



An artist's rendering of the multipurpose sports and entertainment venue Frontwave Arena, which will open its doors in Oceanside this September. Art courtesy Frontwave Arena

Arena Reshaping North County Sports, Entertainment

VENUES: Clippers G Team Latest to Call Frontwave Arena Home

■ By KAREN PEARLMAN

OCEANSIDE – The countdown is on for **Frontwave Arena**, the multipurpose sports and entertainment venue in North County that's been in the planning stages since 2020.

The venue will soon be home to myriad indoor sports -- both professional and amateur -- as well as concerts, comedy headliners, family-friendly shows and community events.

Built adjacent to the **SoCal Sports Complex** in the El Corazon district of

Oceanside, the 170,000-square-foot, \$85 million arena will hold 7,500 people with an intimate bowl design that promises to bring fans close to the action.

The arena will include 16 luxury suites,

➔ *Frontwave page 54*

Rakuten Medical Raises \$119M

BIOTECH: Funding to Fuel Phase 3 Trials in Progress

■ By BRAD GRAVES

SAN DIEGO – **Rakuten Medical**, a global company with an innovative cancer treatment, announced early this month (March 6) that it closed \$119 million in Series E financing. The round brings total capital raised to approximately \$800 million.

"This will help fuel the next chapter of our growth," said **Abhijit Bhatia**, the company's chief operating officer. The company is working to introduce its treatment to the United States, Taiwan and India.

Rakuten Medical's treatment



Abhijit Bhatia
COO
Rakuten Medical

➔ *Rakuten page 53*

Tentarix, AbbVie Strike \$64M Deal

BIOPHARMA: Scoring Rights to Cancer, Immunology Drugs

■ By JENNIFER KASTNER

SAN DIEGO – Local biopharma start-up **Tentarix** struck a milestone \$64 million deal with **AbbVie** (NYSE: ABBV), granting the pharma giant access to two of Tentarix's top cancer and immunology drug candidates. Under the terms of the agreement, AbbVie will receive an exclusive option to fully acquire the two drugs following their nomination, for an additional undisclosed amount of money.

"The Tentarix team is ecstatic to be working with AbbVie to help accelerate cutting-edge, conditionally-active therapeutic programs toward clinical applications

➔ *Tentarix page 55*

Lemon Grove Apartment Building Brings Urban Feel

MULTIFAMILY: CityMark Wagers That Luxury Can Sell in East County

■ By RAY HUARD

LEMON GROVE – With a bright yellow façade, a new five-story apartment building along Lemon Grove's main thoroughfare is meant to set the tone for future development in the city's evolving downtown.

Kelvin, designed by **Studio E Architects** and built by **CityMark Developers** and **LLJ Ventures**, is the first of what Studio E Principal **Eric Naslund** said will likely be taller, denser buildings that will replace the one-story and two-story structures that predominate

downtown Lemon Grove.

The yellow façade on the Broadway side of the L-shaped **Kelvin** at 7950 Broadway is also a nod to Lemon Grove's past, said Naslund, who recalled visiting relatives in the city when it was known for the lemon groves from which the city takes its name.

"Some of it is just about acknowledging that history and my childhood of being in lemon groves, real lemon groves,"



Eric Naslund
Principal
Studio E Architects

Naslund said, who tends to use warm colors in his designs to reflect San Diego's climate.

"They look cheerful, they look optimistic, and I think they read well in the light that we have here," Naslund said.

Cue the Color; Creating Some Visual Interest

To break up the mass of the building along Broadway and

➔ *Kelvin page 53*

P.21 FINANCE: Numbers Have Nuance, Spreadsheets Tell Stories for the Eight Winners of SDBJ's CFO of the Year Awards

P.39 TECHNOLOGY: Leaders of Influence in Technology for 2024 Are Data-Driven Individuals Who Sweat the Details



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- 9 AEROSPACE: SAN DIEGO COUNTY** – **Kratos Defense & Security Solutions**, a provider of high-performance, jet-powered unmanned aerial systems, announced that its Unmanned Systems Division has received a \$57.7 million deal for target drones.

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- 8 RESIDENTIAL: SAN DIEGO COUNTY** – San Diego homeowners may be millionaires without realizing it. The **Greater San Diego Association of Realtors** reported that the median price of a single-family home in February was \$1,043,900, a 16.1% increase from a year ago when the median price was \$899,000.

- 8 REDEVELOPMENT: SAN DIEGO** – A Sorrento Mesa office building is being converted for life science and a downtown building that was converted to lab space has passed the halfway mark in leasing. Taken together, conversion of the 62,000-square-foot Oberlin Drive office building by **King Street Properties**, based in Boston, and the new lease of 20,000 square feet in **Genesis San Diego** are signs that the region's life science real estate market is rebounding.

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SDBJ INSIDER

By JEFF CLEMETSON

Life Science's Money March Madness

San Diego's life science sector is scoring big with a bout of March Madness of its own. So far this month, local biotech companies have raked in nearly \$1 billion in capital from funding rounds exceeding \$100 million.

Leading the pack is startup **Mirador Therapeutics** which launched last Thursday with a \$400 million Series A. (Look for full coverage of the company in the April 1 issue of the San Diego Business Journal.) **Rakuten Medical** this month landed \$119 million Series E (see page 1); **Engrail Therapeutics** announced a \$157 million Series B on March 19; and **Capstan Therapeutics**' Series B – announced March 20 – took in \$175 million (see page 4).

Jay Lichter, managing partner of San Diego-based **Avalon BioVentures**, explained that the "larger rounds around a few number of companies" is a risk strategy life science investors take "with the expectation that they'll do better, at least on the downside, because they have more shots on goal."

Another reason for the \$100 million rounds is that investors are pursuing clinical-stage companies that have data backing their science but require hefty sums of money. "A \$25 million round doesn't get you very far in the clinic," Lichter said.

San Diego life science companies of all stages have had a pretty good year so far with some high-profile acquisitions, a couple IPOs and several large follow-on rounds, in addition to the VC funding. Lichter, whose career has spanned four major funding cycles, is cautiously optimistic about the rebound of life sciences funding after the spigot of investor cash slowed to a trickle in late 2022.

"The window closing phenomena is nearly instantaneous and the window opening is always choppy," he said, adding that he thinks the industry will be choppy for a while this year, but investments are "trending in the right direction."

+++

The U.S. Navy's Project Overmatch, which is run out of **Rear Adm. Doug Small's** office at **Naval Information Warfare Systems Command**, will be funded in FY2024 with an undisclosed amount of money after the military deemed its budget CUI, or controlled unclassified information.

Project Overmatch is the Navy's program to digitally link people, ships and sensors at long distances. It is part of the Pentagon's multibillion-dollar Joint All-Domain Command and Control (JADC2) program to connect military assets across land, air, sea, space and cyber. The Navy has been testing the technology in waters off California using the **Carl Vinson Carrier Strike Group**, which typically consists of an aircraft carrier, a cruiser, a couple of destroyers, and a carrier air wing.

In FY2023, Project Overmatch received a \$226 million budget. The reason for the project's budget getting a CUI designation has also not been disclosed, but the Pentagon has been secretive about the details of Overmatch since its inception in 2020 over concerns of Russian and Chinese spy efforts. ■

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Gallagher Square at Petco Park got a new look in a renovation project marking the ballpark's 20th anniversary. Rendering courtesy San Diego Padres

Padres Unveil Renovated Park to Mark Anniversary

REDEVELOPMENT: Gallagher Square Introduced as Petco Park Turns 20

■ By RAY HUARD

SAN DIEGO – To mark the opening of the 2024 baseball season and the 20th anniversary of Petco Park, the **San Diego Padres** is unveiling Gallagher Square in what used to be called the Park at the Park.

The renovated, 2.7-acre park includes enhanced tributes to the late Padres slugger **Tony Gwynn** with a raised, 6,000-square-foot viewing deck named in his honor – the Tony Gwynn Deck Tower that has new food and beverage concessions and a new video board.

The Park at the Park was renamed as

part of a December 2019 agreement under which **Gallagher**, an insurance company, received naming rights to the park and became the official insurance broker, benefits consultant and risk management services partner of the Padres.

"This is a project that we've been studying for several years now," said Padres CEO **Erik Greupner**.

The deck will give fans in Gallagher Square a view down into the ballpark that they didn't have



Erik Greupner
CEO
San Diego Padres

before, Greupner said.

A statue of Gwynn has been moved to stand above the new deck, and graphics depicting highlights of Gwynn's career line a tunnel beneath the new deck that leads from the Petco Park outfield into Gallagher Square.

Space for additional food and beverage offerings is on the ground level next to the tunnel.

"We're elevating Tony's statue so it's more prominent and viewable from a greater portion of the

➔ *Gallagher page 55*

Downtown Partnership Spinoff Strategizes for Better Business

SERVICES: USS Emerges to Make San Diego County Cleaner, Safer

■ By KAREN PEARLMAN

SAN DIEGO – Borne from a program to help downtown San Diego businesses address specific challenges related to security and cleaning needs, a new startup called **Urban Strategy Services (USS)**, is tackling pressing issues faced by businesses and private groups across San Diego County.

USS is an independent, for-profit spinoff company branched out from the **Clean & Safe** program run by the **Downtown San Diego Partnership**, the nonprofit organization that advocates for the economic prosperity and cultural vitality of downtown San Diego.

Clean & Safe for two decades has been providing enhanced services -- including graffiti removal, power washing, safety ambassadors, welfare checks and more -- throughout a dedicated 275-block area in downtown San Diego.

It has been a saving grace for many downtown San Diego businesses, residents and visitors.

The program has received rave reviews and high praise throughout the downtown San Diego business community for the work it does providing enhanced maintenance and safety services, beautification efforts and an unhoused care program that goes above and beyond services provided by government entities.

In a testimonial for the DSDP, **Robert Wiedman**, finance and operations manager



Urban Strategy Services (USS) takes its lead from the **Downtown San Diego Partnership's Clean & Safe Program**, which includes power washing streets in a 275-block area of downtown. **USS is bringing services to all of San Diego County.** Photo courtesy Downtown San Diego Partnership

at **MHA Properties** said, "If you've ever seen the Clean & Safe team in action for PBID, you know that the work they do is not easy, but it makes all the difference in our downtown neighborhoods. We couldn't be happier with the



Justin Apper
Founder
USS

team and the services they provide our property. It's staggering to imagine what downtown would be like without them."

USS is leveraging experience its founders **Justin Apper** and **Betsy Brennan** have with Clean & Safe to put USS on the map. Apper, also a founding member of **Mission Edge**, a management consulting organization for social enterprises and nonprofits in San Diego, is the Downtown Partnership's COO and Executive Vice President; Brennan is

➔ *USS page 54*

Capstan Scores \$175M Series B

BIOTECH: mRNA Breakthroughs for Autoimmune Disorders

■ By JENNIFER KASTNER

SAN DIEGO – Local biotech startup **Capstan Therapeutics** has secured \$175 million following the successful closing of an oversubscribed Series B financing, allowing the company to advance its leading autoimmune drug candidate to early clinical proof-of-concept. The funds will also fuel Capstan's pipeline as it continues progressing its innovative so-called in vivo (inside the body) CAR T therapy which orchestrates white blood cells to fight invaders.

"We are grateful for the support of both new and existing investors as we enter a critical phase of execution, with the ultimate goal of bringing transformative treatments to patients with less complexity, greater accessibility and reduced cost," Capstan President and CEO **Laura Shawver, PhD** shared with the Business Journal.

The round was led by **RA Capital Management**, with participation from new investors **Forbion, Johnson & Johnson Innovation – JJDC, Mubadala Capital, Perceptive Advisors, and Sofinnova Investments**. The company's existing investors – **Alexandria Venture Investments, Bristol Myers Squibb, Eli Lilly and Company, Leaps by Bayer, Novartis Venture Fund, OrbiMed, Pfizer Ventures, Polaris Partners, and Vida Ventures** – also participated.

"This Series B financing brings together an exceptional syndicate of investors that recognize not only the transformative impact conventional CAR-T has had in treating cancer and autoimmune disorders like systemic lupus erythematosus, but the potential of our in vivo CAR-T approach to bring this to a broader set of patients without the need for harsh pre-conditioning regimens required by conventional CAR-T and without the risk of T cell lymphoma," added Dr. Shawver.

In total, Capstan has raised \$340M in



Donald Jung, Principal Scientist, Discovery at Capstan. Photo courtesy Elena Zhukova



Laura Shawver, PhD
President & CEO
Capstan Therapeutics

venture capital.

The company's leading candidate – CPTX2309 – is built off the basic idea that we can engineer cells in the body in order to treat disease. Capstan says its medicines have two main components. First, the mRNA – or instructions – that tell a cell how to fight disease. Second, a vehicle that delivers those instructions to a specific, disease-relevant cell type in the body, known as a targeted lipid nanoparticle. Dr. Shawver added, "CPTX2309, for

example, instructs a patient's killer T cells to recognize and eradicate B cells that are causing autoimmune disorders."

The company has not yet disclosed which disorders it will target, but options include lupus, scleroderma, myositis and myasthenia gravis.

Differentiated Approach to Immunotherapy

Capstan is included in a burgeoning sector of startups – like Philadelphia-based **Interius Bio-Therapeutics** and Boston-based **Ensoma** – that are looking to modify the body's immune cells.

"Important differentiators of Capstan's approach are that we do not use a virus to deliver our medicines and our medicines are created in vivo, or inside the body, as opposed to engineering cells outside of the body and transfusing whole cells back into a patient," she added. "These differentiators give us advantages including potentially safer, redosable and tunable therapies with scalable manufacturing and the potential for patients to be treated in an out-patient setting."

Dr. Shawver – a cancer survivor herself – was just recognized this month as the 2024 Duane Roth Endowed Award Lecture recipient at 20th Annual Industry/Academia Precision Oncology Symposium in La Jolla, presented by Mayor **Todd Gloria**.

This January, the company appointed industry vet **Ramin Farzaneh-Far, MD** as CMO.

"There is considerable unmet need in autoimmune disorders," he said. "Right now, most patients require frequent oral or injectible medicines to manage or slow the progression of their disease while some have no approved treatment options at all. CAR T therapy is emerging as a



Ramin Farzaneh-Far,
MD
Chief Medical Officer
Capstan Therapeutics

Daasity Acquires Red Fox Analytics

RETAIL: Focus Shifts to Include Brick and Mortar Stores

■ By BRAD GRAVES

SAN DIEGO – **Daasity**, which serves online consumer brands by offering them data and analytics, has acquired **Red Fox Analytics**, a data firm with a focus on the CPG space – that is, consumer packaged goods.

The all-stock transaction closed Feb. 26 and was announced earlier this month (March 13). Financial terms of the deal were not disclosed; Daasity CEO **Dan LeBlanc** said Red Fox's owners now own 6% of Daasity stock.

Acquisition Widens Horizons

The acquisition opens new worlds for his company, LeBlanc said in a recent interview. With its previous, purely digital focus, Daasity's market consisted of perhaps 100,000 brands. With Red Fox Analytics' retail and distributor sales data and analytics, "any brand at all is an opportunity for us," the CEO said.

Daasity was founded in 2017 and has generally followed the current of retail as consumer habits adjusted with the pandemic of 2020. COVID was good for the business because a



Dan LeBlanc
CEO
Daasity

lot of people started to shop online, LeBlanc said.

"Our customers were completely digital focused," he said.

Now purely online brands are moving into stores. One case in point is **Manscaped**, the San Diego-based retailer specializing in men's grooming products. A second digital brand from San Diego, urinary tract health brand **Uqora**, got deal to be in every **CVS Pharmacy** in the country.

"Eighty percent of our customers are now into retail," LeBlanc said. "We had no visibility into retail sales." So the Red Fox acquisition made a good deal of sense.

Brands "need to see everything together," LeBlanc said.

"Daasity and Red Fox Analytics together will give us access to all of our sales data in a single platform and enable the business intelligence we need to navigate the retail sales landscape," said **Rick Mochulsky**, vice president of business insights with beverage maker **Liquid Death**, a Red Fox Analytics customer.

Growing With the Market... and Venture Capital

Daasity's business has grown from supporting \$6.5 billion in sales in 2021 to \$8 billion in 2022 and \$11 billion in 2023. "We handle about 5% of **Shopify** sales," LeBlanc said.

Following a seed round of \$3.4 million in 2021, Daasity completed a \$12.3 million Series A round at the end of 2022. Investors include **VMG Catalyst, Centre Street Partners, Cove Fund, Exeter Capital, 1855 Capital, Mooring Ventures, Okapi Venture Capital** and **Serra Ventures**.

Some 30% of Daasity's employees are based in San Diego. Red Fox Analytics is based in Boulder, Colorado, and most of its employees will come over in the acquisition. Red Fox CEO **Chris Mauzé** will continue with Daasity as head of product development.

New Initiative Flowered From E-commerce Experience

Daasity has its roots in one of San Diego's older e-commerce businesses. LeBlanc and several other employees came from



Rick Mochulsky
VP of Business
Insights
Liquid Death

potentially curative option for patients, and we have seen exciting early data in a small number of severe and refractory patients... Our aim is to provide a scalable, off-the-shelf, non-viral drug product that is capable of engineering immune cells in the body without chemotherapy pre-conditioning that could be positioned broadly as an upfront treatment for hundreds of thousands, and perhaps millions, of autoimmune patients worldwide."

In 2021, the company was born out of the research of a dream team of world-renowned mRNA and cell therapy scientists from the **University of Pennsylvania**, including the work of Nobel Prize-winner and founder **Drew Weissman, MD, PhD** who pioneered mRNA research that led to the development of the COVID-19 vaccines. Other founders include **Carl June, MD** and **Bruce Levine PhD**, who broke barriers in the development of the first FDA-approved CAR-T therapy, along with **Jonathan Epstein, MD, Haig Aghajanian, PhD, Hamideh Parhiz, PharmD, PhD, Ellen Puré, PhD** and **Steven Albelda, MD**.

Built on an exceptionally strong foundation, Dr. Shawver said the company is well positioned for what lies on the horizon. "Our team is laser-focused on execution, and the Series B enables us to advance our lead product candidate, CPTX2309, to early clinical proof of concept." ■

Capstan Therapeutics



FOUNDED: 2021

PRESIDENT & CEO: Laura Shawver, PhD

HEADQUARTERS: La Jolla

EMPLOYEES: 79

BUSINESS: biotech

VC RAISED: \$340M

WEBSITE: capstantx.com

NOTABLE: Capstan CEO Dr. Laura Shawver received the Duane Roth Achievement Award in March, which honors patient-focused leaders in health care whose work has overcome numerous scientific, financial, institutional political and cultural obstacles to create new paradigms in research and treatment.

ProFlowers, which later changed its name to **Provide Commerce** and was eventually sold to **FTD**.

LeBlanc joined FTD as part of the acquisition. Nevertheless, he kept seeing his former colleagues. They would show up with requests for help with their analytics.

"It just got to be too many people asking for analytics help, and I ended up starting Daasity," he said.

LeBlanc said that in 2024 and 2025, venture capital may not flow as freely as it has in the past, and tech companies needing funds will lean toward mergers and acquisitions.

"It's going to be an interesting year," he said. ■

Daasity



FOUNDED: 2017

CEO: Dan LeBlanc

HEADQUARTERS: San Diego (University Towne Center area)

BUSINESS: Provider of data and analytics solutions

VENTURE CAPITAL RAISED: \$20.7 million

EMPLOYEES: 55

WEBSITE: daasity.com

CONTACT: info@daasity.com

NOTABLE: Daasity processed \$11 billion in sales in 2023, up from \$8 billion in 2022



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HEALTH/ WELLNESS: Jazzercise Continues to Grow in Fitness Sphere

By KAREN PEARLMAN

CARLSBAD – Fitness fads like Tae Bo and exercise machine trends like **Peloton** come and go but through all the ups and downs of working out, **Jazzercise** continues to stretch its limits, grow stronger and thrive.



Judi Sheppard Missett
Founder and Executive Chair
Jazzercise

The Carlsbad-headquartered dance exercise company founded in 1969 in Chicago by **Judi Sheppard Missett** now has more than 1,600 global franchise locations, almost 6,500 franchisees and a presence in 20 countries around the world. (Jazzercise Japan will celebrate 40 years of Jazzercise



Jazzercise is headquartered in Carlsbad but has a presence throughout the world. In 2019 it celebrated 50 years with a party for franchisees and instructors in San Diego. The company celebrates its 55th birthday this year. Photo courtesy Jazzercise

this November.)

Celebrating its global 55th anniversary in December, Missett said the company remains focused on ways its franchisees can enhance their businesses.

Missett created the low-impact cardio/strength training dance fitness company at a time when women weren't allowed to have credit cards under their own name. Now, through in-studio classes as well as on demand and livestream options, Jazzercise offers more than 32,000 classes every week, a big part of the \$96.7 billion global fitness industry.



Bobbi Quick
President
Jazzercise

The company grew from \$74 million system-wide sales in 2022 to \$77 million system-wide sales last year. Jazzercise also has a strong philanthropic bend, helping raise nearly \$30 million for charities and organizations through danceathons over five decades.

“Part of the unique model that we have that has stood the test of time is we do not do Jazzercise in a ‘Big Box’ gym or your local fitness facility. It’s a standalone product,” said Jazzercise President **Bobbi Quick**, previously the company’s Chief Revenue Officer. Quick knows the fitness and

wellness industry well, with more than 30 years in the field, including 26 years growing 24-Hour Fitness from 70 clubs to 425 as well as stops with **The Bay Club Company** and **EoS Fitness**.

She said her goal with Jazzercise has been to “take everything I knew about the industry at large and bring it into this smaller, family-owned business: ‘What do we need to do to increase the foundational concepts to really help continue to solidify and then continue to grow the brand?’ The industry has evolved so much... I’ve made a commitment and a promise to Judi that I will do everything in my power to continue the legacy of Jazzercise.”

Midwestern Roots, SoCal Legacy

Jazzercise started in Chicago, but Missett, her husband and daughter moved to Southern California in 1972, where she first brought the program to North County, then expanded to areas around all of San Diego County.

“I was in many parks and recreation departments, YMCAs,” Missett recalls. “All types of community centers started contacting me to teach classes when they heard about what I was doing. I always said ‘Sure!’ – until I couldn’t say yes anymore. I was teaching so many classes. I realized I had

➔ Jazzercise page 55

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THE ALTMAN BROTHERS TEAM



#2
CARSWELL & ASSOCIATES



#1
JOHN STANALAND GROUP



#2
SOLOMON PROPERTY GROUP



#3
THE YOST QUESADA TEAM



#4
THE TRACY TUTOR TEAM



#5
THE ALLGOOD GROUP

SMALL TEAMS - BY VOLUME



#1
THE SHEVIN TEAM



#2
THE HOLCOMB DURKOVIC GROUP



#3
THE RACHELLE ROSTEN - KELLY DELAAT TEAM



#4
OLGA LAVALLE & MARIA GARATE LAVALLE



#5
THE TOM SCROCCO & RANDY ISAACS TEAM



#6
THE PENNEL GROUP



#7
HEATHER & LEARKA



#8
THE LLOYD ROSS GROUP



#9
THE UNVERT GROUP



#10
GINA AMMON + DONNA BAKER



#11
THE MASLON GROUP



#12
THE KEVIN DASILVA GROUP



#13
ELSTON & ELSTON



#14
THE ROSS GROEFSEMA & RYAN HIRSH GROUP



#15
THE SHERMAN TEAM



#16
SZIGETI & OC LUXURY GROUP



#17
THE HEILESON TEAM



#18
THE ELI KARON GROUP



#19
THE CARVEL FRASIER GROUP



#20
THE DAVID STOLL TEAM



#21
THE PARKER GROUP

TOP CALIFORNIA AGENTS

BY VOLUME



#1
JULIETTE HOHNEN



#2
CHAD LUND



#3
WHITNEY BENZIAN



#4
ELIZABETH PURO



#5
MELISSA ALT



#6
MICHAEL DRUKER



#7
CORY WEISS



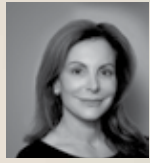
#8
MARK KITCHING



#9
BREANNA LEPANTE



#10
NAOMI SELICK



#11
DENA LUCIANO



#12
JENNY TUCKER



#13
JASON STREATFEILD



#14
BOB RUBENSTEIN



#15
DANNY EMMER



#16
STACY BLAIR YOUNG



#17
ALISA CUNNINGHAM



#18
SUZI FARAJANI



#19
PATTY BEST



#20
ADAM MCKAIG



#21
JULI UDEM



#22
KRISTIN HALTON



#23
GARRETT STAFFORD



#24
SCOTT SEGALL



#25
KATHLEEN MCCRYSTAL

BY TRANSACTIONS



#1
CHAD LUND



#2
JENICA MARTIN



#3
JULIETTE HOHNEN



#4
KYNDAL GROSS



#5 (TIE)
ALISA CUNNINGHAM



#5 (TIE)
MICHAEL DRUKER



#5 (TIE)
SUZI FARAJANI



#8 (TIE)
GREG KUCHAN



#8 (TIE)
STACY BLAIR YOUNG



#10 (TIE)
EVA FAIRCHILD



#10 (TIE)
IDAN GOULD



REAL ESTATE

Ray Huard | rhuard@sdbj.com

Home Prices Soar Past \$1M

REAL ESTATE: Slow, Steady Growth Expected Through Summer

■ By RAY HUARD

SAN DIEGO COUNTY – San Diego homeowners may be millionaires without realizing it as the median resale price for existing single-family homes topped \$1 million for the third time in two years.

