


[Home](#) | [Contact Us](#) | [Login](#)
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SCHEDULE


AI2V 1: Waltham, MA 8/1-4
 AI2V 2: Urbana, IL 9/9-12
 Southfield, MI - 9/28
 Kansas City, MO - 9/29
 St. Paul, MN - 10/6
 Fargo-Moorehead, MN - 10/12
 Orlando, FL - 11/2


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[Events](#)
[Resources](#)
[Archives](#)
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[Craig S. Andrews](#)
[William J. Decker](#)
[Hal DeLong](#)
[Brian L. Ganz](#)
[Michael Heller](#)
[Stephen J. Halpern](#)
[Robert J. Hutter](#)
[Paul S. Kedrosky](#)
[Dick Larkin](#)
[Tod Lauerman](#)
[Joseph A. Mahoney](#)
[Greg Mauro](#)
[Ken Olson](#)
[Tim Rueth](#)
[Ray Smilor](#)
[Dr. Somasundaram \(Soma\)](#)
[Avi D. Spier](#)
[David Urso](#)
[Diane West](#)

Craig S. Andrews: Heller Ehrman Venture Law Group

Craig Andrews joined the firm in 2003 and practices corporate and securities law. He serves as co-chair of Heller Ehrman's Venture Law Group.

Mr. Andrews has a corporate practice focusing on emerging companies. He has over 25 years of experience representing both public and private companies, with an extensive background in the medical device, biotechnology, software, telecommunications, electronics, alternative energy and retail industries. Mr. Andrews has represented clients in financing transactions, mergers and acquisitions, collaborative partnerships, public and private securities offerings and venture capital fundings. Prior to joining Heller Ehrman, Mr. Andrews was a Partner at Brobeck, Phleger & Harrison LLP, where he chaired the National Business and Technology Practice.

Mr. Andrews is listed in the 1993 and all subsequent editions of The Best Lawyers in America. He graduated from University of California at Los Angeles (B.A., 1974) and the University of Michigan Law School (J.D., 1977).

[Back to top](#)

William J. Decker, Assistant Director, Physical Science Licensing

Bill Decker grew up in Michigan and Virginia. He received his Ph.D. from the University of Virginia in Engineering Physics, with a dissertation entitled "Numerical Studies of Bifurcations and Chaos in Natural Convection".

Prior to joining UCSD, Bill worked for five years in a small biomedical device start-up first based in Florida, then in Orange County, California, where he held positions of increasing responsibility with duties that were increasingly cross-functional between business and R&D.

Over the years he has delivered talks at meetings of the American Physical Society, the American Nuclear Society, the Society for Industrial and Applied Mathematics, the International Society for Analytical Cytology, and the Association for Women in Science. In his spare time he enjoys playing tennis, writing, and amateur astronomy. He currently resides in Pacific Beach.

Roger Bohn: Associate Professor of Management UCSD, IR/PS
 Professor Bohn is a specialist in technology and operations management. His primary research is on the management of engineering and other knowledge-based activities in technology-driven companies. Bohn recently became director of a new center to study the information storage industry. Now at work on a book examining high-tech manufacturing, from art to science, he has published numerous articles in management and engineering journals and is co-author of the book, Spot Pricing of Electricity. In 1998, Bohn was elected to a two-year term on the Market Monitoring Committee, a component of

California's leading-edge deregulation of its electric power industry. Prior to joining IR/PS in 1991, Bohn taught at the Massachusetts Institute of Technology (MIT), Oxford University, and the University of Melbourne.

[Back to top](#)

Hal Delong, Independent Consultant

Hal Delong served as CEO of Metracor Technologies, Inc. from 2001 to its acquisition in 2003. Prior to that, Hal was an Executive Vice President responsible for business development and licensing at Alliance Pharmaceutical Corporation. Before that, he spent more than 10 years in various sales and marketing management positions with operating units of Johnson & Johnson and Becton Dickinson, all related to the development and marketing of medical devices and diagnostic instrumentation.

[Back to top](#)

Brian L. Ganz: Chairman/CTO, RoboDesign

Brian Ganz is the Chairman, Chief Technical Officer and founder of RoboDesign. He is a mechanical engineer who has been active in the engineering community since 1983. Prior to starting RoboDesign, Mr. Ganz was the Executive Vice President of Satloc, a global positioning systems company. His experience includes working for IPEC-Athens Corporation, Phase Metrics, Four Pi Systems, Sym-Tek, Allied-Bendix and International Robomation Intelligence. Mr. Ganz also teaches at UCSD in engineering management.

