO as a Community Development Financial Institute (CDFI), and a Small Business Administration (SBA) microlender, providing nearly \$7,000,000 in loans to credit challenged entrepreneurs with a default rate of less than 1%.



### Cara Snow

Cara Snow is the Technology Association of Oregon's (TAO) Chief Community Engagement Officer. She manages a portfolio at TAO that includes regional executive engagement, cyber security programming, and workforce development with a focus on diversity, equity and inclusion. A graduate of UGA and UNC, she began her career in tech before it was cool leading human resources, sales and software development teams. In working with startups to large enterprise organizations, Cara has navigated high growth, rebuilding, acquisition and the occasional misstep. In 2016, she joined the Technology Association of Georgia (TAG) as Chief Development Officer, leading community engagement and strategic membership growth efforts.

Cara serves in a national role with the Association of Junior Leagues International (AJLI) as a Diversity & Inclusion Volunteer Specialist and sits on the Nominating Committee for the Tech Councils of North America (TECNA). She also serves on the Board of Directors for Worksystems, Inc., the Steering Committee for Prosper Portland's TechTown Diversity Pledge and as a member of the Oregon Cyber Advisory Council (OCAC). She is the recipient of a Girl's Inc. BOLD award, a TAG Diversity in the Workplace award, and Atlanta Business Chronicle and UGA Alumni Association Top 40 Under 40. In her free time, Cara runs a lot, looking for spare change, a topic that earned her a TEDx Peachtree TEDx talk spot in 2017.



### Suzanne Stevens

Suzanne was promoted from digital managing editor to editor of the Portland Business Journal in March 2014. She has been with the company since 2010. Prior to the Business Journal, Suzanne spent seven years as a senior editor at The Deal in New York, where she wrote about corporate mergers and acquisitions. Suzanne also spent time as an associate editor at Oregon Business Magazine and 12 years working in public radio at stations in Kentucky and North Carolina, where she was a frequent contributor to National Public Radio.



### Steve Strauss

Often called "America's most popular small business columnist," Steve Strauss is a best-selling author and senior USA TODAY columnist whose content and media appearances reach millions. Steve is also an attorney, thought leader, and the author of 17 books, including The Small Business Bible.

Steve speaks across the country and around the globe and is often tapped to be a spokesperson and brand ambassador for companies like Bank of America and Microsoft. He sits on advisory boards for the World Entrepreneurship Forum, SCORE, and P&G. The Strauss Group creates cutting-edge content for everyone from Fortune 500 companies to small chambers of commerce. Steve's latest venture is TheSelfEmployed.com.

He also hates ketchup.



### Serilda Summers-McGee

Serilda Summers-McGee is the Founder and Principal of Workplace Change, LLC, a Human Resources consultancy created to guide, advise, and encourage the business world through internal as well as external growth and transition, while incorporating Diversity, Equity, and Inclusion into HR systems. Serilda has been an HR/DEI innovator for over 15 years, honing her ability to identify challenges and opportunities while teaching the masses how to be better leaders. She has inspired thousands to create, embrace, and mobilize lasting organizational change. Serilda has made it her life's work to help organizations and leaders create and sustain optimal work culturesSerilda believes in the power of an equitable and inclusive work environment. She knows that to be a healthy company, there must be healthy culture. Serilda has made it her life's work to help organizations and leaders create and sustain optimal work cultures. For her, the importance of HR became apparent while working the counter at Taco Bell in her first high school job, that lasted 8 years.

Most recently, Serilda was Chief Human Resources Officer for the City of Portland, Oregon, where she led a bureau of 84 professionals who supported a workforce of more than 10,000. She has held leadership roles for the Portland Development Commission, the Oregon Department of Education, Kaiser Permanente, Partners in Diversity, and Reed College. In 2018, she received Portland Business Journal's "Women of Influence Award," and in 2019, she received Portland Business Journal's "HR Excellence Award." While not in the office, Serilda focuses on her family, her friends, and making the occasional gourmet meal.



### Rick Turoczy

Rick Turoczy (@turoczy) has been working in the Portland startup community for more than 20 years. As founder and editor of Silicon Florist, he has blogged about the Portland startup community for more than a decade — even though numerous people have begged him to stop. That side project led Rick to cofound PIE (the Portland Incubator Experiment), an ongoing experiment exploring the potential for mutually beneficial collaborations between the Portland startup community and more well-established entities like corporations, government, and educational institutions.