The **Greater San Diego Association of Realtors** reported that the median price of a single-family home in February was \$1,043,900, a 16.1% increase from a year ago when the median price was \$899,000.

The median price for attached homes – condominiums, townhomes, duplexes and other forms of attached homes – was \$662,000 in February, up from \$618,500 in February 2023 but well below the peak of \$677,000 of August 2022.

The last time prices topped \$1 million for single-family homes was in August 2023, when the median price was \$1,025,000 before going into a steady decline as interest rates rose, according to the association.

Single-family home prices also reached an even \$1M in May 2022.

Association President **Spencer Lugash** said that he expects that home prices will go even higher with the arrival of the peak buying and selling period in Spring, but not as dramatically.

“I think things will still slowly increase, especially through the end of the summer, but I don’t expect to see historical growth in the sense of month-over-month like 3%,” Lugash said. “I think it will be slow and steady.”

Lugash said that declining interest rates have brought more potential buyers into the market, which in turn contributes to rising prices.



Spencer Lugash
President
Greater San Diego
Association of
Realtors

Low Inventory Pressuring PRICES

As of mid-March, interest rates on 30-year fixed-rate mortgages had dropped to 6.79%, according to **Freddie Mac**, the Federal Home Loan Mortgage Corp.

The record high in recent history was in May 1985 when interest rates were 13.07% with the record low of 2.65% in January 2021, according to Freddie Mac.

“We’re just seeing more buyers with the rates going down, especially with rates anticipated to go down further in the summer, which everyone’s expecting,” Lugash said. “More buyers in means more competition which means higher prices.”

Putting more pressure on pricing is an exceptionally low inventory of homes on the market, which has been at or near record low levels for more than a year.

In February, there were 1,601 homes listed for sale, down 11.5% from 1,809 in February 2023, according to the association. “It may be up, but there’s still not enough,” Lugash said.

The number of attached homes for sale was improving, rising from 881 a year ago to 1,062 in February.

People who have been priced out of the for-sale market saw some relief in March with monthly rents in San Diego dropping 1.3%, according to **Zumper**, an apartment listing service.

The median monthly rate for a one-bedroom apartment in San Diego city proper was \$2,300 in March and the median rent for a two-bedroom apartment was \$3,100.

Coronado had the most expensive rents in San Diego County at \$3,900 for a one-bedroom apartment and El Cajon had the lowest at \$1,780 for a one-bedroom apartment, according to Zumper. ■



King Street Properties is converting a Sorrento Mesa office building for use by life science companies. Photo courtesy King Street Properties

Signs of Life in Life Science Real Estate

REDEVELOPMENT: Two Submarkets With Different Histories Attract Tenants

■ By RAY HUARD

SAN DIEGO – A Sorrento Mesa office building is being converted for life science and a downtown building that was converted to lab space has passed the halfway mark in leasing.

Taken together, conversion of the 62,000-square-foot Oberlin Drive office building by **King Street Properties**, based in Boston, and the new lease of 20,000 square feet in **Genesis San Diego** are signs that the region’s life science real estate market is rebounding.



Michael DiMinico
Partner and Managing
Director
King Street
Properties

King Street Properties bought the building at 5825 Oberlin Drive in June 2023 for \$36 million and expects to spend \$13 million to \$15 million on renovations in its first foray into the San Diego life science market, said **Michael DiMinico**, partner and managing director of King Street Properties.

King Street will renovate the building in phases as existing tenants leave, renaming it **Mesa Labworks**. The work will start on about 20,000 square feet that will be ready for tenants in August, DiMinico said.

“By year’s end, we hope to be converting the majority of it,” DiMinico said. The company has been eyeing San Diego for several years, but DiMinico said that “every property we looked at, the price just seemed runaway.”

“We wanted to establish our presence in San Diego without overextending ourselves,” DiMinico said, adding that King Street plans to expand its San Diego portfolio.

“We think there’s a lot of runway for a lot of growth and a lot of opportunity,” DiMinico said. “We’re always looking for what the right next step is for us in San Diego.”

Development Process in ‘Early Innings’

Genesis has been steadily attracting tenants since Phase 3 Real Estate Partners renovated the former **Thomas Jefferson School of Law** for life science.

Novoron Bioscience previously leased 7,432 square feet of space in Genesis, **Native Microbials** leased 27,000 square feet, and **Excellos** leased 36,000 square feet.

“We believe that being located in downtown San Diego near other life science firms, the convention center and the airport will provide a key catalyst for growth,” said **Andre Ghetti**, founder and CEO of **AnaBios**.

BJ Van Aken, executive vice president of West of Phase 3 Real Estate Partners, said that AnaBios considered other submarkets, but chose Genesis, in part because much of its workforce lives in proximity to downtown.

“I think there’s just such a unique opportunity downtown that’s fairly untapped, but becoming more and more relevant,” Van Aken said. “In the coming years, it will become even more obvious why downtown should be and is becoming a viable submarket in comparison to the traditional core markets.”

Built entirely on speculation with no tenants signed up in advance, Van Aken said that he expects Genesis to be fully leased within the next 18 to 24 months.

Van Aken said that he was “pleasantly surprised with how much staying power downtown has” in a life science real estate market where space is available in San Diego’s suburban core submarkets for life science.

“The location itself has proven to be something that companies find a lot of value in,” Van Aken said.

Grant Schoneman, executive managing director of the **JLL Sciences Group** in San Diego, said that funding for life science companies has started to loosen, which will likely lead to more activity in the real estate market later this year and heading into 2025.

Schoneman, **Chad Urie** and **Taylor DeBerry** of JLL represented Phase 3 in negotiating the Genesis lease. AnaBios was represented by Jon Engle and John Hundley of Newmark.

“I think we’re in the early innings and, often, the funding is the first thing to come and then the real estate will follow that,” Schoneman said. ■



BJ Van Aken
Executive Vice
President West
Phase 3 Real Estate
Partners



Grant Schoneman
Executive Managing
Director Life Sciences
Group San Diego
JLL

Greater San Diego Association of Realtors



FOUNDED: 1878

HEADQUARTERS: Kearny Mesa

PRESIDENT: Spencer Lugash

BUSINESS: real estate trade organization

MEMBERS: 2,000+

WEBSITE: www.sdar.com

CONTACT: 858-715-8000

NOTABLE: The organization traces its history to 1878.

King Street Properties



FOUNDED: 2002

HEADQUARTERS: Boston

FOUNDER AND PRINCIPAL: Thomas Ragno

BUSINESS: Real estate investment and development

EMPLOYEES: 23

WEBSITE: kingstreetproperties.com

CONTACT: contact@ks-prop.com

NOTABLE: King Street Properties owns and operates 3.5 million square feet of life science real estate

Phase 3 Real Estate Partners



FOUNDED: 2000

HEADQUARTERS: La Jolla

CEO: W. Neil Fox

BUSINESS: Real estate development

EMPLOYEES: 30

WEBSITE: p3re.com

CONTACT: 858-546-0888

NOTABLE: Phase 3’s portfolio includes 5 million square feet of real estate.



DEFENSE & CYBERSECURITY

Brad Graves | bradg@sdbj.com

F-35 Goes Into Full Production

AEROSPACE: Several Local Firms Support the Program

■ By BRAD GRAVES

SAN DIEGO – The Pentagon moved the F-35 Lightning II stealth fighter aircraft from its development phase into full-rate production, announcing its decision earlier this month (March 12). The decision has ripple effects locally.

Prime contractor **Lockheed Martin** (NYSE: LMT) assembles the aircraft in Fort Worth, Texas but gets components from all over the United States and abroad. Several components come from San Diego businesses.

San Diego-based **Cubic Corporation** produces electronics for flight training. Its P5 Combat Training System enables real-time, live monitoring of the F-35 on training flights. The electronics also record mission data for post-mission training analysis.

GKN Aerospace in El Cajon and other locations manufactures several complex aluminum, titanium and composite structures for the F-35's airframe as well as its engine.

Northrop Grumman (NYSE: NOC) produces electronics for communication, navigation and identification in its Rancho Carmel facility in San Diego's northern suburbs. It puts an emphasis on conserving size, weight and power.

\$1.7 Trillion to Buy, Operate and Sustain

The F-35 Lightning II Joint Strike Fighter program remains the Defense Department's most expensive weapon system program, according to a U.S. Government Accountability Office (GAO) report.

Government officials estimate that it will cost more than \$1.7 trillion to buy, operate, and sustain the aircraft. The Defense Department plans to acquire 2,470 aircraft.

Lockheed Martin has so far delivered more than 990 of the aircraft to U.S. services, cooperative program partners and Foreign Military Sales customers. There are three varieties of the aircraft: one with conventional takeoff and landing capability, built for the U.S. Air Force; one with short takeoff and vertical landing (STOVL) capability built for the U.S. Marine Corps; and a tailhook-equipped aircraft for the U.S. Navy, suitable for carrier landings.

In December, the GAO reported the F-35 program has yet to install Technology Refresh 3 (TR-3), a \$1.64 billion suite of upgraded hardware and software technologies, on production aircraft. The services will not accept aircraft until TR-3 is installed.

The last F-35 contract issued by the Pentagon that mentions San Diego was awarded in December. The \$67.9 million deal with Lockheed Martin was a modification to a previously awarded deal, adding scope to procure material and labor to establish initial depot repair capabilities for F-35s at various locations across the United States. Some 5% of the work, worth approximately \$3.4 million, was expected to go to the greater San Diego region. Work was scheduled to be completed in 2028.

"This is a major achievement for the F-35 Program," said William LaPlante, under secretary of defense for acquisition and sustainment. "This decision—backed by my colleagues in the department—highlights to the services, F-35 cooperative program partners, and Foreign Military Sales customers that the F-35 is stable and agile, and that all statutory and regulatory requirements have been appropriately addressed. The F-35 Program is the premier system that drives interoperability with our allies and partners while contributing to the integrated deterrence component of our National Defense Strategy. ■



One of the region's first F-35Cs arrives at Marine Corps Air Station Miramar in May 2020, where it was assigned to the "Black Knights" of Marine Wing Fighter Attack Squadron (VMFA) 314. Photo by Sgt. Dominic Romero, courtesy U.S. Marine Corps



A BQM-177A Surface Launched Aerial Target takes to the air with the help of a Rocket-Assisted Takeoff attachment kit. Photo courtesy Kratos Defense

Kratos to Deliver Drones Under \$58M Order

AEROSPACE: Target Aircraft Simulate Potential Threats

■ By BRAD GRAVES

SAN DIEGO COUNTY – **Kratos Defense & Security Solutions** (Nasdaq: KTOS), a provider of high-performance, jet-powered unmanned aerial systems, announced that its Unmanned Systems Division has received a \$57.7 million modification to a previously awarded firm-fixed-price contract. This modification exercises options to procure full rate production lot five of the BQM-177A Surface Launched Aerial Targets to provide for the production and delivery of 70 BQM-177A Surface Launched Aerial Targets and 70 Rocket-Assisted Takeoff attachment kits, as well as associated technical and administrative data in support of weapons system test, and evaluation and fleet training for the U.S. Navy.

"It's exciting to be a major part of this critically important capability for the U.S. Navy with our BQM-177A Sub-Sonic Aerial Target (SSAT) aircraft system (target)," said **Steve Fendley**, president of Kratos Unmanned Systems Division. "The 177A continues to push the envelope delivering leading edge realistic threat-representative capabilities to support today's peer-level threat environment. We look forward to the increased production rate and continuing to evolve the system with our customer as the threats evolve."

Greg Crewse, program manager for the Navy's Aerial Targets program office (PMA-208), said, "In partnership with the Navy Aerial Targets program office, Kratos Defense and the BQM-177A Air Vehicle are true assets to the Navy and, together, we have the opportunity to engage in critical training exercises that will prepare our personnel to face a multitude of scenarios in a challenging, cost-effective test environment prior to engaging real-world threats, should the need arise. As recent real-world events have proven, these target presentations are growing ever more critical to prepare our warfighters to go into harm's way – and prevail."

FEMA Funds Genasys Warning System

Genasys Inc. (Nasdaq: GNSS) announced on Feb. 12 that it has been selected to engineer, procure and build an emergency warning system (EWS) for hundreds of thousands of residents and visitors living downstream of 37 dams in Puerto Rico. The competitive award made by the **Puerto Rico Electric Power Authority** (PREPA) is fully funded by \$94.3 million from the **U.S. Federal Emergency Management Agency** (FEMA). Genasys expects to recognize \$60 million to \$70 million in revenue over the term of the project. The Genasys Protect platform enables early detection and communication of potential flood threats via sensors, predictive analytics, and the Genasys Protect software and Acoustics offerings.

Genasys' proposal was unanimously selected by all parties, topping all criteria categories. The proposal incorporates the Genasys Protect platform, which includes proprietary software and hardware solutions, with sensors and

communication equipment.

In response to the disaster of the Guajataca Dam, which required the evacuation of 70,000 residents shortly after Hurricane Maria in 2017, the island territory's emergency agency, funded by FEMA, contracted with Genasys to design and install the first EWS on the island starting in 2018.

Northrop Grumman Gets Work for Littoral Combat Ship

The U.S. Navy awarded **Northrop Grumman Corp.** (NYSE: NOC), a \$55.2 million modification to a previously awarded contract to exercise options for Littoral Combat Ship Mission Module engineering and sustainment support. Some 21% of work, valued at approximately \$11.6 million, will be performed in San Diego. Work is expected to be completed by March 2025. The Naval Sea Systems Command of Washington, D.C. awarded the contract, announced on March 15.

Seven Contractors to Tend Pumps and Motors

The U.S. Navy awarded **QED Systems Inc.**, **Bender CCP**, **Bay City Marine Inc.**, **Epsilon Systems Solutions**, **Colonna's Shipyard West**, **Miller Marine Inc.** and **Propulsion Controls Engineering** firm-fixed-price, multiple award, indefinite-delivery/indefinite-quantity contracts with a five base year ordering period to provide Commercial Industrial Services pumps and motors repair service. Each contract will provide labor, services, equipment and materials for the removal, overhaul, rewind, repair, installation and testing (in-shop and shipboard) of various pumps, close-coupled pumps and motors onboard Navy ships. These contracts have an overall maximum ceiling value of \$35 million. These seven companies will have an opportunity to compete for individual delivery orders. Each contract's base year begins March 11, 2024, and completes on March 10, 2029. Fiscal 2024 operations and maintenance (Navy) funds in the amount of \$70,000 (\$10,000 for minimum guarantee per contract) will be obligated under each contract's initial delivery order and will expire at the end of the current fiscal year. These contracts were competitively procured via the Sam.gov website; seven offers were received. The Southwest Regional Maintenance Center in San Diego awarded the contracts on March 12; the deals were announced March 13.

DARPA Aerospace Deal Brings Work to San Diego

DARPA, the Defense Advanced Research Projects Agency, awarded **Spirit AeroSystems Inc.** of Wichita, Kansas, a \$12.95 million contract for the Caliente Program. Some 4% of the work, worth approximately \$520,000, will be performed in San Diego with an estimated completion date of December 2025. The Defense Advanced Research Projects Agency of Arlington, Virginia, awarded the contract, announced on March 13. ■

Restaurant Group Expands with Two San Diego Locations

RESTAURANTS: Upward Projects' Postino WineCafes Coming to One Paseo, Little Italy

■ By RAY HUARD

SAN DIEGO – A Phoenix-based restaurant group, **Upward Projects**, is making a grand entrance into San Diego by opening its signature **Postino WineCafe** restaurants in Little Italy and **One Paseo** in Carmel Valley.

Expanding into the San Diego market was a natural for the 15-year-old restaurant group because co-founder **Craig Demarco** owns a home in Encinitas and the company had a built-in customer base from diners who were familiar with the brand, said CEO and Co-founder **Lauren Bailey**.

“We’ve definitely been looking around there,” Bailey said. “We were surprised by how many people knew of Postino in San Diego.”

The company leased 2,652 square feet of space at 2100 Kettner Ave., a 235,000-square-foot office and retail building developed by **Kilroy** on the corner of Kettner Avenue and Ivy Street, and 2,426 square feet at 3745 Paseo Place in One Paseo, also developed by Kilroy.

“There is so much to love about San Diego, and we’ve dreamed up these spaces to be an exciting and intimate gathering place for the community,” Bailey said.

Bailey said that she and Demarco chose Upward Projects for the name of their company because they liked the sound of it and the positive outlook it conveyed.

“Craig and I grew up in the restaurant industry and are generally positive people,” Bailey said.

The Postino brand takes its name from a former Phoenix



Postino WineCafe offers simple dishes in new Little Italy and Carmel Valley restaurants. Photo courtesy of Upward Projects

post office that is the site of the first Postino restaurant, Bailey said.



Lauren Bailey
CEO & Co-founder
Upward Projects

Other Upward Projects brands are **Joyride Taco House**, **Windsor**, **Churn Ice Cream** and **Federal Pizza**.

Bailey said that she and Demarco were drawn to One Paseo because “we really liked the design and architecture.”

“Walking around that center, it was very thoughtfully done. You could tell they definitely cared about a guest experience,” Bailey said. “We put a

lot of thought into these places,” Bailey said.

Interior Designs Unique to Neighborhoods

The Little Italy site was attractive because it fit in with Upward Projects’ desire to promote in-fill development in urban neighborhoods, Bailey said.

In the 1940s, the building was an automobile plant, and Bailey said that the design of the restaurant builds on that theme, including pieces of an old **Volkswagen** that will hang from the ceiling.

Bailey said that she also collected 10,000 cloth name tags, the type that were sewn onto

mechanics’ work shirts, which will be on display.

Furnishings at the Little Italy and One Paseo restaurants will be mid-century modern and include found objects that Bailey said she discovers in vintage shops.

The menu at the San Diego restaurants will be primarily Italian with touches from other Mediterranean countries. It will include bruschetta, panini, salads and charcuterie boards.

“We keep our food relatively simple,” Bailey said. “The majority of our menu items are meant to be shared.”

Although the two San Diego restaurants will go by the same Postino name, they will have their own sense of identity.

“We like to think about having a sense of discovery,” Bailey said. “We take a lot of time thinking about these individual locations. We’re not a cookie-cutter restaurant.”

The One Paseo Postino will have “this sort of like 1970s beach vibe,” Bailey said, with beach photos from the 1970s and framed vintage newspapers displayed around the interior.

“It’s not meant to feel museum-like,” Bailey said, but it will have a familiar feel for San Diego residents. ■

Upward Projects



FOUNDED: 2009

HEADQUARTERS: Phoenix

CEO: Lauren Bailey

BUSINESS: restaurants

EMPLOYEES: 1,400

WEBSITE: www.upwardprojects.com

CONTACT: 602-246-7555; info@upwardprojects.com

NOTABLE: Upward Projects has more than 30 restaurants in five states.

County of San Diego Youth Development Center

f @ in t

Logan Memorial Educational Complex

BEST K-12 EDUCATION AWARD
ENR, CA 2023

Building New Futures

We are proud to build and shape healthy environments, inspiring future generations across San Diego for years to come.

Balfour Beatty



An artist's rendering of the 40,000 square-foot building at Palomar College's Fallbrook Education Center. Rendering courtesy Palomar College

SPECIAL REPORT: EDUCATION

College Campuses Build Up and Out

HIGHER EDUCATION: New Amenities Serve Students, Reach Out to the Broader Public

By KAREN PEARLMAN

SAN DIEGO COUNTY – Outdated facilities, aging infrastructure and compliance with sustainability practices have created a boom in new construction, development and redevelopment on four-year university and community college campuses around San Diego County.

Also faced with declining enrollment, in line with a trend nationwide, new builds and the renovation or reimagining of spaces also have secondary purposes as a recruiting tool or way to help retain students and faculty members at San Diego's places of higher education.

According to **BestColleges.com**, college enrollment in the United States has been declining since 2010, with a 7.4% drop in total enrollment over the past decade. That trend includes a 5.6% decrease in undergraduate enrollment from fall 2019 to fall 2023, although graduate enrollment has increased by 4.8%.

Events that are open to the public – think plays, concerts, sporting events – and amenities that can be accessed by the community

– tennis courts, green space, libraries – are another means for universities and colleges to woo people onto their campuses.

With that, development is becoming increasingly more important for colleges and universities right now in San Diego.

Among the 50 largest construction projects around the county as reported in the March 18 issue of the **San Diego Business Journal**: the **UCSD Triton Center**; **Cal State San Marcos's University Village Student Success housing**; **San Diego State University's Life Sciences building**; and the **University of San Diego's Wellness Center and NCAA Practice Facility**.

Also on the list are **Southwestern Community College District's Instructional Complex** and **Southwestern College's Student Union building**.

New construction is also a boon to the workforce throughout the region, such as what is taking place with the **SDSU Imperial Valley Sciences and Engineering Laboratories**,



Adela de la Torre
President
San Diego State
University

expected to open in fall 2025.

The Brawley-headquartered building, which broke ground last month, is a result of \$80 million in state funding from **Gov. Gavin Newsom** and an additional \$15 million in university investments to expand sciences, technology, engineering and mathematics opportunities, tying into regional plans for major economic development as California's "Lithium Valley."

SDSU President Adela De la Torre said the Sciences and Engineering Laboratories will "significantly expand educational access within the region."

The laboratories will house a **STEM Innovation Hub** for students and faculty to collaborate, while also incorporating a design that speaks to the culture and identity of the surrounding community. Newsom said the hub is expected to deliver skilled professionals who are ready to dive into the local workforce, empowering the Imperial County community.

the **Grossmont-Cuyamaca Community College District**, echoed those sentiments and said that "by building state-of-the-art facilities, community colleges can offer a superb education to our students that is comparable – and in some ways even better – than what they would receive at a university."

Neault said the **GCCCD's** facility projects have benefitted the community and its students in numerous ways, as backed by a 2023 report that found that the district's construction spending had an economic impact of \$26.2 million for San Diego County.

Myriad projects at UCSD

University of California San Diego is experiencing significant transformations with multiple projects underway across the region, said **Leslie Sepuka**, UCSD associate director of university communications, resource management and planning from the CFO office.

"UC San Diego's mission is grounded in our commitment to service and guided by our strategic plan, including investments and strategies that advance our responsibility as a public university," Sepuka said. "The university's growth reflects a focus on student access and support, but also UC San Diego's role as a leader in research and a top destination for patient care."

The long-planned **Triton Center**, scheduled to open in 2026, will provide expanded and centralized support for students at the heart of the UCSD campus, an alumni and welcome center, an event space and gallery for various campus programs.