[Back to top](#)

Michael Heller: Professor, Electrical & Computer Engineering

Professor Heller's experience includes many areas of biotechnology, with particular expertise in DNA molecular diagnostics and fluorescent/optoelectronic based detection technologies. Heller's most recent work involved the development of integrated DNA chip devices and systems for genomic and biomedical research and clinical diagnostic applications. He has also been involved in the development of biosensor systems for the detection of infectious agents related to national response to bioterrorism. Heller served on the White House National Nanotechnology Initiative panel in 1999/2000, and is presently serving on the NAS National Nanotechnology Initiative Review panel. His current research interests include the development of high performance bioanalytical techniques and technologies for genomic, proteomic and pharmacogenomic applications. This includes novel devices (DNA array/Lab-on-a-Chip) and systems for mutation scanning, ultra-fast DNA sequencing, single molecule detection, and combinatorial selection processes. His nanotechnology research involves the development of bio-molecular based mechanisms for photonic/electronic energy transfer, chemical to mechanical energy conversions, and DNA based self-organizing nanostructures for data storage and computation. He also works on developing nanofabrication processes for the assembly of highly integrated macroscopic 2D and 3D structures from molecular and nanoscale components.

Michael Heller joined the Jacobs School in 2001. Previously, he was the co-founder and chief technology officer of Nanogen, Inc., (NGEN), located in San Diego, and the principal inventor of Nanogen's microelectronic-based DNA chip technology. He presently serves as a consultant to Nanogen. Previously, he was the President and Chief Operating Officer at Integrated DNA Technologies, Director of Molecular Biology at Molecular Biosystems, and supervised the DNA Technology Group at Amoco Corporation. Heller received his Ph.D. in Biochemistry from Colorado State University in 1973.

[Back to top](#)

Stephen J. Halpern: Managing Director, von Liebig Center Jacobs School of Engineering, UCSD

Mr. Halpern has over 25 years of cross-industry experience as an entrepreneur, senior executive, educator and consultant to Fortune 100 and technology start-up companies. He has been a visionary in the commercialization of cutting edge technology to augment businesses and to create opportunities in a variety of industries.

Prior to joining the von Liebig Center, Mr. Halpern was Vice President of Business Development at Construction Bidboard, a data services company for the construction industry. Here he led the acquisition of over \$9 billion of public works projects displayed on the ebidboard site. At Praja, Inc., a multi-media and knowledge management company, Mr. Halpern was Vice President of Production and Professional Services. He created the departments of and instituted processes for production services, training, support and eLearning. As co-founder of BioQ, a life sciences company, he conceptualized and implemented Internet based solutions for companies undergoing the FDA regulatory process. At GTE's entertainment unit, Mr. Halpern headed up Publishing Operations and led their entry into interactive video games. Several award-winning and hit titles in a variety of genres were published under his leadership.

Mr. Halpern has been a pioneer in the integration of full-motion video into interactive education titles at Mediashare Inc. As a visionary in interactive computer -based education he co-founded a company that produced IBM's most comprehensive series in the life sciences, which sold worldwide for over 10 years. As a consultant to IBM he served on the development team which designed a microcomputer-based laboratory for use in education. As an award-winning educator, he was also Co-Principal Investigator in partnership with IBM, New York Academy of Sciences and the NYC Board of Education for two NSF grants disseminated nationally.

[Back to top](#)

Robert J Hutter, Partner, Revolution Ventures, Inc.

Mr. Hutter is a Partner in Revolution Ventures, Inc. Robert has been active in capital raising, investing, and interim line management for early stage technology and media companies since 1996, and he has played an instrumental role at Revolution Ventures since its inception in late 1999. Robert was CEO of Accordant Corporation, developer of a cross-carrier billing platform for mobile phone content, and led the company's successful acquisition to Alacre Corporation in 2003. He served as Vice President of Corporate Development for Inovys Corporation, the leading global vendor of integrated structural test solutions for complex ICs, where he led financing efforts. He also served as Executive Vice President of CombineNet during its formation stage, and led financing efforts. Today the company is the market's leading provider of advanced combinatorial procurement technology for Fortune 500 corporations. Robert was Vice President of Business Development for Swarm Networks, a pioneer of massively scalable, self-managing storage networks for stackable server farms, where he led financing efforts. In addition, as part of a long-standing interest in education, Robert was also a co-founder of Edusoft, a rapidly growing educational technology vendor acquired by Houghton-Mifflin in late 2003. Prior to Revolution, Robert served as Venture Partner for Fundamental Capital in Palo Alto, CA. At Fundamental, Robert was instrumental in the start-up phases of a variety of companies including Deploy Solutions, a leading HR enterprise software vendor serving Fortune 500 clients; and Silicon Spice, a multi-access IC technology company that was acquired by Broadcom in August 2000 for \$1.3 billion. Robert is a graduate of Harvard University.