Those efforts led him to cofound TechfestNW, a tech event run in collaboration with Willamette Week, which has been dubbed “the next SXSW” by Fortune magazine. Using what he learned at PIE, Rick cofounded Oregon Story Board, an accelerator designed to help digital storytellers like filmmakers, video game creators, and Virtual and Augmented Reality developers build scalable and sustainable business. His latest project is Built Oregon, a nonprofit designed to celebrate, connect, and accelerate all of the amazing consumer product companies throughout Oregon.

All because of a blog. Weird.



### Paul Vogel

Paul is a Managing Director with Teneo, a global CEO consulting and advisory firm that provides integrated strategic counsel across four operating segments: Management Consulting, Strategy & Communications Advisory, Capital Advisory, and Risk Advisory. Attached to Teneo’s San Francisco office, Paul principally counsels U.S. West Coast, Pacific Northwest, and Canadian clients. He joined Teneo having run his own boutique strategy and campaign communications firm in Portland, Oregon, for several years.

A veteran communicator with deep and varied experience — as a campaign and media strategist, spokesperson, company executive, public opinion researcher and analyst, and marketing executive — Paul has operated across a wide geography from Washington DC, throughout the western U.S. including Alaska, and Canada. While an expansive range across the energy sector is a dominant feature of his career to date, other sectors within which he has worked include industrials, business and economic development, regulatory, legal, civic, and non-profit.

Paul has been a senior executive for two digital marketing, advertising, and public relations agencies and also was Vice President of Communication and Public Affairs at PacifiCorp (Berkshire Hathaway Energy). Early in his career he served as executive director of the Oregon International Port of Coos Bay, and he has staffed or consulted with local, statewide and Congressional leaders and candidates, and managed multiple issue and ballot measure campaigns.

Paul has a BSc in Political Science from Lewis and Clark College, Portland, OR.



### Nicole Vollebregt

Nicole has been with the adidas brand for 21 years, splitting her tenure between the Portland and Herzogenaurach HQ’s.

She started as a PR Manager and every few years has taken on a new role - often creating new departments or initiatives. After eight years in Portland Nicole moved to the Germany HQ in 2006 as the Global Head of Public Relations and to lead the creation of the Adi Dassler Fund —adidas’ philanthropic arm. When the company created a Sport Style Division in 2008 she was tapped to lead the Brand Marketing team with a focus on launching adidas Originals globally. In 2011 she took the helm of the Global Brand Marketing team overseeing both the Style and Sport Performance Divisions. After a brief hiatus to have her daughter she came back to lead a new department called Influencer Marketing which along with leading the Entertainment and Trend Marketing teams, also created adidas’ unique Newsroom network. This network was comprised of a team of Social, PR and Analytics specialists across eight global cities. In 2016 she created the first Women’s SBP, bringing greater focus to the female consumer and building a plan for product, retail and activation to win her. Her latest endeavor is leading a new department called Global Purpose which provides strategic direction, messaging and programs around: Diversity and Inclusion — Internally and Externally; Breaking Barriers for Women and Girls; Athlete, Influencer and Employee Advocacy; Social Impact and Sustainability.



### Robin Wang

Robin Wang is a business, nonprofit, and community leader with experience across multiple disciplines and industries. He has an eye for identifying opportunities to create value, efficiency and equity and thrives at building the infrastructure, operations and teams needed to turn visions into reality. Presently, he is the Executive Director of Ascent Funding, where he manages a \$3 million community loan fund and capital advisory service focused on supporting minority- and women-owned businesses and businesses in low income communities. Previously, Robin worked at various tech, media, and software start-ups and was a co-owner of the ReDirect Guide, a media company that promoted sustainable lifestyles in numerous cities throughout the West. Robin has Engineering degrees from Carnegie Mellon University and Columbia University and is originally from New York City but has called Portland home since 2003.



## Bates Center for Entrepreneurship and Leadership



**Brian Detweiler-Bedell**, *Director of Bates Center for Entrepreneurship and Leadership, Professor of Psychology*  
Brian Detweiler-Bedell is incoming Director of the Bates Center and Professor of Psychology. He previously served as the Center's founder and Academic Director from 2012 to 2015, and he teaches the Bates Center's Leadership course. He took theory to practice by co-launching the Portland brewery West Coast Grocery Co., which grew out of his role organizing The Art, Science, and Business of Brewing practicum. Brian has earned national recognition for his development of collaborative approaches to undergraduate education, and this work has been supported by the National Science Foundation and Howard Hughes Medical Institute. In 2014 the Council on Undergraduate Research recognized him with its Outstanding Mentor Award in Psychology. Brian also has authored numerous scholarly articles in health persuasion, attitude change, emotion, and emotional intelligence. He has a bachelor's and master's degree in psychology from Stanford University and a doctorate in social psychology from Yale University.