UCSD's Theatre District Living and Learning Neighborhood is expected to partially open this fall with the **Pepper Canyon West Living and Learning Neighborhood**, which includes housing for 2,000 students, a new undergraduate college, classrooms, meeting space, dining, parking and outdoor gathering areas.

Planned to open in phases starting in 2025, the school's **Ridge Walk North Living and Learning Neighborhood**, west of the **Geisel Library**, will replace UCSD's



Sofia Salgado
Robitaille
Executive Director
Foundation at
Southwestern College

Community Colleges' Big Stake

Community colleges continue to develop on campuses across the county.

Sofia Salgado Robitaille, executive director at the **Foundation at Southwestern College**, said the school's recent developments as well as coming construction goes far beyond the students the school serves.

"As we prepare our students for the future workforce, these new facilities not only serve as invaluable learning spaces but also stand as pillars of community development and enrichment, ensuring that all members of our community can benefit from their resources and opportunities," Robitaille said. "The new construction at our community college stands as a testament to the unwavering trust and investment of our community, who have generously supported these endeavors through bonds and funding initiatives."

Dr. Lynn Ceresino Neault, chancellor of



Buildings are being developed and construction is ongoing at Southwestern College, where the school is currently putting in a **Student Union Complex**, an **Instructional Complex** and a **Landscape Nursery Technology space**. Photo courtesy Southwestern College



CSUSM's College of Business Administration offers an accelerated Specialized MBA program for recent graduates (business and non-business majors) along with international students interested in pursuing an advanced business education. Each MBA specialization option is determined by significant employer demands for graduates with specialized knowledge in the following areas.. Photo courtesy California State University San Marcos

Elevate your career and thrive in the business world with the MBA programs offered by CSUSM

PROVIDED BY CALIFORNIA STATE UNIVERSITY SAN MARCOS

■ By DR. MOHAMMAD R. OSKOOROUCHI

Elevate your career and thrive in the business world with the MBA programs offered by CSUSM, an institution accredited by AACSB. Our comprehensive offerings cater to a diverse range of needs, ensuring you find the perfect fit for your professional journey. The Fully Employed MBA program is meticulously designed for working professionals, allowing you to enhance your skillset without interrupting your career. Enjoy the flexibility of adaptable schedules and a curriculum that hones your leadership abilities. For those seeking specialization, our Specialized MBA program offers concentrations such as Business Analytics, International Business, or Supply Chain Management, providing you with an edge in high-demand sectors. CSUSM ensures the highest quality education and faculty expertise, preparing you to excel in the competitive business landscape. Join us in shaping a successful future through our MBA programs, where you'll unlock your potential and confidently lead in the ever-evolving world of business.



Mohammad R. Oskoorouchi
Associate Dean &
Director of Graduate
Programs California
State University San
Marcos

What specialization options are available within CSUSM's Specialized MBA program, and how do they cater to diverse career goals?

Within CSUSM's Specialized MBA program, students

can choose from specializations in Business Analytics, International Business, or Supply Chain Management. These specializations offer focused coursework and skill development tailored to specific career paths, providing students with the expertise they need to excel in their chosen fields. Additionally, both the Specialized MBA program and the Fully Employed MBA program provide access to Coursera for further skill enhancement.

How does CSUSM accommodate the schedules of working professionals in its MBA programs?

CSUSM's Specialized MBA program offers evening courses, while the Fully Employed MBA program is hybrid, with Wednesday evening courses and Saturday courses. These flexible scheduling options allow working professionals to pursue their education without interrupting their careers.

Could you elaborate on the unique features of CSUSM's MBA program, such as the "Meet the Leaders" series and "Critical Skills and Essential Knowledge" workshops?

CSUSM offers unique opportunities such as the "Meet the Leaders" series, where students engage with industry experts, and "Critical Skills and Essential Knowledge" workshops, providing practical insights and skill-building exercises. Additionally, both programs provide access to Coursera for further skill enhancement.

How does CSUSM support MBA students in their career development, beyond providing academic coursework?

In addition to academic coursework, CSUSM's MBA program offers dedicated career advisors for MBA students, along with access to the CSUSM career center. This personalized support helps students navigate their career paths and access professional development opportunities. Notably, CSUSM is ranked #1 for social mobility, demonstrating our commitment to providing opportunities for all students to succeed.

How does CSUSM facilitate hands-on experience and industry connections for MBA students?

CSUSM's MBA program includes a consulting capstone project at the end of the program, where students work on real-world challenges sponsored by local businesses. This project provides invaluable hands-on experience and fosters connections with industry professionals, enhancing students' readiness for the professional world. Additionally, CSUSM is ranked in the top 5% of business schools worldwide with our AACSB accreditation, further solidifying our commitment to excellence in business education.

What platform does CSUSM use to offer additional professional certificates to MBA students and alumni?

CSUSM offers MBA students and alumni access to additional professional certificates through Coursera. This platform provides a wide range of courses from industry leaders like Google, Salesforce, Meta, IBM, and Intuit, allowing graduates to stay current with industry trends and further advance their careers while benefiting from CSUSM's exceptional ranking in social mobility and AACSB accreditation. ■

“ I was impressed by the caliber of professors, the rigor of the curriculum, and the overall positive experience I had in the program. If you want to expand your network, develop a strong business acumen, and increase your competitiveness in the workforce, this program is for you.

— Liliane Lendvai
Operations Manager at Blair Search Partners



“ The MBA program at CSUSM truly pushed my limits to become the best version of myself. The program's faculty were the most helpful and inspirational individuals I have ever met.

— Jerome Vallar
Inventory Manager at Veruca





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Education

➔ from page 11

Marshall College Lower Apartments, and will include 19 classrooms, a 150-seat lecture hall and a glass blowing craft studio.

The **Division of UC San Diego Extended Studies** is gearing up for the July grand opening of a new building on Villa La Jolla Drive, a public-private partnership project which will be shared with **UC San Diego Health Sciences**. The space will be mostly dedicated to extended studies classrooms, replacing original space along Torrey Pines Road.

UCSD's coming development will also include the **Viterbi Family Vision Research Center**, scheduled to open in 2025.

Construction completed in the last few years at UCSD includes its **Design and Innovation Building** (2021); **UC San Diego Park & Market** in downtown San Diego (2021); and **Ted and Jean Scripps Marine Conservation and Technology Facility** (2022).

A Closer Look at SDSU

A strategic plan released by SDSU in 2020 changed the university's landscape in myriad ways, including external funding for research, new buildings and other construction that is underway.

"We called the strategic plan 'We Rise We Defy' because it was designed to honor SDSU's historic achievements and core values, but also to redefine what is possible for this university," de la Torre said.

SDSU's expansion to **SDSU Mission Valley**, which broke ground in 2020, is bringing a residential and retail project, an affordable housing project and an Innovation District project to its newest site, pending approval by the CSU Board of Trustees.

SDSU's **Mission Valley River Park**, which officially opened March 6 near **Snapdragon Stadium**, will be operated and maintained by SDSU in perpetuity.

Another recent build at SDSU was the main campus's **Performing Arts District**, which opened last September.

And in partnership with **Imperial Valley College**, SDSU Imperial Valley is working on a \$17 million joint affordable student housing partnership to be built at SDSU Imperial Valley's Calexico location. The project is set to break ground later this year, with student housing planned to be available to students enrolled at SDSU IV and IVC.

Cal State San Marcos

Cal State San Marcos's \$126 million **University Village Student Success** student housing and dining project is being looked at as a catalyst for CSUSM's transition from a commuter school to a more residential-friendly campus with affordable student housing.

The building, expected to be finished in 2026, will be 137,000 square feet with housing for more than 500 students, including a 10,000-square-foot indoor/outdoor dining facility and outdoor courtyards creating connection spaces between student housing and dining and providing space for studying, relaxing, activities and events.

"The university envisions the UVHD project as a model for on-campus housing access and equity, aiming to increase access for underserved low-income students and support their success in attaining a higher education degree," said **Jason Schreiber**, associate vice president and dean of students at CSUSM. "Affordable housing initiatives are expected to reduce overall costs, enhance student graduation rates, and bolster student success, aligning with the CSUSM Strategic Plan's vision of diversity, equity and inclusive excellence. The project also prioritizes environmentally sustainable strategies, with aspirations for LEED silver certification. The



There's no lack of development at University of California San Diego. Shown here is the LEED Platinum Certified North Torrey Pines Living and Learning Neighborhood. Photo courtesy Tom Harris Photography

project will also provide additional housing for our increased enrollment."

The campus will be home to a new **Integrated Science and Engineering Building**, which will integrate emerging technologies and engineering with other science disciplines and serve as a gateway for innovation in high tech, biotech and life-science industrial growth in the county.

"CSUSM has reached its program capacity due to resource and space constraints, with 200 electrical engineering and 172 software engineering students enrolled," Schreiber said. "The Integrated Science and Engineering building would impact the region, CSU and state as it addresses the governor's compact to increase STEM programs over the next five years. The ISE building will increase the number of engineering students, provide additional classroom and meeting space, and help meet the growing workforce needs of the region and state."

CSUSM recently celebrated the one-year anniversary of its **Infinity Lab**, a state-of-the-art research facility built in the **CSUSM Extended Learning** building, that offers affordable bench space for bioentrepreneurs.

"As the academic outreach branch of CSUSM, Extended Learning is a premier resource of education, career training and lifelong learning programs for individuals in North County San Diego and Southwest Riverside counties. Our educational experience is tailored to the unique needs of our students," Schreiber said.

University of San Diego

USD is building a three-story, 80,000 square-foot facility that the university says will set a new standard for inclusive wellness resources and NCAA practice facilities for its scholar-athletes; USD's Wellness Center and Basketball Practice Facility is expected to open this fall.

The Wellness Center on the private, Catholic university will provide accessible indoor and outdoor spaces where its campus community can find connections between physical activity, diet and nutrition, mental health, inner self, engagement and belonging.

The school is also in the process of renovating its sports venue, the **Jenny Craig Pavilion**.

USD in 2022 completed its 120,000-square foot **Knauss Center for Business Education**, with all **Knauss School of Business**

academic programs, centers and institutes under one roof. Its two-story, 36,000-square foot **Learning Commons** was completed and its Copley Library renovated and reopened in 2020.

Not all campuses in the region are seeing new construction. Some have seen the need to repurpose current spaces that have outgrown their original intent, such as at **National University**.

NU is known for its nontraditional student body, which includes military members, veterans and their families, and working people. **Dr. Mark D. Milliron**, president and CEO of NU, said 65% of NU students are women and a large portion of them are single parents. With that in mind, NU is aiming to fill needs in its community of learners.

"We started asking our students about the things they need, and one of the things we heard was many of our learners, while they love the flexibility of online learning, they often still want that human connection," Milliron said. "Many of our students said they don't have a quiet place to learn, they don't have a safe place to learn, sometimes they don't have high-speed internet, sometimes they want a place to connect with other people who are like them."

Although it has a strong online presence and a successful hybrid model, NU is working on a capital project that will transform its 60,000-square-foot library into a **Healthy Learning Center** with spaces to learn, loaner laptops, academic support and more at its Spectrum campus. NU will also partner with neighbor **Toby Wells YMCA** to offer childcare and fitness options for students.

Milliron also said NU hopes to bring **Healthy Learning Centers** to partner community college campuses and has been in discussions with Southwestern and the **San Diego Community College District** "about doing the same thing there," he said.

Not all schools are actively building: While no current large-scale projects are planned to be completed in the next year, **Point Loma Nazarene University** recently completed its Master Plan, which describes opportunities and constraints on all four of its campuses.

Community Colleges' Campus Growth

MiraCosta College may have the most ambitious development plans of all schools in the region, dating back to the 2016 Measure

MM bond, connecting \$455 million to its four North County campuses.

The school's Oceanside campus currently has several projects in progress, including a new student services building, the **Theresa M. Heyden Hall for Nursing & Allied Health**, a new **Chemistry and Biotechnology** building, a **New Media Arts Complex** and renovation of the **Library/Learning Commons**.

In February, MiraCosta opened a \$41.3 million **Kinesiology, Health and Nutrition Building and Gymnasium Complex** at its main Oceanside campus. The 40,415-square foot complex replaced existing gym buildings to create a consolidated location for a new gymnasium, athletics instruction spaces and a **Wellness Center**, part of the school's **Health and Wellness Academic Hub** on campus.

Palomar College's newest finished construction projects were opened in 2018: the **Fallbrook Education Center** and **Rancho Bernardo Education Center**.

At the **Palomar San Marcos Campus**, the school is closing in on the building of new softball and football stadiums. A fieldhouse and a 40,000-square-foot academic and student services building is coming to the **Fallbrook Education Center**.

At **Southwestern**, behind propositions R (2008) and Z (2016), the school built a **Performing Arts Center, Campus Police Building, Institutional Technology Data Center** and **Grounds Building**.

It also has a new **Public Safety Training Center** at its **Higher Education Center** in Otay Mesa and a **Plaza Building** at the school's **Higher Education Center** in National City.

Among Southwestern's current developments are a new **Student Union Complex**, an **Instructional Complex** and a **Landscape Nursery Technology** space.

The instructional complex, which will include a state-of-the-art planetarium, will be shared with a **University Center**, providing space for four-year universities to offer bachelor's degree programs. The student union will house a new cafeteria, bookstore and office spaces for the **Veterans' Resource Center**, learning communities and the **SWC Cares Hub**. The school is also upgrading several sports facilities, including tennis courts that the community can access in the evenings.

Grossmont-Cuyamaca Community College District's Neault said that although both **Grossmont** and **Cuyamaca college** campuses have been transformed through facilities financed by Prop. R and V bond funds, the district's needs remain great.

"Rather than new construction, our priorities going forward are to modernize aging facilities and infrastructure, with improved safety and access as our primary goal," she said.

Grossmont College in 2020 opened a \$49 million **Science, Math & Career Tech Complex** and at Cuyamaca College, a \$38.2 million **Student Services Center** opened last June.

Dr. Joel Peterson, Vice Chancellor of Operations, **Enterprise Services and Facilities** at the **San Diego Community College District**, said the SDCCD governing board is going to consider a \$3.5 billion bond measure that will bring more construction to its four campuses, **San Diego City, Mesa and Miramar colleges** along with the **San Diego College of Continuing Education**.

Previous measures in 2002 and 2006 have helped the campuses grow with the construction of 36 new academic and career training facilities, 20 major renovations, additional parking and extensive public safety and accessibility enhancements.

The district is also looking to build affordable student housing and support services, starting with **San Diego City College**. ■



Jason Schreiber
Associate VP and
Dean of Students
Cal State San Marcos



Mark D. Milliron
President and CEO
National University

HEALTHCARE ROUNDTABLE

An Informative Q&A on Women's Healthcare with San Diego's Top Healthcare Professionals



Melanie Wuerstle, M.D.

Assistant Area Medical Director, Surgical Services
Kaiser Permanente San Diego

Kaiser Permanente

With Kaiser Permanente, San Diegans are supported by our top doctors, leading workforce health programs and award-winning disease management. With more than 10,000 employees and nearly 1,600 physicians, we have the largest medical group in San Diego County. We offer a full range of services at 29 facilities throughout the county, including our Zion Medical Center, San Diego Medical Center, and our new state-of-the-art San Marcos Medical Center. At Kaiser Permanente women will find caring and considerate professionals who provide exceptional healthcare for every stage of their lives. Utilizing a modern, multidisciplinary approach, we provide consultation, the most up-to-date assessments, comprehensive treatment, and a broad range of programs and services for women.



Amy Murray

Director, Women & Children's Services
Palomar Health Medical Group

Palomar Health Medical Group

With a level III NICU, a Labor & Delivery Unit and the Jean McLaughlin Women's Center (JMWC), Palomar Health offers specialized care and advanced technology for women's health. Their services span the full continuum, from cancer prevention, detection and treatment to gynecology and wellness services. No matter what stage of life, whether preparing for childbirth, getting a yearly checkup or seeking support for a cancer diagnosis, Palomar Health has incredible resources and state-of-the-art facilities. Education and support are among the top priorities of their world-class team as well.

Palomar Health's JMWC has also received the prestigious certification as a Quality Breast Center by the National Quality Measures for Breast Centers. This certification demonstrates their excellence in clinical care, patient outcomes and patient satisfaction in cancer services. This recognition also validates Palomar Health's dedication to world-class practices, furthering its position as a leading institution in women's health.



HEALTHCARE ROUNDTABLE

An Informative Q&A on Women's Healthcare with
San Diego's Top Healthcare Professionals



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Heart disease is the No. 1 killer of women Diagnosis for women is often delayed because they may have symptoms not typically associated with a heart attack such as dizziness or tiredness.

Melanie Wuerstle, M.D.

Assistant Area Medical Director, Surgical Services
Kaiser Permanente San Diego



“

Maintaining a healthy weight is the number one thing you can do to reduce your risk for nearly every health problem.

Amy Murray

Director, Women & Children's Services
Palomar Health Medical Group

What health conditions and diseases tend to affect women differently or disproportionately?

Melanie Wuerstle, M.D., Kaiser Permanente San Diego:

Heart disease is the No. 1 killer of women, and although it is perceived to be a more common issue in men, this condition affects males and females nearly equally. Diagnosis for women is often delayed because they may have symptoms not typically associated with a heart attack such as dizziness or tiredness. Women also make up 75% of people with one or more autoimmune diseases which occur when the body's immune system goes into overdrive and mistakenly attacks its healthy cells. Common autoimmune diseases in women are lupus, celiac disease, thyroid disease, rheumatoid arthritis and multiple sclerosis. Nearly 80% of the estimated 10 million Americans living with osteoporosis are female and as a result, at a greater risk for injury or fractures. Lastly, women are nearly twice as likely as men to develop Alzheimer's disease.

Amy Murray, Palomar Health Medical Group:

Several health conditions affect women differently or disproportionately. You may have heard that women often experience heart attacks as crushing exhaustion more so than crushing pain. Another kind of heart condition can mimic a heart attack and affects women more than men. I was an emergency department nurse when I first experienced a patient with Broken Heart Syndrome. In 70% of cases, patients experienced sudden emotional or physical stress just before symptoms like chest pain, shortness of breath, dizziness, sweating or racing heart. If you have any of these symptoms, you may be having a medical emergency and should seek help. For more information, visit the American Heart Association website at <https://www.heart.org>.

Maternal mortality rates continue to rise. Please discuss the biggest issues impacting maternal health and work being done to improve these outcomes.

Amy Murray, Palomar Health Medical Group:

While maternal mortality continues to be a significant issue in the United States, California is fortunate to have some of the best maternal and newborn outcomes in the country. This is in part due to quality collaborative groups with excellent participation from hospitals. The California Maternal Quality Care Collaborative (CMQCC) is just one of the groups Palomar Health partners with for quality improvement initiatives. Currently, CMQCC and Palomar are working to improve early diagnosis and treatment of sepsis. While rare, sepsis in pregnancy and after delivery has a high morbidity and mortality rate. The earlier we catch it, the sooner mom can feel better and enjoy time with her baby. For more information and mothers' stories, visit <https://www.sepsis.org/faces/maile-le-boeuf/>.

Melanie Wuerstle, M.D., Kaiser Permanente San Diego:

Addressing maternal mortality as a public health issue is critical for improving the lives of infants and their mothers. Among the top issues impacting maternal mortality rates today are lack of prenatal care during pregnancy and preexisting health conditions. Early prenatal care is the cornerstone of improving outcomes as it allows for identification of high-risk patients and encourages vital communication between providers and their patients. Common preexisting conditions like hypertension, diabetes, asthma and hematologic disorders can be identified, managed and optimized during these early prenatal visits, reducing the incidence of developing life-threatening conditions as pregnancy progresses. Educating patients on the importance

of routine care appointments and encouraging the partnership between provider and patient are ways we as a community of health can improve these outcomes.

What are some preventative measures women can take on their own to help maintain good health?

Melanie Wuerstle, M.D., Kaiser Permanente San Diego:

A healthy diet, regular exercise, staying hydrated and abstaining from tobacco products have a tremendous impact on achieving optimal health. In addition, I deeply encourage all women to take charge of their health by staying current on well-care visits with their primary care physician and getting all screenings and immunizations appropriate for their age and recommended by their physician.

If feeling well, how important is it that women get all recommended cancer screenings?

Melanie Wuerstle, M.D., Kaiser Permanente San Diego:

It is very important to get all recommended cancer screenings. Research shows that women are less likely to die of cancer if they are screened regularly and at the ages recommended. Doing so provides the best possible chance of catching cancer early and when it is the most treatable. In addition, some screenings, such as colonoscopies, can also be preventative by eliminating polyps before they have an opportunity to become malignant. Simply put, an early catch is a good catch. Do not delay.

What is HPV and the Gardasil vaccine? Tell us about the importance of cervical cancer screening.

Melanie Wuerstle, M.D., Kaiser Permanente San Diego:

The HPV vaccine can prevent over 90% of cancers caused by HPV such as cervical cancer and is routinely recommended for adolescents around 11 or 12 years of age to ensure they are protected before they are exposed to the virus. HPV vaccine may be given beginning at age 9 years and vaccination is recommended for everyone through 26 years of age. Cervical cancer screening with tests such as the Pap test and the HPV test help prevent cervical cancer. These tests may be used alone or together. The goal of screening for cervical cancer is to find precancerous cervical cell changes and pursue treatment that can prevent cervical cancer from developing. Sometimes, cancer is found during cervical screening. Cervical cancer found at an early stage is usually easier to treat and leads to better outcomes.

What advice can you offer for how women can improve their health?

Amy Murray, Palomar Health Medical Group:

Maintaining a healthy weight is the number one thing you can do to reduce your risk for nearly every health problem. This is not something that comes easily to me, and for many years, I did not succeed. Like so many women, my weight is tied to my stress level. As stress goes up, my healthy eating habits go down. If this describes you, consider seeing your weight and eating habits as a sign of how well you are managing your stress. Focus on stress-reducing tactics. Eat at very regular, frequent intervals and stay hydrated. Finally, don't wait to start. There will always be a holiday, a celebration or a vacation. Have your best day today! And each day or even part of a day can be another victory. ■



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Aashika Patel

NONPROFIT CONSULTING

Promotion

CCS Fundraising is thrilled to announce the promotion of Aashika Patel to Partner. Aashika has been instrumental in driving fundraising success and lasting community impact for CCS clients, and her contributions have been invaluable to the firm.

Aashika Patel brings over 12 years of fundraising experience working with CCS, supporting clients with financial targets totaling over \$1 billion. Guided by measurable, actionable plans, Aashika leverages fundraising strategy, data analytics, staffing assessments, pipeline development, and leadership engagement to grow fundraising capacity for nonprofits across every philanthropic sector. She earned a Bachelor of Arts in Philosophy and South Asian Studies from Syracuse University and holds a master's degree in Fundraising and Grantmaking from New York University.

This promotion comes at an exciting time for CCS Fundraising as the firm continues to expand its reach and impact in the nonprofit sector. With the addition of Aashika as partner, CCS strengthens its position as the world's leading fundraising and strategic consulting firm.

J.P.Morgan PRIVATE BANK



Patrick Ru

Executive Director, Banker

New Hire

Patrick Ru has joined J.P. Morgan Private Bank in San Diego as Executive Director and Banker. Patrick's solution mindset stems from his own personal participation in private banking coupled with his broad capital markets background. Most recently, Patrick joins the firm from Neuberger Berman.

privatebank.jpmorgan.com/san-diego

California Bank & Trust Expands Leadership of its Commercial and Industrial Banking Team in San Diego with Veteran Industry Executives



Burt Brigida

Brigida joined California Bank & Trust (CB&T) as senior vice president, commercial banking relationship manager in December 2023 to help support the growing commercial and industrial market in San Diego. He previously served nine years at CB&T, joining in 2000, before moving on to Torrey Pines Bank in 2009 where he led and grew the commercial banking office for 14 years. With nearly 40 years of banking industry experience, Brigida has also served in various roles at Bank of America, Sanwa Bank of California and Valley De Oro Bank. He serves on the loan committee of the California Southern Small Business Development Corporation. He's also a member of the Mission Valley YMCA and San Diego Nice Guys, a local charity focused on helping families and individuals excel through tough times. Brigida holds a bachelor's degree in business administration, finance from the University of San Diego.