[Back to top](#)

Dr. Paul S. Kedrosky: Distinguished Fellow- von Liebig Center Jacobs School of Engineering, UCSD

Dr. Paul Kedrosky is an award-winning academic, lecturer, and columnist. He has published more than three hundred articles in academic and non-academic publications on finance, entrepreneurship, strategy, and innovation. In addition, he has lectured and consulted to Fortune 1000 clients in Canada and the U.S.

Dr. Kedrosky has appeared on many media outlets, including CNN, CNBC, PBS Newshour, ABC Nightline, and the New York Times. He writes a weekly column for the National Post in Canada, a monthly column for Canadian Business magazine, and weekly for RealMoney. His columns have also appeared in the Economist, the Wall Street Journal, the Brookings Institute, Forbes, and the Toronto Globe & Mail.

Dr. Kedrosky has extensive industry experience, including having been a highly-ranked technology equity research analyst. He founded the technology equity research practice at HSBC James Capel (Canada), and transactions with which he was involved created in excess of a billion dollars in public market value. He continues to consult for various venture capital, money management, and hedge fund firms. He is currently a formal advisor to two ongoing technology-based companies, in addition to having founded various companies of his own.

Dr. Kedrosky is currently a Distinguished Fellow at the William J. von Liebig Center for Entrepreneurism at the University of California, San Diego. In addition, Dr. Kedrosky is an adjunct professor in the management of technology at Simon Fraser University. He has also been a faculty member at the University of British Columbia, Faculty of Commerce.

Dr. Kedrosky divides his time between La Jolla, California, and Vancouver, British Columbia.

[Back to top](#)

Dick Larkin: Vice President, Internet, TransWestern Publishing

From the Titanic to tow trucks, from Tokyo to Tulsa, Dick Larkin knows marketing. He holds the distinction of leading startups in 3 different industries to surpass \$30 million in annual sales. A relentless marketer, his Yellow Pages Commando News is required reading for local marketing professionals around the globe. Dick heads WorldPages.com, the Internet division of TransWestern Publishing, a leading independent publisher of telephone directories in 25 states. He manages the Internet sales of a 2,000 person sales force and is responsible for the online marketing activities of 240,000 companies.

If there is such a thing as a Yellow Pages celebrity, it's Dick Larkin. A prolific writer, trainer and motivational speaker, Dick understands marketing is a highly sought after publishes the Yellow Pages Commando News, a weekly newsletter on local marketing. His humorous writing style and offbeat observations are often compared with Dave Barry.

Before joining TransWestern, Dick was Vice President of Sales and Marketing of GTE Interactive Media where he directed worldwide promotion and distribution of GTE's software division. Among the titles he marketed were the award winning entertainment software "Titanic - Adventure Out of Time", Rolling Stones Voodoo Lounge, Forrest Gump - Music, Artists and Time. Shortly after Nintendo introduced the US to their revolutionary entertainment system, Dick Larkin was tapped to head sales and marketing for Hudson Soft USA, Nintendo's first licensee. Dick combined Hudson Soft's programming talent with licenses from Disney, MCA Universal and the NBA to change the face of video gaming.

Dick holds a business degree from the University of Notre Dame where he was awarded the "Mad Dog Trophy" for his enthusiasm as personnel manager of the Fighting Irish Football Team. He has earned certifications as a CPA and a Certified Financial Planner. Dick lives in Carlsbad with his wife and daughter.