**Chrys Hutchings**, *Associate Director of Bates Center, Adjunct Professor*  
Chrys Hutchings is a recovering attorney who now uses her advocacy skills to connect entrepreneurs and employers to Lewis & Clark students. As part of her mission to connect the liberal arts to problem solving in the workplace, Chrys engages professionals to speak directly with students about career path, industry trends, entrepreneurship and leadership via Lunch with a Leader, Winterim, workshops, etc. She connects students to resources on and off-campus including venture competitions and networking. Chrys is helping spearhead Lewis & Clark's Work Study Pilot. Prior to coming to the Bates Center, she worked in the Career Center as the Employer Relations Coordinator, where she executed much of the programming for the Bates Center and resurrected the on-campus Career Fair. She graduated from Smith College and Boston University School of Law, after which she practiced medical malpractice and insurance defense litigation in California. She moved with her family to Portland 15 years ago, is an unabapologetic snob about Massachusetts pizza, and enjoys taking advantage of polite Portland drivers.

## Bates Center for Entrepreneurship and Leadership



**Catarina Hunter**, *Associate Director of Operations of Bates Center*  
Catarina Hunter joined the Bates Center in the fall of 2017 equipped with a toolkit of productivity, technical expertise and systems management from a school programming structure similar to the Bates Center. Her can-do attitude, organizational talent, and business acumen is a perfect fit for the Center. Her skillset and experience enabled her to take on an additional half-time position at Lewis & Clark's IT department in the fall of 2018. Born in Sweden and fluent in Swedish, German and English, Catarina earned her B.S. in Political Science from Lund's University in Sweden. She has served on the boards of National Charity League and Riverdale School PTC, and volunteered for Raphael House and Elevate Oregon. Being an owner/manager of several rental properties for the past decade, and starting and running an after-school care business, she has hands-on experience being an entrepreneur. She and her husband, Shawn, have three children in, nearing and gearing for college. In her free time, Catarina runs and is a shoe tester for Nike.



“No matter what your ability is, effort is what ignites that ability and turns it into accomplishment.” **Carol S. Dweck**

“True self-confidence is “the courage to be open—to welcome change and new ideas regardless of their source. Real self-confidence is not reflected in a title... It is reflected in your mindset: Your readiness to grow.” **Carol S. Dweck**

[go.lclark.edu/entrepreneurship](http://go.lclark.edu/entrepreneurship)

## “Becoming is better than being.” ~ Carol Dweck

In the words of past Winterim participants:

*“I entered Winterim completely unaware of what the week had in store but I walked out of the program more well-rounded, confident, and aware of the realm of entrepreneurship. After going through the program I firmly believe that entrepreneurship and leadership goes hand-in-hand with the liberal arts experiences and the skills that I gained throughout the program have broad applications that I will use in the rest of my life.”*

Jackson Richard Thein ‘18, Biochemistry & Molecular Biology

*“During Winterim, I learned the value of market research and collaboration in creating a sound and deliverable business plan. And the importance of remaining flexible, adaptable and able to bounce back quickly as you might encounter dead-ends and information gaps but must find a way to keep your business sustainable.”*

Christen Comer ‘18, Rhetoric and Media Studies

*“Winterim taught me how to use entrepreneurship to solve problems. At Lewis & Clark, where many of us are passionate about confronting the issues facing our world, this week imparted incredible skills, connections, and motivation to do accomplish this in the future. I will remember and use my experience from Winterim in whatever I do in my career.”*

Kori Groenveld ‘18, Environmental Studies

*“Participating in Winterim was an experience unlike anything I had done at Lewis & Clark. It was unique in that I was able to learn leadership and teamwork skills by actually collaborating with my peers toward a collective vision. Also, engaging with real-life entrepreneurs was extremely valuable - not only was I able to make lasting and deep connections, but it gave me direct contact with the entrepreneurial world. I was lucky to have had this experience as an undergraduate.”*

Rachel Stone ‘18, Psychology and Asian Studies





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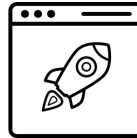
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