Gary Cady

Cady joined CB&T's commercial and industrial banking team as a market consultant in late 2023 with over four decades of experience in the banking industry in San Diego. From 2003 to 2020, he served as chief executive officer for Torrey Pines Bank and executive vice president for Western Alliance Bank. During his tenure, the bank grew from \$500 million in assets to an excess of \$50 billion in assets. Cady was also named CEO of the Year two times by the San Diego Business Journal. Prior to that, Cady joined Grossmont Bank in 1987 and served on its senior leadership team for four years until the group purchased the bank. That group subsequently sold Grossmont Bank to Zions Bancorporation and it ultimately, became CB&T in 1998. A longtime San Diegan, Cady holds a bachelor's degree in finance from SDSU and an MBA from National University. Cady is an engaged community leader and has served in various capacities for many non-profit organizations, including Sharp Healthcare where he served as chairman of the board of Grossmont and Sharp Memorial hospitals. Additionally, he has been a long-term board member of the Timken Museum of Art in Balboa Park.



Gail King

King is senior vice president, commercial banking relationship manager at CB&T, one of California's leading banks with local management and decision-making backed by regional strength. King joined CB&T in January 2024 with over 40 years of experience serving the commercial lending needs of businesses and professionals in Southern California. Before joining CB&T, King spent over 20 years as senior vice president at Torrey Pines Bank. Her expertise includes working with professional services firms, including law firms, insurance brokerages, property management companies and CPAs. She's also experienced in owner-user and investment real estate financing. King holds a bachelor's degree in finance from the University of Southern California. She serves on the board of the San Diego County Bar Foundation and has previously served on the boards of the Copley Price YMCA and the San Diego Downtown Partnership. She's also a member of the Century Club of San Diego. King has been named a finalist for the Women Who Mean Business award and was named a 2023 honoree for the Top 50 Over 50 Women of Influence by the San Diego Business Journal.

CFO OF THE YEAR 2024 WINNERS



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CFO OF THE YEAR 2024 WINNER – PRIVATE SMALL COMPANY

Sporrer Fosters Growth, Positive Culture at Exit CONSULTING: Financial Leadership Ensures Stability in ‘Dynamic’ Environment

■ By COREY LEVITAN

Scott Sporrer has been named *San Diego Business Journal*'s CFO of the Year in the Small Private Company category. Sporrer is the CFO at **Exit Consulting Group**. As a seasoned CFO, he provides clients with perspective and guidance across a broad range of matters typically experienced through the life cycle of a business.

With 20 years of experience in public accounting, investment banking, and operational experience at the executive level growing public and private companies, Sporrer enjoys supporting business owners to not only stabilize and grow their business but to realize their personal and professional dreams.

“Scott Sporrer embodies the qualities of an exemplary financial leader,” said Exit’s CEO, **Andrea Steinbrenner**, who nominated him for the honor. “His impact on the organization is evident in the growth and positive culture cultivated within the company.”

Financial Strategies Strengthens Market Position

Under Sporrer’s financial leadership, Exit has been able to grow financially by implementing effective cost management strategies resulting in significant savings and improved overall financial health. Since the start of 2023, Sporrer’s financial strategies have only strengthened the company’s market position, contributing to its competitiveness and sustained growth.

“Through the keen ability to navigate and mitigate financial risks, as well as by streamlining financial processes, Scott has ensured the company’s stability in a dynamic business environment,” Steinbrenner said. “He consistently displays visionary leadership, steering the financial department towards success by fostering a culture of excellence.”

“His adaptability has allowed him to face challenges to market changes and regulatory shifts with agility and strategic insight,” Steinbrenner continued. “He successfully collaborates with cross-functional teams, breaking down silos and ensuring a unified approach to financial decision-making, and at the same time communicating complex financial concepts in a clear and accessible manner to foster understanding and buy-in from stakeholders at all levels.”

Sporrer’s financial stewardship has only enhanced the shareholder value, earning the confidence of stakeholders. His emphasis on pushing and maintaining the company’s culture and employee morale is recognized in his encouragement of transparent communication and recognition of financial achievements.

The Business Journal recently caught up with Sporrer to learn more about his career journey as a CFO.

Q: At what stage in your life did you set your sights on



Scott Sporrer (Exit Consulting Group, Inc.) Photo courtesy of Exit Consulting Group

the CFO’s office?

A: After my first few years at Ernst & Young, it became clear that a natural career progression from public accounting was to become a CFO. Though I had not made a definitive conclusion that the CFO role was my goal, it certainly served as a north star in my choices for the next 10 years.

Q: What put you on the path to getting there?

A: As career opportunities were presented, I focused on broadening my experiences across venture-backed startups, investment banking and scaling operations. Eventually, I served in the CFO role for a publicly traded small cap company with a roll-up strategy in the footwear and apparel space. A focus on building to scale and value creation has been a consistent theme throughout my entire career.

Q: Think back over your career. Up to this point, what is the accomplishment you are most proud of?

In mid-2008 I joined a Spanish solar panel manufacturer and project developer as CFO for U.S. operations. Shortly after joining, the 2008 financial crisis hit and capital markets froze, which significantly impacted our ability to sell panels and develop projects. As the company struggled over the following months, the executive team out of Spain gained comfort with my collaborative approach to leadership and

communication and asked me to take the role as president of U.S. operations.

Though there was much uncertainty as to how long it would take for markets to turn, I accepted the role and had to make some hard decisions quickly -- the most significant being to restructure a sales organization that was stuck focusing on developing utility scale projects without understanding the current state of the capital markets. I had to terminate the existing sales team and rebuild with a group that was willing to execute the hard work of pursuing smaller orders rather than being stuck focused only on large commercial and utility deals.

Through that effort, we eventually were able to build a broad customer base with multiple recurring orders each month, enabling us to expand our U.S. manufacturing capacity from one production line to four and eventually doubling that volume with a facility in Tijuana. Through that hard work, our U.S. team was able to create hundreds of U.S. jobs and become a well-recognized brand in the growing U.S. market.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: I am constantly seeking opportunities to monitor and review use cases for Generative AI as this is an immense opportunity for business of all sizes to leverage the technology, increasing the speed and accuracy of decision-making. With consideration for the responsible use of AI, the synthesis, analysis and summarization of small and large data sets and scenario modelling is at the fingertips of many businesses today. This is an area of focus for ECG to apply within our own processes and responsibly across our client engagements where applicable.

Q: How big is your team?

A: We are currently a team of 14 at ECG. However, as we often provide coaching, guidance and oversight to the finance and accounting teams of our clients, that rapidly exceeds 100 people.

Q: How difficult is it to hire qualified team members in this employment environment?

A: Since the San Diego unemployment rate bottomed out in 2022, there has been a gradual increase in 2023 but below 4%. During this period, the labor market for qualified finance, accounting and advisory candidates was challenging, but I have seen that soften at the end of 2023 and now into 2024 which is consistent with the unemployment rate increasing to 4.7% in Q1 of this year. While there continues to be challenges with balancing a remote work force and strong team culture, good employees are looking for purpose in what they are doing and understanding how they are part of the bigger picture.

Q: What is the next big step your company hopes to take?

A: Our next significant strategic move will be to expand our physical presence. Though we already have clients in over 15 states across the domestic market, establishing an office in our next key market will enable us to continue our growth strategy. We are committed to becoming a nationally recognized brand that serves clients looking for guidance and support as they consider growth, scale, business transition, and succession planning.

Q: What challenges do you face getting there?

The biggest challenge in successfully opening a new location will be to transfer the strong work and team culture that we have in San Diego. Our team and culture are such a critical part of delivering optimal value to our clients and carrying that commitment and integrity over is essential. With the combined experience of my partners and senior leadership team in developing productive cultures, we are confident in achieving these goals. ■



Scott Sporrer and the team from Exit Consulting Group. Photo courtesy of Exit Consulting Group



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CFO OF THE YEAR 2024 WINNER – PRIVATE MEDIUM COMPANY

Craig Coleman Makes Coastal Coast Above Other Payroll Companies

FINANCE: CFO Enjoys Mix of Numbers, Storytelling and Strategic Planning

■ By COREY LEVITAN

Craig Coleman has been named CFO of the Year, medium-sized private company, in the **San Diego Business Journal's** annual awards. Coleman is CFO and President of **Coastal Payroll**, a San Diego-based provider of human capital management solutions serving clients from coast to coast.

“Craig focuses on building and maintaining a culture of operational excellence, world-class customer service, and consistently aggressive goal-setting,” said **Jonathan Gallagher**, CEO of Coastal Payroll, who co-founded the company with Coleman in 2007. “Craig has a deep understanding that payroll and human capital management services are integrated into the lives and families of every business owner served and their employees.”

Coleman manages an internal finance team of talented professionals, and also continues to actively contribute to new business development and the introduction of expanded service offerings in the best interest of clients.

In the 16 years that Coleman has co-led Coastal, the company has seen average revenue growth of 20% annually, even during the pandemic. It is now the largest independent payroll provider in the West, and one of the largest in the U.S.

“By putting Coastal in a position of value-led leadership, small businesses are empowered to make the best decisions possible for those they employ,” Gallagher said. “Helping businesses and families not only survive but also build regardless of the market conditions is a goal Craig envisions, and attains, for every client.”

Beyond the Books

Coleman prioritizes Coastal's people and culture. He regularly collaborates with the entire team – more than 150 employees working across 14 states. He shares state-of-the-business updates to ensure the organization has an understanding of, and appreciation for, growth goals and progress – including how each person at the company contributes to that progress.

A graduate of **James Madison University**, Coleman has spent his career at the intersection of service and finance. He began his career at **Ernst & Young** in Washington D.C. and San Diego, before launching Coastal Payroll. He is a Certified Public Accountant (CPA) and served five years on the board of **Independent Payroll Providers Association (IPPA)**.

Coleman is also an avid golfer and enjoys the great



Craig Coleman (Coastal Payroll) Photo courtesy of Coastal Payroll

outdoors and spending time with his two children. He spends much of his free time in coaching youth sports.

The San Diego Business Journal caught up with Coleman after his win, and he answered the following questions.

Q: At what stage in your life did you set your sights on the CFO's office?

A: I studied accounting in college and started my career as a CPA in Public Accounting. I was fortunate enough to spend more time on the Finance vs. Accounting side for my clients, and witnessed that CFOs focused more on storytelling and future strategic planning than accountants. I loved that part of the numbers game and started to shift my mindset in that direction.

Q: What put you on the path to getting there?

A: We started Coastal Payroll in 2007 and I wore many hats as co-founder for the first 10 years. Eventually our growth carried us to the point where I could relinquish the COO role and fully embrace the CFO position.

Q: Think back over your career. Up to this point, what is the accomplishment

you are most proud of?

A: Building Coastal Payroll along with my business partner and friend Jonathan Gallagher has been the experience of a lifetime. Without any outside investment and strongly influenced by our commitment to our people and the San Diego community, we have become one of the most respected companies in our industry. We are very proud of what we have built at Coastal.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: Coastal Payroll is closely tied to small business and the overall health of the economy. I closely follow economic trends and employment trends to better understand how they may affect our clients. High employment tends to be a good gauge of our clients' health. Interest rates have driven higher the past couple years and we've seen this impact small business borrowing costs.

Q: How big is your team?

A: We have 150 employees.

Q: How difficult is it to hire qualified team members in this employment environment?

A: We've witnessed improvements in our recruiting process post-pandemic and are encouraged by the talent we are finding in the market. On the flip side, hiring costs have increased and inflationary pressures have benefited employee wages.

Q: What is the next big step your company hopes to take?

A: We surpassed \$25 million in annual revenue in 2023 and are shooting for \$50 million by 2027. This is a big step up for us and we are excited about our leadership team and the opportunities for expansion throughout California and in the surrounding states.

Q: What challenges do you face getting there?

A: We're in a competitive industry and finding great sales and service people is critical to our success. Finding and retaining talent will continue to be a challenge as we grow. Most importantly, we believe in having a strong company culture; maintaining that close-knit community as we grow becomes more challenging. ■



Craig Coleman, Jonathan Gallagher and the Coastal Payroll team. Photo courtesy of Coastal Payroll



Jonathan Gallagher and Craig Coleman. Photo courtesy of Coastal Payroll

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CFO OF THE YEAR 2024 WINNER – PRIVATE LARGE COMPANY

Howe Brings ‘Unique Gift’ to CFO Role in Family Business

SERVICES: Leads BHFC to Growth During Transition Period

■ By COREY LEVITAN

Jessica Howe, Chief Financial Officer for the **Bill Howe Family of Companies** (BHFC), was named CFO of the Year, Private Large Company, in the annual **San Diego Business Journal** honors.

As the daughter of **Bill and Tina Howe**, who co-founded **Bill Howe Plumbing** in 1985, Howe has a longstanding connection to the company that only strengthens her dedication to its success and growth.

“It was an incredible honor and unexpected,” Howe told the Business Journal after her win. “We CFOs wear many hats, and we get too busy to take a moment and recognize our efforts to improve the business we work for.”

“Winning the award reminded me to pause and take a deep breath and appreciate my hard work and dedication to Bill Howe.”

‘A Rare Breed of CFO’

According to **Matt Palmer**, BHFC’s Marketing Coordinator, who nominated Howe for the award, Howe is “a rare breed of CFO who values the growth of the business as much as the growth of its people.”

Palmer said that Howe -- a CPA who graduated from **Gonzaga University** with degrees in economics and international business -- has a “unique gift” for translating intricate financial concepts into understandable terms, ensuring that strategic decisions are accessible and inclusive.

“Our growth is a direct result of Jessica’s financial guidance and her skill in spearheading progressive business initiatives,” Palmer said. “Her contributions to the Bill Howe Family of Companies are immeasurable, although we’re sure she could whip up the necessary spreadsheet.”

Gives Credit to Family Executive Team

Not so, according to Howe. She insists she’s had only a “small role” in helping the company reach its strategic goals over the past two years. She credits her Bill Howe executive team, which includes her sisters and her mother.

“Our weekly meetings are at the heart of Bill Howe’s strategy,” she said. “Our accounting managers bear the brunt of my projects and process improvements. And I couldn’t have asked for better people to help me manage the day-to-day financial operations than Knowcraft Analytics out of India.”

Howe is committed to philanthropy, volunteering regularly at the **San Diego Food Bank** and engaging in actively in BHFC’s many charitable activities. She is also a lover of golf and of the natural beauty her county offers, often engaging in activities at local beaches, trails, and parks.

The Business Journal caught up with Howe to ask her the following questions about her role as CFO.



Jessica Howe (Bill Howe Plumbing, Heating & Air, Restoration & Flood) Photo courtesy of Bob Hoffman Video & Photography

Q: At what stage in your life did you set your sights on the CFO’s office?

A: My journey towards the CFO role wasn’t the result of a predetermined goal, but rather a natural progression that unfolded as I became more involved in our family business, initially focusing on accounting. The unexpected challenges presented by the COVID-19 pandemic required a shift in leadership dynamics, with the owners stepping back and creating an opportunity for me to assume a more substantial role in the financial stewardship of the company. This period marked a significant transition in my career, compelling me to elevate my contribution and embrace greater financial responsibilities across the organizations

Q: What put you on the path to getting there?

A: In college, I had a knack for accounting, though I didn’t immediately chase a career in it. I found myself exploring various roles within our family business, eventually finding my niche in business development and account management. It was there I discovered my enjoyment in the financial aspects, particularly in calling and collecting payments. Motivated by this newfound interest, I pursued additional accounting education through night school, gained experience at a tax and bookkeeping firm, and successfully passed the CPA exam. Returning to the accounting department in our family business felt like a natural step, setting me on a clear path to where I am today.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why?

A: Currently, I’m closely monitoring interest rates inflation, and consumer spending. These factors are not only pivotal in shaping the broader economic landscape but also have a direct impact on our organization’s operations and strategic planning. Interest rates influence our financing costs and investment decisions, inflation affects our cost structures and pricing strategies, and consumer spending patterns are crucial for forecasting demand for our services. Understanding these dynamics helps us navigate economic challenges and seize opportunities for growth.

Q: How big is your team?

A: My team consists of 3.5 full-time equivalents (FTEs) working with an outsourced accounting team based in India, named **Knocraft Analytics**. Additionally, we have an Accounts Receivable (AR) Manager overseeing a specialized team of three, focusing on collections, billing, and payments, complemented by an Accounts Payable (AP) Specialist. This structure allows us to efficiently manage our financial operations while leveraging global talent to support our needs.

Q: How difficult is it to hire qualified team members in this employment environment?

A: Finding qualified team members in the current employment environment has been quite challenging, which led us to explore outsourcing as a viable solution. This approach not only helped us address the talent scarcity but also allowed us to manage expenses more effectively.

Q: What is the next big step your company hopes to take?

A: The next big steps we’re aiming for include launching an Electrical division and expanding our commercial pipe rehabilitation services to new locations. These initiatives are geared towards broadening our service offerings and extending our reach, enabling us to meet a wider range of customer needs and capitalize on new market opportunities.

Q: What challenges do you face getting there?

A: Our path to expansion faces two primary challenges: obtaining the necessary licenses and attracting the right talent. Securing licenses is a vital step for entering new service areas and markets, especially with our plans to launch an Electrical division and expand pipe rehabilitation services. Meanwhile, finding skilled professionals to support our growth is equally crucial, as their expertise will be the backbone of our success in these new ventures. ■



Jessica Howe, Tina Howe, Haley Howe, Bill Howe, Jaime Howe. Photo courtesy of Bill Howe Plumbing, Heating & Air, Restoration & Flood

CFO OF
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CFO OF THE YEAR 2024 WINNER – PUBLIC MEDIUM COMPANY

Roberts Leads Longboard Through Clinical-Stage Growth

PHARMA: Taking Company Public Just Part of Successful CFO Career

■ By COREY LEVITAN

Brandi Roberts has been named CFO of the Year for medium-sized public companies by the **San Diego Business Journal**. Roberts is the Executive Vice President and CFO of **Longboard Pharmaceuticals**, the San Diego-based clinical-stage biopharmaceutical company that she helped take from pre-IPO to IPO in 2021.

“She is an extremely valuable asset to the company,” said **Jennifer Patterson**, Longboard’s HR director, who nominated Roberts for the honor. “She works tirelessly, is always available and always promoting self-development and professional growth.”

Longboard’s mission is to develop novel, transformative medicines for neurological diseases. According to Patterson, Roberts played “a major part” in the company’s success in a recent study that will launch the company into Phase 3 clinical trials for individuals with rare epilepsies.

“Brandi is our only female C-Suite executive and represents aggressively for all needs of the company,” Patterson said.

A longtime biotech CFO, the certified public accountant has more than 25 years of public accounting and finance experience at publicly traded pharmaceutical, medical technology, and life science companies.

Long History of Leadership in Life Science

Before joining Longboard, Roberts served as CFO of **REVA Medical** and **Mast Therapeutics**, and as executive vice president and CFO for **Lineage Cell Therapeutics**. Before that, Roberts held senior positions at **Alphatec Spine**, **Artes Medical**, **Stratagene Corporation** and pharma giant **Pfizer**.

Roberts received her bachelor’s degree in business administration from the **University of Arizona** and her MBA from the **University of San Diego**.

While her daughters are both in college now, throughout their childhood, Roberts volunteered her time as a softball coach for multiple teams and spent five years as president of the local recreational softball league. Roberts was also active with the girls’ travel ball teams and high school softball teams as treasurer and scorekeeper.

Roberts currently chairs the Southern California Chapter of the **Association of Bioscience Financial Officers**, serves on the board of **TFF Pharmaceuticals** as Audit Committee chair and is on the finance committee of her neighborhood HOA. In her spare time, Roberts enjoys visiting her daughters, supporting the **San Diego Padres** and working on her pickleball game with her husband and friends.

The Business Journal recently asked Roberts about her career as a CFO in the life sciences industry.

Q: How did it feel to win the award?

A: I’m honored to win. I’m so proud of the San Diego life sciences community and what our company, Longboard Pharmaceuticals, is trying to do for those with devastating neurological conditions. As CFO, it’s about so much more than just the numbers for me. I love being involved in so many facets of Longboard; a key part of my job is to ensure that we are increasing shareholder value as we progress our portfolio of drug candidates. This means making sure we are being good corporate stewards of the funding that our investors have given us – and that translates into making sure everything we do is being done as efficiently and effectively as possible, from building a world-class neurology organization to advancing our investigational drugs from the preclinical stage all the way through Phase 3 clinical trials that are expected to take place globally, with the goal of eventually getting approved medications to people in need. This award is a nice recognition of my hard work, but I would not be able to do my job well without the amazing support of my teammates and family. I’m so grateful to all of them!

Q: At what stage in your life did you set your sights on the CFO’s office?

A: I was presented with multiple opportunities throughout my career, which enabled me to progress over the last 25-plus years. After I had been a vice president of accounting/



Brandi Roberts (Longboard Pharmaceuticals, Inc.) Photo courtesy of Bob Hoffman Video & Photography

finance for a few years, I decided I wanted to work towards becoming a CFO. This was a big undertaking as I was also committed to being a great mom and being active in the San Diego community; both our girls played sports and my husband and I were active in our local recreational softball league. It was important for me to show my daughters that you can have a fulfilling career while also being a very present and engaged parent.

Q: What put you on the path to getting there?

A: As a CFO with an accounting background, it was important for me to have a mentor that helped me evolve in terms of investor relations, since that’s a key component of the job. You need to be able to speak credibly about your drug candidates, the related development paths and underlying science, to a wide range of investors and analysts. I had a CEO who believed in my abilities and over the course of a couple of years, helped me develop so much in this area.

Q: Think back over your career. Up to this point, what is the accomplishment you are most proud of?

A: I absolutely love working in life sciences as we have the potential to help so many people suffering with devastating conditions. As an example, I was CFO at a company where we made a significant impact by bringing awareness to sickle cell disease by creating an investor conference and encouraging multiple companies, investors and analysts to participate. Most recently, I’m very proud of the results from our Phase 1b/2a study of bexicaserin at Longboard. In this study, bexicaserin showed an almost 60% median reduction in seizures in highly refractory patients with developmental and epileptic encephalopathies.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: The status of the economy is of utmost importance to life science companies as it typically takes a long time to develop drugs and requires infusions of cash until commercialization is reached. CFOs want to see healthy economic environments where investors are interested in supporting biotech. There were a few years where this wasn’t the case, and it was very problematic for companies that needed to raise money. CFOs need to be ready for these types of downturns and ensure that they are adequately capitalized for the long run.

Q: How big is your team?

A: I have multiple departments that report to me. They include Accounting, Finance, Investor Relations and Information Technology. We currently have a total of eight on the team, and I am excited for the expected growth this year – our company as a whole is expected to double in size

so we will be hiring across most departments in 2024. I also work closely with our Human Resources and Legal teams.

Q: How difficult is it to hire qualified team members in this employment environment?

A: It’s tough. Life sciences is highly specialized, and every company is a little different in terms of needs. Combine this with all of us competing for the best and brightest and it makes it difficult. It’s important to me to have a great working environment for our employees as we spend a lot of time together; I want them to enjoy their work, their colleagues and have room for growth. As a leadership team, we also spend time thinking about how to maintain a great culture as we scale the company. Some fun sprinkled in is important too!

Q: What is the next big step your company hopes to take?

A: We plan to initiate our global Phase 3 program by the end of the year, so we are in the midst of lots of planning activities. This will be the biggest clinical program we’ve ever conducted, and we plan to hire a significant number of additional colleagues this year.