[Back to top](#)**Tod Lauerman, Ph.D., M.B.A., Chief Business Officer, Egea Biosciences, Inc.**

Dr. Lauerman has served as the Chief Business Officer of Egea Biosciences since 2001. He was responsible for overall business strategy and corporate partnering with pharmaceutical, agrochemical, and biotechnology companies worldwide. He was also responsible for the strategy, implementation, and closing of Egea's acquisition by Johnson & Johnson. Prior to that Dr. Lauerman served as the Vice President of Business Development for North America at Oxford Asymmetry International (now EvotecOAI). He served as the Director of Business Development at CombiChem (now DuPont Pharmaceuticals), as well as in licensing and technology assessment roles at the Immune Response Corporation. Tod has a Bachelor of Arts degree from the New College of the University of South Florida. He received his Ph.D in Biology from Johns Hopkins University and his MBA from INSEAD (France).

[Back to top](#)**Joseph A. Mahoney: Partner, Mayer, Brown, Rowe & Maw, LLP****Experience**

Intellectual Property: served as lead and co-counsel in patent, trademark, trade dress and trade secret litigation • conducted patent prosecution of inventions relating to: DNA and peptide sequences, SNPs, gene chips, gene therapy, genetic testing, cancer diagnostics, chemotherapeutic agents, antimicrobials, vaccines, analgesics, hormone therapy, antiemetics, diuretics, antidepressants, proton pump inhibitors, antibodies, monoclonal antibodies, drug delivery systems, cell separation devices, immunoassays, needleless injectors, surgical devices, expanded PTFE medical devices, polymer coatings, and adhesives • negotiated and drafted international patent licenses, strategic alliance agreements, and joint venture agreements for a variety of pharmaceutical, biotechnology and chemical products, including the largest cash and stock transaction in the history of a major university • developed global patent protection and litigation strategies for new pharmaceutical products • drafted and rendered opinions relating to the infringement, validity and enforceability of patents • performed due diligence investigations for numerous transactions involving the transfer of patent and other IP rights, drafted opinions analyzing portfolios with presentations to senior management, boards of directors and partnering companies.

Employment

Mayer, Brown, Rowe & Maw LLP, 2001 to date; Partner, 2003 • Sonnenschein Nath & Rosenthal, 1997-2001; Partner, 2000 • Stinson Mag & Fizzell, P.C., 1995-1997, Associate • Watson & Marshall, L.C., 1993-1995, Associate • Saint Louis University Medical Center, Pharmacist, 1990-1993

Education

Saint Louis University, J.D. cum laude, 1993; Editor-in-Chief, Saint Louis University Law Journal • University of Nebraska Medical Center, Doctor of Pharmacy (Pharm. D.), 1988

Admitted

Missouri, 1993 • Supreme Court of Illinois, 1999 • U.S. District Court for the Northern District of Illinois, 1999 • U.S. Court of Appeals for the Federal Circuit, 1995 • Registered Patent Attorney, U.S. Patent and Trademark Office, 1995

[Back to top](#)**Greg Mauro**

Greg Mauro is Managing Partner of Revolution Ventures, an investment and advisory firm based in San Diego. Since 1996, Mauro has played a key role in launching seven venture-backed startups that have collectively received over \$225M in venture capital. At Revolution portfolio companies, Greg has served in line management roles including Vice President of Corporate Development for both Entropic Communications and RF Magic. He was also a founding Board Director at CombineNet. Prior to Revolution, Mauro was founder and CEO of eSubscriber, a leading provider of subscriber management solutions. Mauro was a co-founder of Tachyon, the worlds first provider of commercial broadband satellite network access in the US, Europe, and Latin America. Mauro was also Vice President of Business Development at Viadux, a leading provider of in-building broadband access equipment. Prior to these ventures, Mauro was Director of Business Development at Conexant and ComStream (acquired by Conexant in 1997), where he led initiatives across consumer broadband and digital entertainment. He is a former management consultant with Monitor Group, a global strategy consulting firm, where he worked primarily in media and telecom. Mauro attended UCLA's College of Honors and the Anderson Graduate School of Management. He is a Trustee of the High Tech High Foundation, a leading multi-site charter school, and a member of the Pacific Council on International Policy.

[Back to top](#)**Ken Olson**

Ken Olson started his first successful tech company at age 25, was CEO there for 26 years, and sold the company three times. He has been heavily involved in funding companies during seed/startup stages, angel investor financing, ventures capital stages, and in the public markets. As a CEO, he has taken Topaz, Inc., an electronics hardware company, and Proxima Corp., an optics/software/hardware company, through the public offering process and listing on major stock exchanges, each followed by sale to other public companies.