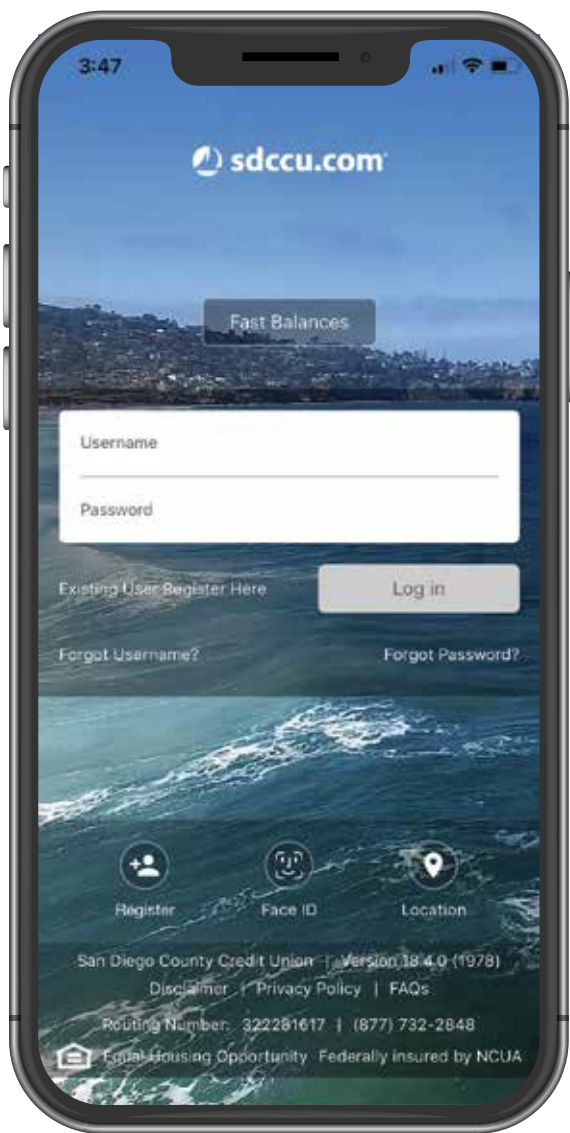
Q: What challenges do you face getting there?

A: Managing growth is always something that management teams focus on. We have built a very special work environment at Longboard, and we want to make sure that our culture remains consistent as we grow. We have a very hands-on mentality that has helped us tremendously as we work with all of our stakeholders, including investors, employees, caregivers, advocacy groups, vendors, investigators and site coordinators. We’re excited about adding new team members to help us enable our vision of a world where devastating neurological conditions are no longer devastating. ■



Jennifer Patterson (left), Alexis Williams, Brandi Roberts, Anjeanette Bowman and Megan Knight at Biocom 2022. Photo courtesy of Longboard Pharmaceuticals, Inc.

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CFO OF THE YEAR 2024 WINNER – PUBLIC LARGE COMPANY

CB&T Banks on Tyler to Help Families, Businesses Grow

FINANCE: CFO Leads Bank's Increase in Deposits, Loans

■ By COREY LEVITAN

Chikako Tyler, who holds a dual role as CFO and executive vice president at **California Bank & Trust (CB&T)**, has been selected as the San Diego Business Journal's CFO of the Year in the large public company category.

Tyler is responsible for developing and executing the bank's financial and strategic plan, and her leadership has been a catalyst for continued innovation and success for CB&T.

"Chikako Tyler's leadership has contributed immensely to the continued growth and innovation at CB&T, focused on helping families and businesses grow and prosper," said Jathan Segur, CB&T's executive vice president, who nominated her for this award. "She is a force of influence and is passionate about touching lives and making a positive difference in California."

Under Tyler's direction, CB&T has grown in both deposits and in loans, while maintaining prudent practices across management teams, to ensure the fiscal strength of the bank.

Inspired by Father's Business Perseverance

Tyler joined CB&T in 2010 as a real estate analyst. Since then, she has taken on roles of increasing responsibility in risk management, finance and credit. In 2018, she rose to her current position and added business line sales responsibility to her scope.

Her contributions have led to continuous acknowledgment for CB&T as an award-winning business bank. Tyler has also received several accolades of her own, including being selected two years in a row as a member of **Zions Bancorporation's** top team in the annual Most Powerful Women in Banking issue of *American Banker*. (CB&T is a subsidiary of Zions.)

In addition, in 2015, Tyler -- who holds an international MBA with an emphasis in finance from the **University of Amsterdam** -- was selected from among 14,000 Zions Bancorporation employees to attend the International Women's Forum Executive Leadership Fellows Program at **Harvard**.

Her perseverance and hard work were inspired by Tyler's father, who grew up in Japan in the post-World War II era. When he was in his early 30s, he decided to give up an executive-level position with Datsun to start over in the U.S. Without speaking English, he started his own company.

Tyler also brings the same energy and passion to helping other women in business succeed. She is the founder of CB&T's Banking on Women Business Resource Group, which she launched in 2016. The program pairs seasoned executives with more junior CB&T employees to help them gain insights and confidence to grow their careers. So far, more than 60 women have received mentoring, and a career boost, from more experienced colleagues.

"Tyler has made a big impact on CB&T, its employees and the community," Segur said. "She is a natural for 2024 San Diego CFO of the Year."

The Business Journal caught up with Tyler following her award to learn more about her career as a CFO.

Q: At what stage in your life did you set your sights on the CFO's office?

A: I honestly did not set my sights on a specific role or office throughout my career. Instead, I focused on keeping myself open to opportunities that would continuously allow me to learn something new and challenge me every day. There have been many forks in the road along my career journey where I had to pick one direction or another. At those times, I made sure I chose a path to work alongside someone I trusted and respected, and who would treat me with the same, and that the opportunity aligned with my desire to continue to grow and learn.

Q: What put you on the path to getting there?

A: Part of the reason I never set my sights on the CFO role is because I never thought that someone who looked like me or had my background could become a CFO. This is the issue with the lack of women and people of color in the C-Suite. We don't see enough people who look like us, so we assume that those roles are not achievable. But mid-career,



Chikako Tyler (California Bank & Trust) Photo courtesy of Bob Hoffman Video & Photography

I had an opportunity to join a cohort of women through a bank-sponsored educational program called the International Women's Fellows program, where I met incredible, accomplished women who were driven to become C-Suite executives. I remember the exact moment, at a conference with these women, when I thought, why wouldn't I set my sights higher? I realized then the importance of surrounding yourself with people who push you to become better and lift you up instead of bringing you down.

Q: Think back over your career. Up to this point, what is the accomplishment you are most proud of?

A: When I look back and look around at our employees, I still see many familiar faces that I either hired or trained throughout the years, who have built amazing careers with our organization. I am most proud that I have been able to impact their lives with careers that are (hopefully) both fulfilling and challenging.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: How banking is structured in the U.S. is an interesting and complex issue. Some of the recent bank failures point to a lack of proper oversight and risk mitigation, despite the volumes of exams and regulations that banks must comply with on a regular basis. While some think the easy solution would be to either reduce banking to a federal government operation or consolidate to a handful of "too big to fail" banks, the consequences of either of these options are potentially dire to the future growth of U.S. Options and choices breed competition, innovation and growth because you need to continuously keep up with market dynamics and needs. If you remove competition, like the laws of physics, the inertia leads to stagnation. But as with any democratic society, the critical question is, how do you balance healthy competition with proper risk mitigation and protection of our customers' livelihoods? It's a complex issue, but not an impossible one. So I am hopeful that strong, well-managed community and regional banks like California Bank & Trust will prevail because we need to protect our country's competitive advantages.

Q: How big is your team?

A: I have around 50 employees under my umbrella with

a broad range of responsibilities from finance to sales. I am unique in that most CFOs don't have sales teams reporting to them, but I felt that it was important to have a direct impact on revenue, because growth comes from investing in the company's revenues, not from solely shrinking its expenses. A strong CFO will focus on doing both, growing revenues while controlling expenses, and quickly execute on investment opportunities that will fuel future growth.

Q: How difficult is it to hire qualified team members in this employment environment?

A: It is challenging to find qualified employees but when I look back over the last 15 years that I have been at this bank, I think I would have made this same statement every year. The employment market impacts hiring to a degree, but good, qualified employees are never easy to find and/or retain. When you do find an employee that has potential, companies must keep focused on keeping that employee engaged, and investing in their opportunities to grow with your company, not out of your company.

Q: What is the next big step your company hopes to take?

A: We hope to continue to accelerate our growth by bringing our banking services into new markets and industries while continuously improving our customer and employees' experience. California is a big market and is constantly evolving so we expect to continue to evolve, which seems to move at a faster pace than ever.

Q: What challenges do you face getting there?

A: The biggest challenge I think about is how to integrate innovative technology in banking to stay relevant, which is necessary, while maintaining personal connections to both our customers and employees. We are in an era where we have more online meetings than in-person, and send more text messages than make phone calls, by choice. It is easy to reduce banking to a commodity where an online account can be opened in a matter of minutes and transfers can be made in seconds, which allows people to spend more time doing other things that bring them joy. But if you look past the day-to-day chore of banking transactions, your bank should be your opportunity to execute on your dreams. Have you always dreamed of owning a home? Do you want to be our own boss? Do you want to invest in your company to bring it into a new market? These are all areas where your bank should stand alongside you as your financial partner. It's hard to make a marriage work entirely online. Similarly, we need to find ways to continue to make banking efficient, while continuing to be your financial partner to support you and help execute on your life goals. ■



Chikako Tyler is flanked by well-wishers at the CFO of the Year Awards. Photo courtesy of Bob Hoffman Video & Photography



CONGRATULATIONS, CHIKAKO TYLER!

CHIEF FINANCIAL OFFICER

NAMED 2024 CFO OF THE YEAR BY THE SAN DIEGO BUSINESS JOURNAL

CB&T celebrates Chikako and the other winners
and nominees. Thank you!

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CFO OF THE YEAR 2024 WINNER – NONPROFIT ORGANIZATION

Law School Expands Resources Under CFO

EDUCATION: Cindy Bertrand Helps 100-Year-Old Institution Sustain Itself

■ By COREY LEVITAN

Cindy Bertrand has been named the CFO of the Year in the nonprofit category of the **San Diego Business Journal's** annual awards. She is the CFO at **California Western School of Law (CWSL)**, an independent nonprofit law school dedicated to using the law to solve human and societal problems.

"Cindy has helped CWSL establish financially sustainable practices that allow the school to fulfill its mission and to modernize and expand its services," said **Sean Scott**, CWSL's President and Dean, who nominated Bertrand for the CFO Awards.

According to Scott, Bertrand works closely with the law school's investment advisors to ensure that, year after year, the law school's investment portfolio meets or exceeds its stated targets. She has also restructured the law school's finances to increase resources. This has allowed the law school to increase the number and quality of its faculty, as well as to expand student scholarships and upgrade its enterprise technology and marketing tools.

"Through astute budget management and development of new internal processes, Cindy has laid the groundwork for CWSL to enter its 100th year functioning at its greatest capacity," Scott said. "Her financial acumen provides the support and guidance that each department of the law school needs to mature and thrive."

It's Fun to Stay ...

Bertrand has worked in San Diego's nonprofit space since 2005. Prior to her position at CWSL, she spent nine years as the Vice President of Finance for the **YMCA of San Diego County**. Here, she supported the organization's philanthropic efforts, growing revenues to over \$200 million. She also helped to establish two affiliated nonprofits to create the **Jackie Robinson YMCA** and the **Copley-Price YMCA**, each of which was a \$20-30 million building project.

Previously to that, Bertrand served an audit partner with fifth-largest global accounting firm, **BDO USA**, and as a managing director with the audit group at **CBIZ/MHM**, where she focused primarily on her nonprofit clients.

Bertrand was also the CFO for the **Jewish Community Foundation**. Here, she was responsible for managing over \$100 million in investments, accounting for eight supporting entities, leading the process for changing accounting systems, developing a new investment policy, and implementing a new investment pool strategy.

Sweeping the Boards

Bertrand has served on several of San Diego's nonprofit boards, audit committees, and finance committees. Currently, she is on the board of governors, and was the past treasurer, of **San Diego Foundation**.

Bertrand has served on the boards and committees of **San Diego 2-1-1**, **Orchestra Nova**, **Nonprofit Management Solutions**, and **Komen for the Cure**. She also taught nonprofit finances for two years at the **University of San Diego's** Master's Nonprofit Leadership program.

After receiving her award, Bertrand took some time to answer a few questions from the **San Diego Business Journal**.

Q: At what stage in your life did you set your sights on the CFO's office?

A: Fairly early in my career. I was the CFO at the Jewish Community Foundation early on and then decided to return to public accounting. I knew that I would return to the CFO role at some point but wanted to work a few more years in public accounting and be better versed in nonprofit operations before doing so.

Q: What put you on the path to getting there?

A: Ultimately, it was my time at the YMCA of San Diego County. I was the VP of Finance and worked for a veteran CFO, Paul Sullivan. He mentored me and set me up for success to be a strong CFO. I learned a lot from him, and I increased my operational knowledge base substantially under his supervision.

Q: Think back over your career. Up to



Cindy Bertrand (California Western School of Law) Photo courtesy of Bob Hoffman Video & Photography

this point, what is the accomplishment you are most proud of?

A: I'm most proud of my work in my current capacity as CFO of California Western School of Law. I have the opportunity to work with the Dean and President, and her leadership team on our strategic plan and have had the privilege of putting it into action. It is very rewarding to see the challenges come to life.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: Interest rates and future enrollment in graduate schools,

law schools in particular. Both issues may affect our school. Interest rates impact our endowment portfolio and the overall earnings we generate for student scholarships. We strive to award as much in scholarships to our students as possible and when the value of the investments decline, our awards may decrease. We have been fortunate to maintain the same level, or higher, of scholarship during my time with the school. As the U.S. population changes, so do the projections for future enrollment in higher education. Fortunately, our student population is very diversified, and studies have shown that future enrollment in law schools with our unique student population base will likely remain consistent with today's enrollment.

Q: How big is your team?

A: I oversee several departments, including the Business Office, Human Resources, Facilities and Information Technology. My team is comprised of 20 staff overall, nine of which are with the Business Office.

Q: How difficult is it to hire qualified team members in this employment environment?

A: My Business Office team has been in place almost the entire time I have been with the school. I hired a few positions early on and they are still here. I am fortunate not to have had turnover in my finance team, so I've not experienced a challenging employment environment.

Q: What is the next big step your organization hopes to take?

A: The school is converting from a trimester to a semester system. We are also shifting our part time J.D. program to an evening program starting in the fall of 2024. While both initiatives are challenging and exciting, I'm most enthusiastic about the part time evening program. There are many professionals in our community that have full time jobs and are looking for a way to add a J.D. degree to their credentials and this is a way for them to meet that goal and continue working at the same time.

Q: What challenges do you face getting there?

A: Financial challenges were an initial obstacle to converting to the semester system, however we have overcome them and are able to move to the semester system in 2025. We are fortunate to have a solid financial base that allows us to be flexible and support the goals of the school. ■



The law school's accounting team includes Heather Kunkel (left), Cindy Bertrand and Luke Glaser.. Photo courtesy of California Western School of Law

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CFO OF THE YEAR 2024 WINNER – PUBLIC SERVICE

Eric Washington Proves the Power of Public Service

UTILITIES: Helped Grow SDCP's Revenue from \$15M to \$1B

■ By COREY LEVITAN

Dr. Eric Washington, CFO of local clean energy provider **San Diego Community Power (SDCP)**, has been named the **San Diego Business Journal's CFO of the Year for Public Service**.

"I am truly humbled to be considered among such great and phenomenal financial leadership in and around San Diego County," Washington told us following his win. "I work with an incredible, mission-driven, vision-focused team and this award highlights our dedication to the communities we serve."

Washington led the development of strategies for SDCP that strengthened the organization's net asset position and cashflow. He was also critical in growing SDCP's net revenue from \$15 million to over \$1 billion over just two years.

'Passionate, Visionary' Leader

"Eric Washington is a visionary leader and critical thinker," said **Rachel Hommel**, SDCP's Strategic Initiatives Manager, who nominated Washington for the award. "He is a passionate public servant and community advocate who demonstrates daily his commitment to others' growth. He takes the time to connect with coworkers across the organization to create an efficient, synergistic team."

Amongst Washington's many contributions to his current firm, he also spearheaded credit facility negotiations, which increased SDCP's access to credit from \$35 million to \$150 million.

"Washington's leadership in strategic planning, budget development and all other fiscal matters increased the organization's fiscal efficiency and now enables SDCP to provide cleaner, cost-competitive energy to the San Diego region and propel local communities towards a more sustainable and equitable future," Hommel said.

At various points along his career route, Washington has managed the administration and compliance of a \$350 million nonprofit finance program; managed a \$158 million real estate loan portfolio, including construction finance to developers and acquisition finance to real estate investors; and built and managed a diverse team of professionals who provided corporate fiscal analyses, compliance monitoring and finance reporting in support of several loan officers at various production offices.

Prior to his role at SDCP, Washington served as a military leader in the **U.S. Navy** for 26 years, fostering collaboration among diverse teams in order to meet organizational objectives.

Washington also has 24 years of experience within the corporate banking and finance space. He has served as a vice president, senior credit manager, senior portfolio manager and senior relationship manager at several regional banking institutions.

Strong Community Ties

Originally from St. Louis, Missouri, he has resided in San Diego since 1992, and is always eager to support his local community. For the past 18 years, Washington has served on the **Bayview Community Development Corporation (CDC)**, helping to improve the economic conditions in underserved communities throughout San Diego County by developing affordable housing and business and community opportunities that can improve quality of life for residents.

He also served as a board advisory member to the **Jackie Robinson YMCA** and currently serves as Bayview CDC's Board Director.

Following his award, the Business Journal caught up with Washington to ask him the following questions...

Q: At what stage in your life did you set your sights on the CFO's office?

A: I enrolled in graduate school to pursue an MBA while on active duty for the U.S. Navy. My desire was to land in a career that would allow me to apply many of the themes and topics explored in class in a real-world setting. Launching a career in commercial banking and finance was a perfect match. Twenty-four years in corporate banking coupled with 26 years of leadership experience prepared me



Eric Washington (San Diego Community Power) Photo courtesy of Bob Hoffman Video & Photography

for the role of CFO.

Q: What put you on the path to getting there?

A: A lot of hard work! My time in the Navy taught me about the importance of leadership, and I continued to pursue leadership opportunities throughout my career (including obtaining a Ph.D. in Educational Leadership and Administration from **San Diego State University**). I believe being focused and intentional about identifying a career where I could build a team, address challenging situations, and lead through example put me on the path to the position as CFO.

Q: Think back over your career. Up to this point, what is the accomplishment you are most proud of?

A: In each role I have taken on, I have put community at the heart of my decision-making process. As a member of

the diverse executive team at SDCP, building a team that is reflective of our mission and vision really excites me and keeps me focused on the impact we are making as an organization for the communities we serve and the broader San Diego region.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: Energy markets. Energy costs are our largest expense. Over the past couple of years, utilities across the state have been experiencing significant volatility in the energy market. SDCP has an incredible power procurement team, and we are watching and analyzing the markets daily to ensure our procurement strategy aligns with our goals of providing cost savings to our customers while getting to 100% renewable power by 2035 or sooner.

Q: How big is your team?

A: In May 2021, I was hired as employee number 10. As of March 2024, SDCP has grown the team to 55 subject matter experts. And we are continuing to grow!

Q: How difficult is it to hire qualified team members in this employment environment?

A: We have been fortunate to have been able to hire an extremely talented diverse pool of employees. **Chandra Pugh**, our Director of People, and her team have done outstanding work in recruiting and onboarding new members to the SDCP team who are truly passionate and dedicated. Because we are a public agency that has a specific mission and vision, we tend to attract job seekers who really resonate with the work we are doing at SDCP.

Q: What is the next big step your company hopes to take?

A: We will continue to execute our strategic plan with a focus on ways to reduce our energy procurement costs and operating costs as a top priority. By reducing our costs, we will enhance our ability to pass the savings on to our customers.

Q: What challenges do you face getting there?

A: As a public organization, one of our top priorities is to connect with the customers that we serve. As SDCP grows, we must make sure we communicate about the work we are doing, the programs we offer, and the impact we are having on the communities we serve. And just as important is hearing what our customers are saying! ■



Eric Washington flanked by the San Diego Community Power team. Photo courtesy of San Diego

CFO OF THE YEAR 2024 WINNER – RISING STAR

Vistage Worldwide CFO's Star is on the Rise

EXECUTIVE COACHING: Zelones Leads Company's Exits, Acquisitions, Debt Restructuring

■ By COREY LEVITAN

Brandon Zelones, VP of Finance for **Vistage Worldwide**, has been named Rising Star in the **San Diego Business Journal's** annual CFO of the Year Awards. Zelones' expertise in re-architecting and streamlining financial functions, operations, structures and systems has built robust infrastructures and teams that exceed financial targets and drive aggressive growth.

"This accolade is not just a personal milestone but a testament to the winding path that has defined my career," Zelones told the **San Diego Business Journal** after his win. "It is a reminder of the impact we can all make beyond the balance sheets, inspiring a future where we all strive to exceed the expectations set before us, leveraging our unique journeys to forge paths that benefit not only our organizations but the broader community we serve."

In his seven years at Vistage, Zelones has played a key role in the company's strategic financial decisions. He successfully collaborated with a private equity partner to plan and execute two company exits, demonstrating his adeptness in high-stakes corporate finance.

Zelones led the buy-side due diligence and integration of multiple international acquisitions, showcasing his global financial acumen. His initiatives in debt restructuring, including refinancing second lien debt into first lien at a lower rate, underscore his strategic approach to financial management.

Additionally, Zelones has been responsible for managing all key performance indicators and financial data for presentations to lenders and rating agencies.

Community Ties

Zelones is also deeply committed to community service and philanthropy in San Diego, with a focus on youth development and professional leadership. He has contributed to the finance community as Treasurer of the **CFA Society San Diego Board** and as an Executive Member of **Financial Executives International**, and he has served as a mentor in **Big Brothers Big Sisters** and as a volunteer for **Feeding San Diego** and **Junior Achievement**.

Following his award, the **Business Journal** asked Zelones to weigh in on his career as a CFO.

Q: At what stage in your life did you set your sights on the CFO's office?

A: My journey towards setting my sights on the CFO's office was a culmination of a lifelong passion for numbers, coding, and problem-solving. From a young age, I was fascinated with HTML, Java, Visual Basic, and when an aptitude test suggested I become a mathematician, it only validated my interest in analytical pursuits. However, I was looking for something more dynamic than mathematics seemed to offer at the time, leading me to pursue a mechanical engineering degree initially.

A significant turn in my path came after a motorcycle accident, which prompted me to reconsider my academic and professional direction. I transferred to **SDSU** and shifted my focus to Business Administration with an emphasis on Information & Decision Systems. This change marked the beginning of my formal journey into the world of finance. After graduation, I joined **Wells Fargo Bank**, where my career in finance took off. I quickly moved up the ranks and was presented with a choice between a management path and an investment path. Believing the latter would bring me closer to the core of finance, I chose it and eventually landed a role as a VP, Investments (Financial Advisor) at **JP Morgan**.

Despite my success at **JP Morgan**, I felt a void; I craved more significant mental and analytical challenges. This realization was the turning point for me, leading me to set my sights on higher goals: becoming an Investment Banker or CFO.

Q: What put you on the path to getting there?

A: What put me on the path to the CFO's office was a combination of my accumulated experience in the finance sector and a strong inner drive for roles that would significantly challenge me, both mentally and analytically. Despite



Brandon Zelones (Vistage Worldwide, Inc.) Photo courtesy of Bob Hoffman Video & Photography

achieving success in my previous positions, I felt an urge to push my boundaries further and contribute on a more strategic level. This desire led me to critically assess the qualifications and skills required to excel in top finance roles like that of a CFO or an Investment Banker.

Realizing the importance of formal education and professional certifications in achieving these roles, I made a pivotal decision to return to school. I enrolled in the **Marshall School of Business at USC** to pursue my MBA, a step that I believed would equip me with a deeper understanding of business strategy and finance. Concurrently, I embarked on the challenging journey to obtain my CFA designation, which I knew would be critical in deepening my expertise in investment and finance.