He has served over 60 man-years as a public company director and over 70 man-years as a private company director, and is currently on five boards in San Diego:

Avanir Pharmaceuticals, AMEX -- pharmaceuticals and drug discovery
 Digirad Corp., NASDAQ -- medical imaging products and services
 Sorrento Ventures -- venture capital
 Troxel equestrian helmets -- consumer safety products
 WD-40 Company, NASDAQ -- household chemical products

Ken serves as Audit Committee chairman and as Corporate Governance Committee chairman of public companies. As an individual investor, he is involved with 14 local private companies in widely divergent fields. He has been named San Diego High Tech Entrepreneur of the Year, Director of the Year, and Gray Cary Technology Innovator of the Year. He serves on the board of the Corporate Directors Forum and is the chairman of the UCSD Libraries board. He teaches a course called "Starting and Financing Technology Companies" at the University of California San Diego and has recently taught one-day and four-day seminars on financing startups in Hawaii, Canada, Sweden, Latvia, and Estonia. He also teaches a new course at UCSD called "Best Practices in Corporate Governance."

Ken studied electrical engineering and has an MBA degree.

[Back to top](#)

Tim Rueth, Tech Coast Angels

Tim Rueth currently is a private investor and consultant in San Diego. He is a member of, and serves on the Board of Directors of the San Diego Tech Coast Angels, and is a member of the organization's Screening Committee. His technical foundation began with design, development and management experience in the areas of custom integrated circuit design and wireless systems. His most recent experience includes technology and business development, product commercialization, both sides of fund-raising, due diligence, deal structure, and small company investment. Prior positions include Vice President, IC Engineering for SCS Corp., Vice President, Strategic Technology for Qualcomm's ASIC Business Unit (now Qualcomm CDMA Technologies), and Staff Engineer for Hewlett Packard.

Mr. Rueth graduated from the University of Wisconsin—Madison with BS and MS degrees in Electrical Engineering with a Computer Engineering option. He also completed numerous additional post-graduate courses, including the renowned "Executive Program for Scientists and Engineers" at the University of California—San Diego. Mr. Rueth was involved in writing and publishing two papers and holds three patents.

[Back to top](#)

Ray Smilor, Executive Director

Dr. Ray Smilor is Executive Director of the Beyster Institute, Rady School of Management, University of California at San Diego. He also serves as President of the Foundation for Enterprise Development. Previously, he was vice president of the Kauffman Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation. In that capacity, he helped build one of the most prominent organizations promoting entrepreneurship in the United States. Before joining the Kauffman Center, Dr. Smilor was a tenured professor at the Graduate School of Business at the University of Texas - Austin. He also served as the executive director of the IC2 Institute at UT, which became an internationally recognized think-tank for entrepreneurship and economic development. Dr. Smilor has also been very involved in the writing and editing of several books and articles on entrepreneurship, economic development and technology transfer and commercialization.

His writings range from articles in academic journals to opinion pieces in newspapers and magazines, and his work has been translated into a number of languages, including Japanese, French, Russian and Italian. He is a sought-after motivational speaker, and lectures nationally and internationally to business, government and academic audiences. He oversees major U.S. sponsored programs involving entrepreneurship training in Russia as well as the Middle East and North Africa. He was selected as an Entrepreneur of the Year in 1990 and inducted into the Entrepreneur of the Year Institute. Dr. Smilor earned his PhD in U.S. History from the University of Texas - Austin. His newest book, *Daring Visionaries: How Entrepreneurs Build Companies, Inspire Allegiance and Create Wealth*, was released in June 2001.

[Back to top](#)

Dr. Somasundaram (Soma): Associate Professor of Marketing, University of San Diego School of Business Administration

Dr. Somasundaram (Soma) is an Associate Professor of Marketing at the University of San Diego School of Business Administration. Prior to joining USD in 1988, Dr. Somasundaram earned a Ph.D. in Management Science from the University of Wisconsin-Milwaukee, an MBA from the University of Saskatchewan, Canada; an MBA from Panjab University and a B.A. (Honours) in Economics and Mathematics from the University of Delhi in India.