This deliberate move to enhance my education and professional credentials was fueled by my ambition to occupy a more influential and strategic position within the finance world. I saw these steps as essential building blocks towards achieving my ultimate goal of reaching the CFO's office. It was a clear path forward, marked by a commitment to continuous learning and personal growth, setting the stage for me to step into roles that demanded a higher level of analytical thinking and strategic decision-making.

Q: Think back over your career. Up to this point, what is the accomplishment you are most proud of?

A: Reflecting on my career, the accomplishment I am most proud of isn't quantified by numbers or titles, but rather by the courage it took to fundamentally redefine my path. The decision to pivot careers and return to academia for an MBA and start my journey toward a CFA was significant. However, the true 'leap of faith' was resigning from my position as a VP, Investments at **JP Morgan** to embrace an unpaid Investment Banking internship. This wasn't just a career shift; it was a complete rebuild from the ground up.

What makes this my proudest achievement is not just the drastic change itself, but doing so armed with the knowledge and experience I had already gained. It was a decision rooted in the belief that I could carve out a more fulfilling and challenging career path for myself, even if it meant starting over in a sense. This leap demonstrated my commitment to my long-term professional goals and my willingness to embrace uncertainty for the promise of growth. It's this moment that stands out to me, not only for the professional success it eventually led to but for the personal growth and resilience it fostered within me.

Q: Of all the economics and business issues in the news right now, what are you following with most interest and why? Which one most directly affects your organization?

A: Reflecting on the array of economic and business challenges making headlines currently, the issue that captivates my attention the most, and directly impacts our organization, is the rising interest rates scenario observed in 2023. This economic development has had a profound effect on companies across various sectors, influencing financial strategies and operational decisions significantly. For Vistage, the escalation in interest rates directly resulted in increased cash outflows due to higher interest payments on our existing

debts. This situation necessitated a strategic move on our part to undertake debt refinancing and repricing activities in early 2024, aiming to mitigate the financial strain and align our debt obligations more favorably amidst the changing economic landscape.

Moreover, the rising interest rates are not just a financial concern but also a strategic one, influencing our decisions on investments and growth initiatives. This environment has made us more circumspect in our financial planning, ensuring that we maintain a balanced approach between leveraging opportunities for expansion and maintaining financial health. The restructure of the Finance team in early 2023 was a pivotal step in this direction, enabling us to position ourselves more robustly to execute our growth strategy through mergers and acquisitions, alongside organic growth avenues. This alignment of talent within our team has been instrumental in navigating the complexities introduced by the economic conditions, ensuring that we stay on course towards our long-term objectives despite the immediate challenges.

Q: How big is your team?

A: I manage, mentor, and train a talented finance team of four to six, plus matrixed oversights.

Q: How difficult is it to hire qualified team members in this employment environment?

A: In the current employment environment, hiring qualified team members certainly presents its challenges, particularly in specialized fields like finance. After we restructured our Finance team in early 2023, we aimed to build a team not only with the right technical skills but also with strong team player attributes and an exceptional work ethic. These criteria became central to our interview process, helping us to select candidates who were not just qualified on paper but who would also thrive in our collaborative culture.

Despite the complexities and competitive nature of the job market, we have been fortunate enough not to experience any turnover on the Finance team since the restructure. This stability is something I take great pride in and view as a testament to our focused recruitment efforts and the engaging work environment we've fostered.

Rebuilding the team was no small feat; it was an intricate process that required patience and a clear vision of what we wanted our team to represent. The effort involved in this rebuilding phase pays dividends in the long term as the team becomes fully integrated and operational.

To maintain this level of retention and satisfaction among our team members, we continuously provide opportunities for growth and upskilling. Whether it's through involvement in mergers and acquisitions, integration processes, or internal cross-functional projects, these initiatives are crucial. They not only help in developing a well-rounded skill set among our Finance team members but also play a significant role in retaining them by ensuring they find their roles challenging, rewarding, and conducive to personal and professional development.

Q: What is the next big step your company hopes to take?

A: The next big step for Vistage is a focused endeavor to further enhance our capabilities in mergers and acquisitions and integration. Our strategic vision for growth encompasses both organic and inorganic efforts, with an emphasis on expanding through acquisitions. Over the past 14 months, we have successfully completed three acquisitions, and I'm pleased to report that our integration efforts are on track.

Q: What challenges do you face getting there?

A: As we aim to bolster our position in the market through strategic acquisitions, maintaining operational excellence and staying true to our core mission is paramount. To navigate these challenges, we are committed to continually refining our approach to M&A, enhancing our team's expertise, and cultivating a culture that values agility and innovation, ensuring that Vistage not only grows but also thrives in a competitive and ever-changing business landscape. ■

Congratulations to SDBJ's CFO of the Year Winners!

The **San Diego Business Journal** held its annual CFO of the Year Awards ceremony March 14 at the **Hyatt Regency La Jolla at Aventine**. Attendees were treated with a complimentary happy hour bar and hors d'oeuvres before the awards presentations. As winners were announced, they accepted their awards and shared inspiring stories of their career journey as a financial leader. This year's CFO Awards were supported by Presenting Sponsors **Marsh McLennan Agency** and **PNC Bank**, and Platinum Sponsors **Enterprise Bank & Trust** and **Financial Executives International San Diego**. Thank you to our sponsors and to the CFOs who participated in this year's event.

See the full photo gallery, provided by **Bob Hoffman Video & Photography** at hoffmanphotovideo.com/p38657280.



2024 CFO Winners of the Year (left to right) Eric Washington (San Diego Community Power), Chikako Tyler (California Bank & Trust), Cindy Bertrand (California Western School of Law), Brandon Zelonos (Vistage Worldwide, Inc.), Brandi Roberts (Longboard Pharmaceuticals, Inc.) and Jessica Howe (Bill Howe Plumbing, Heating & Air, Restoration & Flood).



Esperanza Daniel (Enterprise Bank), Tina and Jessica Howe (Bill Howe Plumbing, Heating & Air, Restoration & Flood), Martina Sotka (Enterprise Bank), Malake Webhe and Jim Spouse (Solar Tech).



Mark A. Anderson, Julie Given-Glance and Dan C. Yates (Endeavor Bank).



Anthony Maciel, Shannon Stubblefield and Charlie Ng (MiraCosta Community College District).



The Classical Academies team.



Academy of Our Lady of Peace team.



Mark Doscher (Marsh McLennan Agency).



Valerie Attisha and Kelly Hogan (PNC Bank).



Longboard Pharmaceuticals, Inc. team.



PNC Bank team.



Kristan and Brandon Zelones (Vistage Worldwide, Inc.) and Jabril Battle (JLL).

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LEADERS of INFLUENCE in TECHNOLOGY 2024



SHIRIN ALIPANAH
Technology Partner
Meta

Shirin Alipناه is a transformative leader whose expertise seamlessly spans across industries, merging the cutting-edge worlds of digital transformation, virtual reality, artificial intelligence, and digital marketing with the nuanced dynamics of other sectors. Her innovative approach and strategic foresight have not only advanced technology and gender equality within the tech industry but also subtly influenced strategies in adjacent fields, demonstrating the universal applicability of her methods. Recognized with numerous awards and industry accolades, Shirin's ability to apply technological advancements to drive success across various domains showcases her versatile leadership. Her insights, shared at global events, inspire a broad spectrum of industries to embrace innovation, illustrating how digital solutions can revolutionize traditional practices.



NAVID ALIPOUR
CEO
CureMetrix

Navid Alipour is the Co-Founder and CEO of CureMetrix with a focus on Women's health. CureMetrix AI detects breast cancer and identifies Breast Arterial Calcifications (BAC) from the same mammogram. He is also the Co-Founder and CEO of CureMatch, a company focused on personalized medicine & combination therapy in oncology. The CureMatch Decision Support System guides in the selection of cancer drugs that are customized for individual patients based on their molecular tumor profile. Through the founding of Analytics Ventures, an AI focused VC fund, Navid focuses on the convergence of AI and the life sciences to prolong lives & save lives, while reducing wasteful spend. Navid serves on several Boards such as Tech San Diego, CureMetrix, CureMatch, and Alpha TrAI. He is a sought-after panelist, judge, speaker, and moderator on the topics of venture capital, artificial intelligence, healthcare, and entrepreneurship.



ASOKAN ASHOK
CEO
UnfoldLabs

With an illustrious career spanning over three decades, Asokan Ashok, the visionary CEO of UnfoldLabs, is a stalwart technology leader & innovator, catapulted the company to unparalleled success. His unwavering passion for groundbreaking products & solutions, coupled with smart business intelligence & industry prowess, has made him an exceptional leader. Ashok's strategic foresight & technological expertise have become the driving force behind the triumphs of UnfoldLabs. Recognized with prestigious awards throughout his career, Ashok's influence extends beyond UnfoldLabs. A technology enthusiast, his thought leadership is showcased in esteemed publications like Forbes Technology Council & Straight Talk. As a distinguished thought leader, Ashok graces industry conferences, events & webinars, sharing his unparalleled insights on technology & leadership. Committed to propelling sustainability & humanity forward through technologies, Ashok is dedicated to empowering people globally.



SUZANNA BITTNER
Director of Project Management
Office
C3 Risk & Insurance Services

Suzanna Bittner, a certified Project Management Professional (PMP), is an expert in navigating complex projects in regulated industries, with a particular focus on the insurance sector. She has successfully implemented various new software systems for C3 Risk & Insurance Services, including Salesforce, MiEdge, Zoom Info, Asana, and Ninety. Suzanna is instrumental in driving operational efficiency improvements and played a key role in implementing the agency's initial round of process automation bots (RPA). These bots enhance efficiency, freeing up our team to concentrate on high-level, customer-centric tasks. Additionally, Suzanna collaborates with an expert team to manage C3's enterprise-level data and implement robust cybersecurity measures to ensure the company's security.



KIMBRA BROOKSTEIN
Staff Program Manager, DEI
Intuit

Kimbra Brookstein is Staff Program Manager for DEI in Tech and leads the Tech Women @ Intuit initiative globally. TWI is an internal initiative focused on attracting, engaging and developing women and underrepresented groups in the tech ecosystem. In this role, she utilizes her passion both at the local and global levels to help carry out strategic programming across the company. In 2021, Kimbra was named to the Board of Directors of #LatinaGeeks as Vice Chair and named as a "Women of Influence in Technology" by SDBJ and won the Athena Pinnacle Award for "Individual in Technology." In 2022 and 2023, she was named "Top 50 Women of Influence in Technology" by SDBJ. In 2023, Kimbra was named "Women in Tech ERG Leader of the Year" by Women-Tech Network. She is a connector with deep ties to the SD Tech Scene and is passionate about providing pathways for underrepresented groups in tech. Kimbra sat on the Athena TSIG Committee for three years and is a Founding Member of the San Diego Tech Women's Summit.



ALEX BURAK
Vice President of Engineering
Ivy Energy

Alex Burak Dogan is the Vice President of Engineering at Ivy Energy, where he leads with a strategic vision to drive the engineering team's culture toward excellence, innovation, and collaboration. He plays a pivotal role in team building and management, developing visionary roadmaps, and ensuring technical solutions are customer-focused and aligned with business objectives. In 2013, Burak received the Promising Young Scientist Award for his research about renewable energy. Fast-forward to today, he contributes to efforts that evolve the way communities create, use, and think about energy with a hands-on leadership approach, marrying his ambition for environmental sustainability with his passion for developing beautiful, innovative solutions.



SEAN CAPPS
CEO/Founder
Digital Fire Prevention

Sean Capps brings over 28 years of fire prevention into the tech world. The Fire Prevention industry is a \$72 billion-plus industry that is a disheveled mess of hardcopy paperwork, antiquated processes and completely nonexistent communications between organizations trying to keep up with a maze of national safety codes. While the industry stands to nearly double in size in the next few years as populations and cities continue to grow, no one has figured out how to bring that industry into the 21st century as a functional digital ecosystem. A local San Diegan with a vision to make our city a safer and more compliant place to live is revolutionizing the future of fire safety. He has created a digital platform (first and only digital platform) that shares compliance data across the entire ecosystem.



KEVIN CARROLL
Executive Director
Tech San Diego

Kevin Carroll, as the Executive Director of Tech San Diego, brings over 20 years of executive leadership experience garnered from esteemed organizations like TechAmerica, the American Electronics Association, and CONNECT. With a profound understanding of industry dynamics, Kevin adeptly navigates the intricacies of the regional technology landscape, championing best practices and fostering growth opportunities for regional tech companies. Beyond managing all aspects of Tech San Diego's operations, he has been a relentless advocate for amplifying the influence of regional tech entities in shaping public policy. Kevin's role in creating Tech San Diego reflects not only his professional commitment but also his personal passion for the regional tech community. His multifaceted expertise, coupled with a fervent dedication to advancing the interests of the tech community, positions him as a distinguished leader shaping the future of technology in the region.



MICHAEL CHAGALA
CEO
Rank Harvest SEO

Michael Chagala, Founder and CEO of Rank Harvest SEO, brings an extraordinary 16-year legacy in enterprise-level search engine optimization to his company's clients. At the helm of an award-winning digital agency recognized for its avant-garde innovation and performance excellence, Michael showcases his technological vision through platforms adept at handling intricate niche ranking challenges, driving product launches, and skillfully revitalizing damaged SEO landscapes. Beyond conventional boundaries, Michael's tech acumen is evident with a strategic \$30K investment in premium virtual real estate within Decentraland, the groundbreaking blockchain-powered metaverse. Michael's influence is found in Forbes, Wired, and Greentech. Michael continues to make outstanding contributions to the dynamic search marketing ecosystem, spotlighting his forward-thinking and mastery of industry best practices amid relentless changes in the technology landscape.



JOHN COOPER
Director of Flight Operations
Birds Eye Aerial Drones

Scott Painter, a visionary leader and retired US Navy Chief, revolutionized the drone industry by founding Birds Eye Aerial Drones (BEAD) ten years ago. Leveraging his 23 years of military expertise, including a notable tour in Afghanistan and MBA from Embry Riddle Aeronautical University, Painter has propelled his company to the forefront of drone technology, employing and training numerous professionals in the industry. BEAD excels in deploying cutting-edge technology, maintaining a leading position in the ever-evolving drone sector. Beyond his entrepreneurial success, Painter's dedication to education is evident. He has imparted drone technology knowledge at Southwest College and on his own time, has educated over 3,000 individuals from public, private, and educational sectors on safe and responsible drone use. Painter's journey reflects a remarkable blend of innovation, leadership, and commitment to community service, underlining his role in shaping the future of drone applications.



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JOE ROHNER
Booz Allen Vice President of Artificial Intelligence



SCOTT SAUTTER
Booz Allen Vice President, Engineering and Technology



STEVEN TOMITA
Booz Allen Director of Innovation, Engineering and Technology



MICHAEL MONROE
Booz Allen Senior Associate, Data Science and Analytics

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CARRIE CRAIG
Sr Director Global Application Delivery
Bose Corporation

Carrie Craig is an organizational change leader with a record of success bridging business needs with innovative technology solutions. Her deep experience leading global digital transformations and realizing large-scale initiatives which consistently focused on attaining tangible ROI. Earlier in her career, Carrie served in the United States Marine Corps as a Logistic Officer. She has been honored with numerous personal service awards for meritorious service during Operation Enduring Freedom and Operation Iraqi Freedom. Carrie was named "A Women Who Sets the Standard" by The International Women's Review Board and she has been honored by the Cambridge Who's Who Registry of Executives and Professionals. Carrie has been the recipient of multiple WD-40 Company people choice awards. She was honored to receive the 2022 SnapLogic Application Innovation Award. She services on the Board of Directors for Boys and Girls Club of Greater San Diego and Gary Sinise Foundation- San Diego Chapter.



SAM DRIBIN
Chief Technology Officer
CureMetrix

Sam Dribin has over 15 years of experience in the software industry. Sam is currently the Chief Technology Officer at CureMetrix. Prior to joining CureMetrix, Sam was a software architect at Intervolve Incorporated for thirteen years. Sam also worked as a software engineer at Pharsight Corporation for three years. Sam has a passion for developing innovative software solutions and has played a key role in the success of their previous companies. Sam is a talented leader and motivator and is committed to helping CureMetrix continue to grow and succeed. Sam Dribin has a master's degree in Neurobiology from Duke University School of Medicine and a BA in Biology from Northwestern University.



HEATHER DUEITT
Vice President, Marketing
Global TekMed

A visionary executive with an impressive two decade track record spanning two coasts, having worked at global agencies like Edelman and client-side organizations including Global TekMed, MyPoint Credit Union, and more. Renowned for turning business visions into ROI-driven success stories, she excels in data-driven strategies, AI implementation, and strategic marketing planning with an extensive portfolio that includes Samsung, Dove, and Global TekMed, all while incorporating the latest technology. Currently, as Vice President of Marketing at Global TekMed, she drives growth in Veteran technology services, ensuring deserving Veterans access their rightful benefits. This accomplished professional, with over 19 honors and awards, including recognition as a San Diego Magazine Woman of the Year top-five Finalist and Judge, adjunct professor at New York University, Forbes Contributor, and recently Certified AI Transformation Leader, is a driving force in shaping the future of technology.



LISA EASTERLY
CEO
San Diego CCOE

Lisa Easterly serves as President and CEO of Cyber Center of Excellence (CCOE), a San Diego-based nonprofit dedicated to growing the regional cyber economy and creating a more secure digital community for all. She helped stand-up and manage CCOE since inception, helping grow San Diego's cyber ecosystem from 100 to 1,000 cyber companies and more than doubling the industry's total economic impact to \$4 billion annually in just 10 years. She is passionate about leading CCOE and the San Diego cyber community in heeding the call to develop the next generation of cyber warriors, defenses, and innovations. Prior to joining CCOE, she was the Vice President of Marketing for San Diego Regional EDC, Business Development Manager for Latham & Watkins LLP and Founding Board Member of CleanTech San Diego. She has an MBA and B.S. in Finance and Economics from the University of Florida.



JUSTIN FORTIER
Founder and CEO/CTO
FYC Labs

Justin Fortier, a tech entrepreneur and founder of multiple successful California-based companies, led FYC Labs as CEO/CTO to acquisition in 2020. The boutique design agency, with clients like Remax, National University, Budweiser, and Pepsi Co., gained international recognition for web design and development. Justin, named CEO of the year finalist twice by the San Diego Business Journal, also holds advisory roles at various ventures. He volunteers for entrepreneurial support and is a devoted father of two, enjoying fishing, hiking, and hockey. Featured twice on Fox Business News, he earned finalist spots in 40 Next Top Business Leaders Under 40 and Mentor of the Year 2024. FYC Labs received accolades, including a spot on the Inc. 5000 List of Fastest-Growing Private Companies in America by Inc Magazine and recognition as a top IT Services provider in Artificial Intelligence by Inc Magazine Power Partner Awards.



BRIAN J. FRIEDMAN
GVP - Global Strategic Sales
SoftClouds

Brian Friedman, a trailblazer at the forefront of innovation in the dynamic world of digital transformation, serves as a catalyst for growth, guiding SoftClouds towards remarkable achievements. His leadership experience as SoftClouds' Global Vice President of Strategic Sales forms the cornerstone of SoftClouds success. His visionary guidance sets fresh industry standards in CRM & CX solutions and fosters a culture of innovation within the organization. Brian's commitment to employee satisfaction & client satisfaction fosters a vibrant team culture, driving SoftClouds to distinguish itself as an industry leader in innovation and service quality. His insightful articles, such as "How Technology, Innovation & CX Transform the Utility Industry," & "New Technologies Handle Field Service Management Challenges," reflect his profound understanding of the industry, shedding light on trends and driving progress.



JEFF GAINES
CEO
Interlaced

As the CEO of Interlaced, Jeff Gaines has revolutionized the way fast-growing startups leverage technology to scale, demonstrating a commitment to innovation and excellence. Under his leadership, Interlaced has thrived through data-driven decision-making, business development, process optimization, and effective budget management. Jeff's strategic foresight not only guides the company's operations and partnerships but also enriches the broader tech community through his role as a board member of Connect, a nonprofit dedicated to supporting San Diego's entrepreneurs and innovators. From engineering management and systems engineering to founding his own creative agency, Jeff's career trajectory showcases his technological expertise and entrepreneurial spirit. Today, Jeff empowers teams and clients to achieve their missions using cutting-edge tools and practices. Jeff's dedication to fostering an environment of growth and learning makes him a prime example of leadership in tech.



KEN GARBER
President and CEO
Del Rey Systems & Technology, Inc

Ken Garber, current CEO and President of DEL REY Systems & Technology, Inc., served 30 years of combined active and reserve duty as a Navy Submarine Officer. He served on the USS Aspro (SSN 648) and USS La Jolla (SSN 701). His final tour was to OPNAV N81 in the Pentagon. Ken was the Chairman of the Board for STEP (Support the Enlisted Project), which provides emergency financial and transition assistance grants to active duty and recently discharged enlisted military and their families. Most recently, Ken was elected to the National Defense Industry Association (NDIA) San Diego Board of Directors and is currently the Department of the Navy Gold Coast Program Chair. Mr. Garber graduated from the University of the Pacific in 1984 (BSEE), studied at the Scripps Institute of Oceanography and UCSD's EE department, receiving his MBA from UCLA in 2002.



JAY GARCIA
Sr. Business Development
Manager and Head of SparkED
Alteryx

Jay Garcia is a seasoned professional with over 15 years of experience in program management, education, community outreach, and talent development, with a strong focus on technology. At Fortinet, he led award-winning talent creation and upskilling programs in the cybersecurity industry, leveraging a versatile skill set acquired during his 20-year military career. Prior to this role, Jay held diverse leadership positions in the US Marine Corps, contributing to recruiting, higher education programs, and sales support operations. In his current role at Alteryx, Jay spearheads the SparkED Data Analytics Education Program for the US-West & LATAM, and Alteryx's DoD Skillbridge Program. He also serves as an Advisory Committee Member for the College of Professional & Continuing Education (CPaCE) at CSU Long Beach, and is recognized as a Forbes Coaches Council Member, a LinkedIn Top Voice, and a George W. Bush Institute Scholar.



AARON GIBNEY
VP, Battle Management
Command and Control
EpiSci (EpiSys Science, Inc.)

Aaron "Vandal" Gibney is VP, Battle Management Command and Control (BMC2) at EpiSci where he is responsible for growing the company's opportunities in the BMC2 sector. BMC2 integrates software and hardware systems and delivers human-trusted solutions for improved and faster decision-making capabilities. Retired Colonel Gibney served 24 years in the US Air Force (USAF) and contributes extensive experience in the Air and Space fields as well as operational-level joint planning. Gibney is a graduate of the USAF Weapons School, the School of Advanced Air and Space Studies, and the Chief of Staff of the USAF's Blue Horizons Fellowship. As a career air battle manager, he has commanded at the squadron and group level and flew hundreds of combat hours over Afghanistan and Iraq. As a Colonel, Gibney led headquarters USAF's Futures and Concepts Division at the Pentagon; then commanded the 505th Combat Training Group at Nellis Air Force Base, NV.



Recognizing Success

Foley is proud to congratulate our colleague, Steve Millendorf on being honored for the *San Diego Business Journal's* Leaders of Influence in Technology .



For more information about Foley, please contact:
Steve Millendorf | 858.847.6737 | smillendorf@foley.com

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LEADERS of INFLUENCE in TECHNOLOGY 2024



KRYSTAL GILLIS
Founder and CEO
 Tighties

Krystal Gillis, the founder and CEO of Tighties™ orthopedic, tech-enabled activewear, is a seasoned entrepreneur and business leader. Krystal's career trajectory has been a dynamic blend of entrepreneurial ventures and corporate experience from sales for a large payroll company to founding her first business in payroll software at 24. After successfully building and selling her first venture, she transitioned to corporate roles in the medical devices sector. In 2017, she took on a consulting role, overseeing the launch of five companies, three products and a foundation before the inception of Tighties in 2022 during her work on a product launch for an orthopedic company in San Diego. As the driving force behind Tighties, Krystal is deeply involved in every aspect of the business from technology innovation and product development to project management and finance. With a strong focus on health and wellness, she created Tighties for anyone committed to an active lifestyle.