Dr. Somasundaram's early research interests focused on the cognitive processes that accompanied consumers' arriving at satisfaction judgments. Currently, Dr. Somasundaram is investigating how firms in the computer and biotechnology business build strong brand meanings. This research is the outcome of numerous consulting projects that Dr. Somasundaram has conducted on behalf of telecommunication, semiconductor capital equipment, automotive and consumer packaged goods companies. His most recent consulting engagements were with Eli Lilly, Flextronics, Nokia and Cymer Inc.

Dr. Somasundaram teaches Marketing Management and Consumer Behavior courses in the USD School

of Business Administration's graduate MBA and undergraduate programs. Recently he taught a course on Strategic Alliances and Technology Transfer in Emerging Markets in Beijing and Shanghai.

Dr. Somasundaram is strongly committed to bringing USD and in particular the School of Business in closer contact with the San Diego business and venture capital community. He is a vigorous advocate for USD with the San Diego Telecom Council, UCSD CONNECT and BIOCUM which represents the region's pharmaceutical and life sciences industry.

[Back to top](#)

Avi D. Spier, PhD, Founding President and CEO, Allon Therapeutics, Inc.

Dr. Spier founded and served as President & CEO of Allon Therapeutics Inc., a venture backed biotechnology company based in La Jolla, California, specializing in the discovery and development of neuroprotective peptide therapeutics aimed at the prevention of neurodegenerative diseases and conditions. Dr. Spier was educated in Biological Sciences at Oxford University, UK, obtained his Ph.D. in molecular neuroscience from Cambridge University. Dr. Spier continued his training as a postdoc at The Scripps Research Institute in La Jolla, working on neuropeptide neurobiology. Dr. Spier co-founded Allon Therapeutics, Inc., in 2001 to develop technology promoting neuronal survival into therapeutic products to potentially treat neurodegenerative conditions such as Alzheimer's, Parkinson's and stroke. The company was acquired and went public in September 2004, clinical trials for the lead neuroprotective drug candidate will begin in early 2005. Dr. Spier was chair of TSRI Society of Fellows, a member of Trends in Neuroscience's Panel of Expert Scientists, a biotechnology consultant with the Technology Evaluation Group, LLC, co-founder and Executive Board Member of the National Postdoctoral Association which he now serves as an advisor, and is an Editorial Board Member of the Journal of Molecular Neuroscience.

[Back to top](#)

David Urso: Principal, Forward Ventures

David joined Forward Ventures in April of 2002, where he focuses on identifying and researching investment opportunities. He has a scientific background in molecular immunology and is an attorney with experience in corporate securities and intellectual property transactions in the life science industry.

Before joining Forward Ventures, David was Director of Corporate Development and Legal Affairs at DNA Sciences, Inc., where he negotiated and executed corporate partnering, acquisition and equity transactions. He was also responsible for intellectual property and regulatory matters relating to the commercialization of pharmacogenetic products. From 1995 to 2000, David was an attorney at Wilson Sonsini Goodrich & Rosati LLP and at Cooley Godward LLP in Palo Alto, Calif., where he focused on corporate securities and intellectual property transactions involving private and publicly traded life science companies. David has worked as a bench scientist in the Gene Expression Sciences Labs at SmithKline Beecham and at the University of Pennsylvania Medical School.

David received a J.D. from Harvard Law School and a B.A. in Molecular Biology and Philosophy from Reed College.

[Back to top](#)

Diane West, President, 2Connect

Diane West is President of 2Connect. For over 13 years, Diane has managed, designed and delivered presentation training for companies such as Washington Mutual Bank, Fair, Isaac and Élan Pharmaceuticals. Her track record is consistent – results, ranging from clients landing multi-million dollar contracts to companies securing significant funding.

Prior to founding 2Connect, Diane was the Vice President of Tamayo Consulting, Inc., a leadership training and development firm, where she designed and delivered training for companies such as Baxter Healthcare, Kyocera and Idec Pharmaceuticals. Prior to Tamayo Consulting, Diane led the training department of a \$70 million nationwide services company, Rescue Industries. In her role, she has managed and implemented training for over 1,000 employees nationwide in areas including communication, leadership, management, customer service and technical skills.

Diane has a B.A. in Economics from San Diego State University and holds certifications in Myers-Briggs, Temperament, AchieveGlobal and Leadership Management, Inc. She is actively involved in various community organizations including San Diego MIT Forum, UCSD CONNECT, UCSD Athena, BIOCUM, San Diego Venture Group and the San Diego Regional Technology Alliance

[Back to top](#)

[<Back to workshop](#)