JEREMY GLASER
Member
 Mintz

Mintz Member Jeremy Glaser serves as Co-chair of the firm's Venture Capital & Emerging Companies Practice. Jeremy has over three decades of experience representing technology-based companies principally in the life sciences, software, mobile applications, and clean energy fields. He represents both issuers and underwriters in a wide variety of securities transactions, including IPOs, special purpose acquisition companies (SPACs), secondary offerings, and private placements, and represents venture capital firms, hedge funds and their portfolio companies in venture capital and PIPE financings. He has deep experience representing buyers and sellers in acquisitions and dispositions of public and private companies. Jeremy is also a key contributor to MintzEdge, an online resource for entrepreneurs that includes useful tools and information for starting and growing a company.



DIANNA HE MURRAY
Executive Coach & Core Innovation Leader
 Bain & Company

Dianna He Murray is an Executive Coach, published author, and leader on the Core Innovation Team at Bain & Company. She has a history of successful leadership in the technology industry, demonstrating a clear ability to drive change and impact. As an executive coach, Dianna is a trusted sounding board for leaders at organizations such as Airbnb, Dropbox, Sephora, and others looking to realize their full potential. As a leader at Bain, she oversees a large portfolio of digital products, and most recently, spearheaded a project that greatly impacts how the firm delivers all digital work for clients. She has been named Influential Leader of the Year in the data analytics division of Blue Cross Blue Shield, was a recipient of the Zell Fellowship at the Kellogg School of Management, and has been a champion of women in tech throughout her career. Dianna can be reached at joyandclaritylife@gmail.com.



LARRY HOEHN
Vice President of Services
 Bird Rock Systems

With over a quarter-century of experience in Enterprise IT, Larry Hoehn sets the standard for humility and expertise. His journey is marked by a consistent drive to excel with a down-to-earth demeanor that resonates with both his teams and customers. Larry's thoughtful approach to leadership enables him to lead high-performance teams, providing best-in-class service that's both reliable and innovative. Larry is raising up the next generation of IT and Cyber Security leaders. As a seasoned professional, his expertise spans areas such as disaster recovery, regulatory compliance, and Data Center operations and security. Larry's commitment to excellence is further exemplified by his active membership in esteemed organizations like InfraGard, HTCIA, ISACA, and ISSA. His integrity is the cornerstone of his reputation, making him a trusted figure in the industry. He is a leader who constantly seeks improvement, offers help, and ensures that the collective journey is one of progress and success.



SUNNY JAIN
Founder and CEO
 Floré by Sun Genomics

With over 20 years of molecular and microbiology experience, Sun Genomics' founder and CEO Sunny Jain originally had the idea for Floré after struggling to solve his own young son's gut health issues with generic probiotics from the shelves. Sunny took it upon himself to create a custom probiotic that worked for his son, and now aims to do the same for the hundreds of millions of people who suffer from gut health issues worldwide. Before starting Sun Genomics in 2016, Sunny worked at Illumina for seven years. He was part of the team to establish the Illumina Clinical Services Laboratory and went on to sequence the first whole human genome in a CLIA-certified, CAP-accredited laboratory. Prior to Illumina, Sunny worked for Labcorp in the molecular oncology laboratory and has over 20 years of experience in commercializing biomarkers.



TANYA KUHN
Head of Client Experience
 Ivy Energy

Tanya Kuhn has been appointed as the Head of Client Experience at Ivy Energy, embodying a steadfast dedication to excellence. In her role, she spearheads the Ivy team's efforts to provide unparalleled service to both clients and residents. Her distinguished career is highlighted by her acute emphasis on enhancing client experience, alongside her contributions to marketing, innovation, and improving operational efficiencies. This has established her as an influential figure within Ivy Energy. Her career path is characterized by a variety of significant positions, including Sales Manager, Business Development Manager, and Marketing Executive, spanning multiple sectors such as B2B and B2C markets, financial services, publishing, consumer goods, and branding. Tanya is equally passionate about environmental sustainability, a principle that aligns with Ivy Energy's core mission.



RAZELLE KURZROCK
Chief Medical Advisor & Co-Founder
 CureMatch

Razelle Kurzrock, MD, is a world leader in precision medicine and immunotherapy. As a medical oncologist/researcher, she is recognized as one of the most important voices in precision medicine and one of the most highly cited scientists globally. Dr. Kurzrock is known for founding and chairing the largest Phase 1 clinical trials department in the world while at the MD Anderson Cancer Center. More recently, at the University of California, Dr. Kurzrock founded and led the Rare Tumor Clinic and the Center for Personalized Cancer Therapy. Dr. Kurzrock has brought oversight to >500 clinical trials, with many agents yielding FDA approvals. She has authored >900 peer-reviewed paper with an exception Hirsch index (h-index) score of 136 (>77,000 citations). Her strong record of competitive funding is comprised of ~\$125 million in lifetime funding. She has four children, two Basenjis (dogs) and is married to Philip Cohen, MD, who is a dermatologist.



YINYIN LIU
VP of AI
 Seismic

Yinyin Liu, Ph.D., is an artificial intelligence technologist and entrepreneur with over 15 years of experience building AI products for consumers, enterprises, and open-source AI communities. Currently, she is Vice President of AI at Seismic, focusing on infusing AI into transformative enablement solutions for enterprises. Prior to Seismic, Yinyin co-founded and served as the Chief Technology Officer of XOKind, a seed-stage, venture-backed AI startup. Before founding XOKind, Yinyin was the Head of Data Science at Intel AI, where she established and led a global team of data scientists and AI researchers. Her team worked on workload optimization for AI software and hardware, research in Natural Language Processing (NLP) and Reinforcement Learning (RL) and building open-source tools in NLP/RL/Model compression. She also drove Intel's participation in Partnership on AI to tackle issues in FTA (fair, transparent, and accountable) AI and AI for Social Good.



SEBASTIAN LUCIER
Member
 Mintz

Sebastian Lucier, Member, Mintz, is a highly technical attorney who fully understands legal nuances and how to use the law to advance a company's strategic plan. He has deep ties to San Diego's start-up community and significant experience relating to financing, corporate formation and governance, and mergers and acquisitions. His mergers and acquisitions practice provides practical solutions and guidance to founders and other stakeholders wishing to recognize the value they've built in their businesses. Sebastian is very active at his alma mater, the University of San Diego School of Law, where he teaches young lawyers to support entrepreneurs and the start-up community as an adjunct professor. Sebastian is also actively involved in the MintzEdge website, an online resource for entrepreneurs.



ELIZABETH MCKEWON
Director of Sales and Marketing
 Xceptional

Elizabeth McKewon, Board Member, and Director of Sales and Marketing became an owner of Xceptional in 2007. She is currently one of two female board members and has actively helped grow and build Xceptional into an award-winning MSP. In 2018, after a successful 20+ year career as a practicing attorney, Elizabeth made a career change and joined Xceptional. Coming from a non-technical background has given Elizabeth an ability to relate to clients that find technology complex and overwhelming. Elizabeth leverages her previous experience to counsel clients, understand their unique business, operational, and IT needs, and explain why the technology is needed, and how it will positively impact the client's business. Since 2019, she has been the top producing salesperson for Xceptional and is responsible for large, strategic client relationships. Additionally, since Betsy's tenure with the company, Xceptional has seen year-over-year revenue growth.



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Michael Chagala

Founder & CEO, Rank Harvest
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Michael Chagala
Founder & CEO, Rank Harvest



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JOHN MERRITT

SVP & CIO
YMCA of San Diego County

John Merritt, SVP & CIO, has spearheaded a transformative journey within the IT department, aligning technology with core business objectives to drive innovation and growth. Under his leadership, the Y achieved a landmark digital transformation by migrating to cloud-based solutions, significantly enhancing the customer experience, data security, and operational efficiency. Merritt's strategic focus on integrating artificial intelligence and machine learning will optimize internal processes and lead to the development of customer-centric solutions, increased satisfaction, and opening new revenue streams. His commitment to fostering a culture of continuous learning and collaboration across departments has elevated the IT team's performance and agility. Merritt's visionary approach and impactful leadership have been instrumental in positioning the YMCA of San Diego County at the forefront of technological advancement for nonprofits.



STEVE MILLENDORF

Partner
Foley & Lardner LLP

Steve Millendorf is an exemplary leader in the technology field whose contributions to the fields of privacy, cybersecurity, and technology transactions have been invaluable to both his clients and the broader community. With over two decades of experience as an engineer and an attorney, Steve possesses a unique blend of technical proficiency and legal acumen. His practice centers on counseling clients across various industries on privacy, cybersecurity, and intellectual property matters. Steve's expertise extends to compliance with various privacy and security laws, including GDPR, CCPA, and Virginia CDPA. Steve's impressive engineering background underscores his unparalleled expertise in technology-related legal matters. His tenure at Qualcomm, where he led the design and development of security features for a range of chip devices, demonstrates his commitment to pushing the boundaries of innovation.



OSCAR MONCADA

Co-Founder and CEO
Stratus10

Oscar Moncada's technology journey commenced at age 13, programming on mainframes at IBM via an internship. Driven by a passion for tech, he studied AI in the early 2000s and later held impactful roles at Events.com, Mirum (then, Digitaria), and FICO. Achieving the AWS Solutions Architect credential in 2016, he stood among the earliest recipients at No. 2,663. As Technology Director at Events.com, Oscar crafted a resilient cloud infrastructure pivotal to substantial growth. Recognizing the demand for cloud expertise, he co-founded Stratus10 in 2017. Oscar's commitment to empowering San Diego's businesses, coupled with his adept leadership, propelled Stratus10 to the forefront of AWS Partners. One of 18 national partners proficient in Migration, DevOps, and the Education sector, Stratus10 boasts the most AWS designations among San Diego-based firms. Since 2019, Oscar's San Diego-based team has guided local startups and global enterprises through the complexities of cloud computing.



MICHAEL MONROE

Senior Associate, Data Science and Analytics
Booz Allen Hamilton

Scott Sautter leads Booz Allen's San Diego Engineering and Technology team, providing Digital Engineering, Cybersecurity, Network Engineering, IT Infrastructure, and C4ISR integration solutions to the Navy and Marine Corps. As a leader of Booz Allen's large San Diego office, Scott is focused on broadening the firm's capabilities in the region, particularly through IT transformation, Innovation, and Speed to Capability. Over the past 25 years, Scott has helped expand Booz Allen's technical service offerings to enhance our Nation's armed services' warfighting capabilities. His team delivers secure infrastructure solutions, enterprise network operations, IT strategy, Digital Engineering, and C4ISR solutions to a broad range of Department of Defense clients. Scott holds a B.S. in electrical engineering from California Polytechnic State University, San Luis Obispo, and is a Certified Systems Engineering Professional through the International Council on Systems Engineering.



SEAN NAM

Chief Technology Officer
Ivy Energy

Sean Nam is the CTO at Ivy Energy where he oversees the Product, Engineering, and IT & Security departments. As the first full-time engineering hire, he helped build the original MVP. He led the effort to transition to a more scalable platform with modern tools and languages. He oversaw efforts to update our security posture as well as modernize our entire infrastructure stack. Since then, he has focused on establishing new teams, maturing the organization, and implementing new processes. Sean has a history of combining his passion of entrepreneurship and technology. In the early 2010's, he built a small business by publishing over 50 mobile apps and games and amassing over one million downloads. In 2016, he received an Excellence Award from the Korean Armed Forces for his software development efforts while completing his Korean military service. Today, he is focused on supporting the mission in all areas of business and technology.



Sound is Power

Congratulations Carrie Craig for being recognized as a Leader of Influence in Technology by the San Diego Business Journal. Her impressive track record includes bridging business needs with innovative, streamlined, and integrated technology solutions. She adeptly translates vision and broad objectives into clear, actionable processes, programs, and procedures within the technology ecosystem. Kudos to her outstanding contributions!

www.bose.com
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Carrie Craig

Senior Director Global Application Delivery



LEADERS of INFLUENCE in TECHNOLOGY 2024



BEN NATHAN
Chief Technology and Transformation Officer
Cortica

Ben Nathan has served as Cortica's chief technology and transformation officer since 2019. He leads Cortica's digital strategy and services, including information security technology enablement, electronic health records, software development, scheduling, enrollment, analytics, product development, marketing, and client experience. While at Cortica, Ben leveraged his extensive expertise as a healthcare technology executive to create Axon, the world's leading technology platform for autism and neurodevelopment care. Axon's critical functions include complex care coordination, intelligent scheduling, clinical insights and decision support, family care management, progress tracking, insurance billing, and clinical data warehousing. Overall, Axon has contributed to better quantitative outcomes for the children Cortica serves, higher family satisfaction with services, and lower-than-average therapy utilization. Ben holds a master's degree in technology management from Columbia University.



STEVEN PAGAN
Director of Technical Services
Xceptional

Steven has more than 16 years of experience leading and supporting the development, implementation, and support of global IT solutions. Having started off his career as a network engineer, Steven joined Xceptional in the early 2000s, acting as the primary project and technical lead for multifaceted projects. As his career progressed, Steven transitioned into increasingly demanding roles with a global scope, enabling him to deepen his engineering knowledge while delving further into Project Management. These experiences molded him into a versatile professional. In 2021, Steven had a full circle moment by returning to Xceptional where he climbed the ranks to assume the role of Director of Technical Services. He now oversees a team of engineers in multiple national locations, working to optimize service delivery and refining service operations to align with Xceptional's standards for client satisfaction.



SCOTT PAINTER
Owner
Birds Eye Aerial Drones

Scott Painter, a visionary leader and retired US Navy Chief, revolutionized the drone industry by founding Birds Eye Aerial Drones (BEAD) ten years ago. Leveraging his 23 years of military expertise, including a notable tour in Afghanistan and MBA from Embry Riddle Aeronautical University, Painter has propelled his company to the forefront of drone technology, employing and training numerous professionals in the industry. BEAD excels in deploying cutting-edge technology, maintaining a leading position in the ever-evolving drone sector. Beyond his entrepreneurial success, Painter's dedication to education is evident. He has imparted drone technology knowledge at Southwest College and on his own time, has educated over 3,000 individuals from public, private, and educational sectors on safe and responsible drone use. Painter's journey reflects a remarkable blend of innovation, leadership, and commitment to community service, underlining his role in shaping the future of drone applications.



ALLY PERLINA
Chief Science Officer
CureMatch

Ally Perlina is a proven executive leader who has dedicated nearly two decades of industry experience to solving challenging problems in precision medicine, health-tech, and pharmaceutical fields to improve human health with molecular-level personalization. She is a visionary innovator with a track record of translating complex data into actionable insights delivered as scalable AI products by integrating analytics with systems biology and knowledge management techniques. As Chief Translation Science Office (CTSO) of Viome, Ally developed unique methodology for automated pathway analysis personalizing nutraceuticals at scale. Previously, at Human Longevity, Inc. (HLI), co-founded by Craig Venter, Ally spearheaded the Comprehensive Cancer Program creating novel analytics for clinical decision support. At tumor boards, she provided mechanistic rationale for drug and trial prioritization.



NICO PETRUZZELLI
IT & Project Manager
Options For All

Nico Petruzzelli demonstrates remarkable leadership and innovation in technology management. Under Nico's direction, IT security has been significantly upgraded, bolstering the organization's defenses against cyber threats and enhancing data integrity. This achievement is complemented by Nico's successful oversight of device upgrades for over 350 staff members, optimizing productivity and efficiency. Nico's strategic acumen was evident in vendor renegotiations, resulting in annual savings of over \$180K, showcasing an exceptional ability to combine technical expertise with fiscal responsibility. Additionally, as a Certified Associate in Project Management (CAPM), he is committed to mastery of IT project management. These accomplishments collectively highlight Nico's influential role in advancing technological excellence and operational efficiency, directly impacting the lives of adults with intellectual and developmental disabilities served by his employer, Options For All.



CONGRATULATIONS

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LEADERS of INFLUENCE in TECHNOLOGY
2024

Congratulations to **Nimer Saikaly** for being selected as a 2024 Leader of Influence in Technology!



Nimer Saikaly founded Ciprus Consulting to support not-for-profit organizations with dedication, expertise, and a genuine commitment to their success.

We understand the nuances of not-for-profit work and are passionate about helping you leverage technology to achieve your mission more effectively and efficiently.

If your not-for-profit organization deploys more than 100 computers, we offer a wide range of managed IT services and our full expertise.

For all other not-for-profits, we are happy to discuss your current situation and offer suggestions on how to best work with you and your current suppliers.

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LEADERS of INFLUENCE in TECHNOLOGY 2024



SANJIV PRABHAKARAN
President and CEO
Bytes Inc.

Mr. Prabhakaran is a seasoned executive with over 20 years of leadership experience across a wide range of industries and technologies, which he applies to bring the latest technology to his clients. His background includes solving operational challenges for small to large companies through the development and implementation of custom software solutions aimed at process management and technology architecture targeting fleet management and business management within the IoT, FinTech, healthcare, landscape, property management, business cleaning, and financial industries. In early 2002, Mr. Prabhakaran founded Bytes, Inc. to provide low cost and rapid software outsourcing, resource augmentation, quality assurance and project management services. He holds nine U.S. patents under his belt for mapping and fleet management.



SAI REDDY
CEO and Founder
CamerEye

Sai Reddy is the Founder and CEO of CamerEye, a leading AI Smart Pool System that scales across the entire pool lifecycle for easier and smarter construction monitoring, water safety, pool maintenance. Sai is an accomplished technology entrepreneur who previously was part of the founding team at PXISE, an AI-based data software that pioneered the use of prediction and smart controls for large renewable power plants. PXISE was acquired by Yokogawa, a giant automation manufacturer, in 2020. Sai is an inventor of 8 patents and has authored over 15 publications, awarded multiple technology and leadership awards and sits on various pool industry advisory committees and boards, including ASTM, NDPA, and PHTA. He is also a passionate water lover, an avid swimmer, surfer and sailor whose vision is to bring game-changing tech solutions to outdoor spaces.



JOE ROHNER
Vice President of Artificial Intelligence
Booz Allen Hamilton

Joe Rohner is a leader in Booz Allen's Artificial Intelligence business, the single largest provider of AI services to the federal government. Sitting in the Chief Technology Office, he helps clients apply AI to yield better mission outcomes through adoption and strategy; engineering and model development; quantum services; generative AI solutions; and AI systems. Joe's teams deliver AI solutions to clients in the western U.S. and the Pacific, including Hawaii, Japan, and Korea. Joe is Booz Allen's firmwide AI Adoption and Talent lead responsible for the transformation, strategy and execution of training, recruiting, and retaining the largest AI workforce supporting the federal government. He recently launched a firmwide AI curriculum across the firm that spanned literacy to expert competencies to accelerate transformation. Joe has also provided leadership to the world's premier data science competition for social good, the Data Science Bowl®, presented by Booz Allen and Kaggle.



ROMEL ROMERO
Tech Founder
Ojt Connect

Tech founder and philanthropist Romel Romero, boasting over seven years of experience in mobile app and website development, is the visionary behind Good Day Communications and Dipster Development. In 2023, he earned recognition as an Honorary Listee of Marquis Who's Who Of America and served as a keynote speaker at Polytechnic University of the Philippines Unisan. Romero's influence extends beyond borders, as evidenced by features on CNN Philippines, ABS-CBN News, and Manila Times, where he advocates for global impact and innovation. Passionate about driving social change, Romero actively contributes to meaningful initiatives. Alongside his entrepreneurial pursuits, he generously donates tablets for distance learning to rural universities and spearheads an on-the-job training program for computer science and business graduates. These endeavors underscore his dedication to both personal fulfillment and societal betterment.



DEAN ROSENBERG
NuFund Venture Group Board Member and Fund Co-Manager
NuFund Venture Group

Dean Rosenberg, with over 30 years of entrepreneurial spirit in San Diego, has notably influenced the technology and startup ecosystem. As Powur PBC's Chief Technology Officer, he's played a pivotal role in transforming Powur into the fastest-growing national solar company in the USA. His leadership extended to serving on the Company's Board of Directors, exemplifying his commitment to clean energy and innovative technology. At NuFund Venture Group, Dean has been instrumental in growing one of the most dynamic early-stage investment groups, overseeing over \$15M in annual investments. His presidency at Tech Coast Angels San Diego significantly enhanced the chapter's activity and outreach, fostering a more inclusive and vibrant investment community. Dean's multifaceted career, from pioneering startups to empowering early-stage companies, marks him as a leading figure in San Diego's technology and investment landscapes.



SAN DIEGO BUSINESS JOURNAL
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2024

Shirin Alipanah stands at the forefront of the real estate revolution, blending her expertise with visionary technology to redefine the property landscape. Her experience has fueled innovations that leverage AI and the Metaverse, offering immersive experiences that transform the way we interact with real estate.

Her work with eXp Realty, transcends traditional brokerage boundaries, marking her as a pivotal figure in tech-driven real estate solutions. Shirin's approach has not only streamlined property transactions but also enhanced the client experience, making it more efficient and engaging.

A staunch advocate for diversity and inclusion, Shirin's influence extends beyond technology, inspiring a more inclusive, dynamic future for the industry. Her mentorship and leadership have empowered individuals to explore new frontiers in technology and real estate.

Shirin Alipanah's contributions are crafting the future of real estate, marrying innovation with human-centric solutions. Connect with Shirin to explore the next horizon in real estate technology at shirinsellshomes@gmail.com or **858-214-9910**.

DRE# 01863232



SHIRIN ALIPANAH
— REAL ESTATE —

Beyond your Property Journey



LEADERS of INFLUENCE in TECHNOLOGY 2024



SAM ROY
Head of IT Operations
Cortica

Sam Roy began his tenure at Cortica in 2019 and currently serves as the company's head of IT operations. He oversees critical functions including IT infrastructure, support, DevOps, cyber security, and software development, with a focus on improving Cortica's client experience and teammate experience and broadening healthcare access for the families that Cortica serves nationwide. Sam's areas of expertise include generating technical transformation roadmaps, executing strategic technology and transformation initiatives, building omnichannel communications, automating complex business processes, creating and enhancing applications, streamlining business processes, and aligning IT initiatives with company revenue, margin, customer service, patient care, and patient outcomes goals. Sam holds numerous IT certifications, including a CISSP, and received a bachelor's degree in computer science from California State University, Monterey Bay.



EIPHANY RYU
Chief Operating Officer
EpiSci (EpiSys Science, Inc.)

Eiphany Ryu is Chief Operating Officer for EpiSci, a software company that develops next generation, Tactical AI autonomy solutions for national security problems. As COO, she is responsible for scaling business operations, spearheading cross-functional collaboration, streamlining processes, and turning strategy into reality. Ms. Ryu has dedicated her professional career to helping organizations realize their full potential. Prior to joining EpiSci, Ms. Ryu worked in design thinking and strategy consulting in the Bay Area. Her leadership and operational expertise play a pivotal role in EpiSci's success, positioning the company at the forefront of innovation in the dynamic landscape of autonomy and artificial intelligence for defense. She graduated from the Haas School of Business at the University of California, Berkeley with a B.S. in Business Administration and has a Certificate in Technology Entrepreneurship from the UC Berkeley Sutardja Center for Entrepreneurship & Technology.



BO RYU
Founder, President, and CEO
EpiSci (EpiSys Science, Inc.)

Dr. Bo Ryu founded EpiSci in 2012 with the vision of delivering breakthroughs and "epiphanies" for a wide range of defense, space, and commercial applications by leveraging systems science and creating interdisciplinary solutions across the sense, decide, and act paradigm to advance trusted autonomy. With over two decades of experience in the defense industry with DOD sponsors such as DARPA, AFWERX, ONR, ARL, AFRL and NASA, Dr. Ryu has been leveraging this experience to advance the innovations and commercialization at EpiSci. Dr. Ryu holds 15 U.S. and international patents. He is the author/co-author of more than 60 peer-reviewed publications in the areas of wireless communications and networking, cognitive sensing and signal processing, and machine learning based network management. He is the recipient of two performance recognition awards for technical achievements on DARPA's Adaptive C4ISR Node program. He received his Ph.D. from Columbia University in Electrical Engineering.



NIMER SAIKALY
President
Ciprus Consulting

Nimer Saikaly is passionate about the non-profit sector, boasting 20 years of IT expertise. He specializes in crafting cost-effective IT infrastructures tailored to non-profits' needs. Leveraging cloud computing, business process optimization, and disaster recovery solutions, Nimer ensures efficient goal achievement. Beyond tech skills, he employs organizational and leadership prowess to drive impactful outcomes. Nimer's strategic approach boosts staff productivity, fortifies IT security, and optimizes operations while respecting budget constraints. His track record of transformative initiatives underscores his ability to deliver measurable results. Dedicated to advancing technology for social good, Nimer is poised to inspire change and drive innovation in San Diego's community.



SCOTT SAUTTER
Vice President
Booz Allen Hamilton

Scott Sautter leads Booz Allen's San Diego Engineering and Technology team, providing Digital Engineering, Cybersecurity, Network Engineering, IT Infrastructure, and C4ISR integration solutions to the Navy and Marine Corps. As a leader of Booz Allen's large San Diego office, Scott is focused on broadening the firm's capabilities in the region, particularly through IT transformation, Innovation, and Speed to Capability. Over the past 25 years, Scott has helped expand Booz Allen's technical service offerings to enhance our Nation's armed services' warfighting capabilities. His team delivers secure infrastructure solutions, enterprise network operations, IT strategy, Digital Engineering, and C4ISR solutions to a broad range of Department of Defense clients. Scott holds a B.S. in electrical engineering from California Polytechnic State University, San Luis Obispo, and is a Certified Systems Engineering Professional through the International Council on Systems Engineering.



CONGRATULATIONS




BIRDS EYE AERIAL DRONES

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Scott Painter
Founder & CEO



John Cooper
Director of Flight Ops

- Flight Planning
- Project Mgmt
- Aerial Photography/Videography
- Aerial Data/LiDAR
- Ground Ops & Logistics
- BVLOS operations
- Video Documentation
- Airspace Coordination
- Topography & Survey
- Emergency Response
- Post Processing
- Mapping
- Analytics
- Inspection

Drone Service Provider: Bridging Gaps with Technology

CONGRATULATIONS



Congratulations to **Ken Garber** for being selected as a Leader of Influence in Technology by the San Diego Business Journal.



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DINA SEGAL
Chief Legal Officer
Gusto, Inc.

Dina Segal is Chief Legal Officer at Gusto, Inc., a technology company that runs payroll, benefits and HR services for over 300,000 small and medium businesses. Dina empowers a team of approximately 50 legal, compliance and government affairs professionals and is a leader on Gusto's executive team. Dina is a seasoned public and private company lawyer and strategic advisor with extensive experience in building companies and technology in regulated industries. Dina is also a leader and board member of SunLaw, Inc. (sunlaw.org), a non-profit dynamic community that supports, educates, and advances women in house counsel. Dina is not just a leader in law, she is a leader in business and in her community. She brings a diversity of thought, collaborative attitude, and deep business acumen to help solve some of the most complex legal challenges, get deals done and help create products that help small and medium sized businesses.



NATHAN SHORT
Director of Information
Technology
Encinitas Union School District

Nathan Short, Director of Information Technology for the Encinitas Union School District, has been re-tooling public school content filters over the past 6 years to alert response teams when self-harm concerns crop up on student devices. Initially, no one would entertain the concept. Now, traction has been gaining. Short has been working with the FBI on expanding to include indicators that might lead to preventing mass casualty events. This has led to FBI seminars that are bringing attention to this for other school districts to potentially adopt. Short has been working with government agencies to forge relationships that improve response times related to cyber security. At a recent cyber security symposium, the idea that "you can't surge trust" bore fruit when Short was able to rapidly escalate the detection of a cyber event to the right people to prevent what could have turned into a ransomware event.



WALID SOUSSOU
CEO
Quantum Applied Science &
Research (QUASAR), Inc.

Dr. Walid Soussou, CEO of Quantum Applied Science & Research (QUASAR) and Founder/CEO of Wearable Sensing, leads both companies in their mission to facilitate non-invasive brain monitoring across the lifespan, from delicate neonatal to elderly care, and even in extreme aeronautical environments. Dr. Soussou joined QUASAR as a Research Scientist in 2008 and quickly moved up to VP, heading up the launch of QUASAR's dry electrode product, and then to CEO in 2015. He also led the spinoff of Wearable Sensing in 2013 with the goal of commercializing QUASAR's technology globally. He leverages his PhD in Neuroscience from the University of Southern California to develop impactful real-world applications of QUASAR's revolutionary sensor technology in the realms of medicine, military, education, and enterprise. Dr. Soussou has raised over \$15M in research funding from the National Institute of Health, National Science Foundation, DARPA, NASA, and Department of Defense.



PEDRO SUAREZ
Member
Mintz

Pedro Suarez, Member, Mintz, focuses on all aspects of patent law, including IP portfolio development and management, preparation and prosecution of patent applications, freedom to operate and infringement opinions, patent monetization, litigation including Inter Partes Reviews (IPRs), with an emphasis on wireless, software, artificial intelligence, machine learning/neural networks, computer security, and medical devices. He has extensive experience in handling patent matters for emerging and global high-technology companies as well as universities and draws on his litigation experience to develop high-value patent portfolios. Pedro has also litigated patent infringement and validity disputes before several US district courts, in matters involving multiple patents and complex technologies. More recently, Pedro represented a Finnish-based patent owner in an IPR, in which all claims of the patent were found valid.



LINDSEY SWEENEY
Technical Program Manager
Northrop Grumman

Lindsey is a Technical Program Manager at Northrop Grumman for a large portfolio of space satellite composite busses and cutting-edge ceramic composite structures. She defines requirements, manages all aspects of technical design and manufacturing, as well as overseeing program status and performance. She has a background of over eight years in structural analysis engineering with expertise in composites analysis. She received her bachelor's and master's degree from UCLA in Aerospace Engineering and Materials Science Engineering respectively. Committed to professional growth, Lindsey is the current president of the San Diego Chapter of AIAA (American Institute of Aeronautics and Astronautics). In her spare time, she volunteers on the San Diego Mountain Rescue Team as a rescue member. She is also a San Diego native.



SAN DIEGO BUSINESS JOURNAL
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of INFLUENCE in
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**Interlaced is proud to congratulate
Jeff Gaines, CEO, on being named as a
Leader of Influence in Technology!**

Interlaced is a technology services provider that empowers startups nationwide—whether your teams are remote or hybrid, Interlaced has you covered with fast, reliable, and skilled IT services.

**This is the
lighter, brighter
side of IT.**



Congratulations to Nico Petruzzelli for being selected as one of the first San Diego Business Journal's Leaders of Influence in Technology!

Nico Petruzzelli, in his role as the IT & Project Manager at Options For All, demonstrates outstanding leadership and technological innovation. With Nico leading the way, significant advancements have been made in IT security, enhancing the organization's resilience against cyber threats and raising data security standards. Managing device upgrades for a team of 350 members, Nico has streamlined operations, boosting productivity and efficiency. His negotiation skills have resulted in substantial annual savings of over \$180K, showcasing his ability to blend technical expertise with financial acumen. Possessing the esteemed Certified Associate in Project Management (CAPM) certification, Nico's achievements underscore his pivotal role in driving technological excellence and operational efficiency, directly benefiting adults with intellectual and developmental disabilities supported by Options For All.

"Nico came to Options For All as an IT intern, and now he oversees the IT team, budget, and technology services and support for over 350 employees across the state of CA. His insatiable curiosity, love of learning, and customer-focused approach have enabled him to bring our organization from a technologically antiquated state to a modern, well-equipped, and secure technology environment. We're fortunate to have such a rising star on our team," said Brian Zotti, CEO of Options For All.



LEADERS of INFLUENCE in TECHNOLOGY 2024



ALYSSA THORNLEY
Director of Sales
SmartBug Media

Alyssa is a seasoned leader in the technology sector with a proven track record of driving impactful initiatives through strategic vision, innovative thinking, and collaborative leadership. With a blended background in non-profits such as Teach For America and in fast-growing EdTech SaaS companies, Alyssa has led growth efforts through M&A integrations, supporting tech and revenue teams in integrating processes while remaining on track to aggressive growth. From scaling sales teams and optimizing operational efficiency to spearheading strategic initiatives and integrating cross-functional processes, she works with SMB tech companies throughout the San area to assess revenue operations and implement solutions that support scale cost effectively.



STEVEN TOMITA
Director of Innovation -
Engineering and Technology
Booz Allen Hamilton

Steven Tomita is a director of innovation who solves mission problems through an integrated, systems-of-systems approach. His teams adapt and apply innovations, emerging use-case discoveries, and existing solutions to generate new value by drawing on a wide range of technologies and disciplines. His in-depth technical experience and entrepreneurship across multiple functional domains including cyber, digital engineering, artificial intelligence, and software development enables Steven to introduce innovative solutions that deliver on critical mission needs. Recent innovations include bringing Digital Engineering and Software Development pipelines into a single automated agile release train with ontologically aligned digital threads and a GenAI solution that addresses the unworkable/unavoidable problems around classification and releasability. Steven earned a bachelor's degree in civil engineering from the University of Hawaii at Manoa and a master's degree from Hawaii Pacific.



KRIS VIRTUE
VP Cybersecurity
Qualcomm

Kris Virtue is Head of Global Information Security and Risk Management at Qualcomm, where he oversees the organization's Cyber Security and Threat Management team. In this role, he has responsibility for incident response, threat intelligence, security monitoring and application security. Virtue also manages the Qualcomm IT eDiscovery collections team which partners with Qualcomm's litigation department to manage legal hold data collection and preservation. In addition to his security related duties, Virtue is also responsible for the IT organization supporting Qualcomm's Government Technologies business unit, providing IT service delivery across the stack. Over his nearly 27-year tenure with Qualcomm, he has held numerous roles within IT, including leadership roles across all aspects of the information security program, middleware, and data integration teams.



BEN WHITEHILL
VP, Information Technology
TrueCare

Ben Whitehill's leadership at TrueCare has been a gamechanger. Over the course of a short period, he led the IT and security team through development of a strategic plan comprised of many goals and initiatives that have completely transformed the technology and cybersecurity landscape at TrueCare. Together they created a highly reliable and far more resilient/secure infrastructure while continuing to innovate in support of the best patient, provider and workforce experience possible. Ben leads with a people-first, growth/positive mindset. This approach along with his partnership with the business has helped TrueCare overcome many technical debt challenges of the past and has enabled streamlined and rapid growth for the future. Adoption of change has been positive and TrueCare's culture of innovation has never been stronger. Ben knows everything we do starts and ends with people. This is where he leads from, and no other mission will ever be more important.



DOUG WINTER
Cofounder & CEO
Seismic

Doug Winter is the Chief Executive Officer and co-founder of Seismic, the global leader in enablement. A veteran entrepreneur, Doug was also a co-founder of Objectiva Software Solutions. He served as COO and general manager at EMC Document Sciences until founding Seismic in 2010. In collaboration with his co-founders, Doug has grown Seismic from a small startup to an international organization with "unicorn" status, serving more than 2,200 businesses around the world. At the helm of Seismic, Doug has been recognized as a top CEO by several media groups and industry associations, including the San Diego Union-Tribune, San Diego Business Journal, Comparably, and more. Named on the Goldman Sachs Entrepreneur of the Year and SD500 lists, under Doug's leadership, Seismic is well-known for its exceptional workplace culture with awards from Forbes, Fortune, and Newsweek, to name a few.



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Elizabeth McKewon
&
Steven Pagan

on being named
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Award-winning Technology Leader
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"It is crucially important to drive tech equity across our San Diego communities."


























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Support These Organizations

For more info, contact AnnMarie Gabaldon at
(760) 271-1660 or amgabaldon@sdbj.com

ORGANIZATION		ADDRESS	WEBSITE	PHONE
Agua Hedionda Lagoon Foundation		1580 Cannon Rd, Carlsbad, CA 92008	www.aguahedionda.org	(760) 804-1969
Alzheimer's San Diego		3635 Ruffin Road, Suite 300 San Diego, CA 92123	alzsd.org	(858) 492-4400
Challenged Athletes Foundation		9591 Waples Street, San Diego, CA 92121	www.challengedathletes.org	(858) 866-0959
Computers 2 Kids		8324 Miramar Mall, San Diego, CA 92121	www.c2sdk.org	(858) 200-9787
Community Resource Center		650 2nd Street, Encinitas, CA 92024	www.crcncc.org	(760) 753-1156
Curebound		Towne Centre Drive, Suite 310, San Diego, CA 92122	www.curebound.org/giving-circles	(619) 314-5878
Feeding San Diego		9477 Waples St #100, San Diego, CA 92121	www.feedingsandiego.org	(858) 452-3663
Forever Balboa Park		1549 El Prado Suite 1, San Diego CA, 92101	www.foreverbalboapark.org	(619) 331-1920
Gary Sinise Foundation		3518 Knollwood Drive, Carlsbad, CA 92010	www.garysinisefoundation.org	(760) 533-0348
Home Start, Inc.		5005 Texas Street, Suite #203, San Diego, CA 92108	www.home-start.org	(619) 692-0727 x144
ICA San Diego		1439 El Prado (Headquarters), San Diego, CA 92101	www.icasandiego.org	(619) 236-0011
International Relief Teams		3545 Camino del Rio S., Suite A, San Diego, CA 92108	www.irteams.org	(619) 284-7979
Jewish Community Foundation San Diego		4950 Murphy Canyon Road, San Diego, CA 92123	www.jcfsandiego.org	(858) 279-2740
Junior Achievement of San Diego County		4756 Mission Gorge Place, San Diego CA 92120	www.jasandiego.org	(619) 682-5155
Just in Time for Foster Youth		4560 Alvarado Canyon Road, Suite 2G San Diego, CA 92120	www.jitfosteryouth.org	(619) 770-1850
Lucky Duck Foundation		5675 Ruffin Road, Suite 100, San Diego, CA 92123	www.luckyduckfoundation.org	(858) 259-6003
The Nonprofit Institute		University of San Diego - 5998 Alcalá Park, San Diego, CA 92110	www.sandiego.edu/soles/centers-and-institutes/nonprofit-institute	(619) 260-7443
Promises2Kids		9400 Ruffin Court, Suite A San Diego, CA 92123	Promises2Kids.org	858-278-4400
Rady Children's Hospital Foundation		3020 Children's Way, MC 5005, San Diego	www.radyfoundation.org	(858) 966-7878
San Diego Blood Bank		3636 Gateway Center Avenue, Suite 100	www.sandiegobloodbank.org	(619) 400-8214
San Diego Fire-Rescue Foundation		7676 Hazard Center Dr., Ste. 1150	www.sdfirerescue.org	(619) 410-4742
SBCS		430 F Street, Chula Vista, CA 91910	www.sbcssandiego.org	(619) 420-3620
Serving Seniors		525 14th Street, Suite 200, San Diego, CA 92101	www.serving seniors.org	(619) 487-0701
St. Paul's Senior Services		328 Maple Street, San Diego	www.stpaulseniors.org	(619) 239-6900
TERI Inc.		251 Airport Road, Oceanside, CA 92058	www.teriinc.org	(760) 721-1706



Kelvin apartments bring a new look to Lemon Grove. Photo courtesy of CityMark

Kelvin

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give contrast to the overall yellow pattern, three sections of the façade are framed in black and the apartment balconies that jut out from the façade are black.

The yellow panels that make up most of the Broadway facade are textured fiber cement siding that have a random pattern to them so the walls don't look like a large flat surface.

"It gets a lot of shadows throughout the day," said Jennifer Hatton, senior associate at Studio E. "You pick up that texture as the sun moves around, which I think is really important for a pedestrian scale."

A tower-like structure highlights the corner of the building at Broadway and Grove Street, and a rooftop deck at the corner has a tilted roof.

A vibrantly colored abstract art mural takes up much of the building wall that faces state Route 94.

"It's like a greeting as you get off the highway," Hatton said. "It's really cool."

The Grove Street side of the building is a more subdued white with yellow highlights



Jennifer Hatton
Senior Associate
Studio E Architects

and black balconies in contrast to the brighter Broadway side.

Built on a site that for 25 years had been Berry's Athletic Supply store, Kelvin has 66 apartments in a mix of studio, one-bedroom and two-bedroom units and two-bedroom apartments, ranging from 523 square feet to 1,058 square feet.

The building also has 71 parking spaces, a fitness center and 4,043 square feet of ground-floor commercial space.

Monthly apartment rents range from \$1,950 to \$3,600.

A Luxury Offering to Challenge the Status Quo

CityMark is marketing Kelvin as a luxury apartment complex. As of late March, Russ Haley, vice president at CityMark, said that about 15% of the apartments had been leased.

"It's pioneering for the East County. There's definitely a market for this product that has nice amenities. It's contemporary, it's cool, it's a nice place to live," Haley said.

"It's going to be much more affordable in nature compared to

downtown (San Diego) property. You have a whole population in East County that is looking for luxury. This is the perfect solution for them," Haley said.

The apartments have stackable washer-dryers, stainless steel appliances and quartz countertops. Some apartments also have breakfast bars, walk-in closets, and ensuite bathrooms.

"The units have all the new contemporary finishes that you would expect in a luxury apartment," Haley said.

The apartments have large, nearly floor-to-ceiling windows, and the rooftop deck has outdoor seating and barbecues.

"It's just a great spot for gathering and meeting your neighbors," Haley said.

The name Kelvin comes from a measure of temperature used by scientists and follows CityMark's 2017 construction of Celsius apartments in Lemon Grove and Fahrenheit apartments built by CityMark in 2006 in downtown San Diego near Petco Park.

Haley said CityMark chose Fahrenheit for its downtown



Clarise Webb
Regional Real Estate
Manager
Sunrise Management

project because of its warm, red paneling on the facade and the name is spelled in red lettering on the front of the building.

The company stuck with the temperature theme for Celsius and Kelvin because they, too, have warm colors.

Sunrise Management, based in Kearny Mesa, will oversee the apartments.

Clarise Webb, regional real estate manager at Sunrise, said that Kelvin fills a missing housing niche.

"Lemon Grove doesn't have tons of apartments to select from," Webb said. "There's an affordable (housing) community and another market rate community within a two-mile radius. Other than that, they don't have much." ■



Russ Haley
Vice President
CityMark
Development

is used in tandem with the BioBlade laser system.

Hikma, SBI, Mizuho, Dai-ichi Life on Board

The success in amassing funds for a Series E round is especially sweet because the last year has been a difficult one for biotechs, the COO said.

The financing includes \$45 million in new capital as well as the conversion of \$74 million of convertible promissory notes to preferred stock, with accrued interest.

One of the major investors in this Series E financing is Hikma Pharmaceuticals PLC, a global pharmaceutical company headquartered in the United Kingdom, with a local presence across the MENA region, North America and Europe. Mazen Darwazah, Hikma's executive vice chairman and president of MENA region, has gotten a seat on the Rakuten Medical board of directors.

Other major investors include existing investors Rakuten Group, Inc., a global internet services company and its chairman and CEO, Mickey Mikitani, and SBI Group, a leading venture capital firm in Japan, as well as new investors Mizuho Bank, Ltd. and the

Dai-ichi Life Insurance Company, Limited, leading Japanese financial institutions.

Considering Partnerships ... or Going It Alone

Bhatia said the company has successfully taken its drug to market in Japan without a partner; the experience showed the company can commercialize a drug by itself. Rakuten Medical is keeping its options open for commercialization in the United States and is open to partnership, the COO said.

The Series E funding will also support development of additional pipeline using the Alluminox platform, including ASP-1929 photoimmunotherapy in combination with anti-PD-1, development of new drugs and devices, and further leveraging learnings from real-world experiences in ASP-1929 photoimmunotherapy.

Cancer therapy involving photoimmunotherapy was developed by Dr. Hisataka Kobayashi and a team from the National Cancer Institute in the United States.

Rakuten Medical also plans to investigate the effectiveness of two other assets: RM-1995 and RM-0256.

The company is also pursuing drug

discovery under a program called the Alluminox Palette, and has plans to develop new medical devices.

"The Alluminox platform will continue to evolve, and together with our trusted business partners and the healthcare professionals who believe in our technology, we will expand this innovative therapy both geographically and clinically, and pave the way for a brighter future," Mikitani said in a statement distributed by Rakuten Medical. ■

Rakuten

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combines a drug and the application of light via a medical device, a process known as photoimmunotherapy. Rakuten Medical said its treatment offers rapid and highly selective cell killing with minimal effects on surrounding tissue. The process can also boost the immune system.

The firm already has an excellent head start on commercialization. Japan's medical regulators approved a drug based on Rakuten Medical's proprietary Alluminox platform in September 2020.

"A phase three study is ongoing as we speak," said Bhatia. Rakuten Medical plans to use its new funds, in part, to accelerate phase three clinical trials around the globe. Company leaders hope to finish enrollment in the trial in 2025 and gain approval of their compound in the United States as soon as possible, perhaps in 2026 or 2027.

The phase three trials of Alluminox treatment use the compound ASP-1929 – which in Japan goes by the name Akalux IV and

CityMark Development CITYMARK

FOUNDED: 2000
HEADQUARTERS: North Park
PRESIDENT: Rich Gustafson
BUSINESS: Multifamily housing developer
WEBSITE: citymark.com
CONTACT: 619-231-1161; info@citymark.com
NOTABLE: CityMark has built more than 1,550 housing units.

Rakuten Medical Rakuten Medical

FOUNDED: 2010 as Aspyrian Therapeutics
CO-CEOs: Hiroshi 'Mickey' Mikitani and Takashi Toraiishi
HEADQUARTERS: San Diego
BUSINESS: Biotechnology company with global presence
VENTURE CAPITAL RAISED: Approximately \$800M
EMPLOYEES: Approximately 150 worldwide
WEBSITE: rakuten-med.com/us/
CONTACT: https://rakuten-med.com/us/contact/
NOTABLE: In 2020, Japanese regulators gave early approval to the first drug developed on Rakuten Medical's proprietary Alluminox platform for unresectable, locally advanced or recurrent head and neck cancer.

Frontwave

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Josh Elias
Co-founder & CEO
Frontwave Arena

three VIP viewing decks, a full-service restaurant, eight bars, two exclusive lounges and an open-air patio. The concourse level will offer North County-based companies selling craft food and beverages. ETA for the long-awaited opening is September.

"This is really something the community needs," said Frontwave Arena Co-Founder and CEO **Josh Elias**, an Escondido native. "The key for us is getting the community to own this place and call it their own."

A Plethora of Sports Offerings

The arena is the future home of the **San Diego Sockers** of the **Major Arena Soccer League**, a team owned and coached by Frontwave Arena Co-Founder **Phil Salvagio**.

In 2021, the Sockers entered a partnership with **Sudberry Properties** to call the spot home for an arena. Frontwave Credit Union came on in 2022 with a 10-year agreement.

"A team like the San Diego Sockers, the most successful franchise in the indoor soccer league with 16 professional championships, deserves a venue that matches its success, which is why we are so excited to bring the Sockers to Frontwave Arena," Salvagio said. "The new arena will be the perfect home for the Sockers, and



Phil Salvagio
Co-Founder,
Frontwave Arena
Head Coach, San
Diego Sockers

we can't wait to welcome in the fans and community."

Frontwave Arena will also be home to the **San Diego Clippers**, the G League affiliate of the **Los Angeles Clippers**, and Elias hints that at least one other sports team will soon announce that it is going to make the venue its home.

The arena's first official event is **Olympics** gymnastic star **Simone Biles**'s "Gold Over America Tour" on Sept. 17.

Sports, Music Tourism a Boon to Oceanside

Leslee Gaul, CEO of **Visit Oceanside**, said the arena will be a boon to the city's tourism, "especially as demand for sports and music festival tourism soars."

"This is the only venue of its kind in coastal North County and promises to enrich the visitor experience with top-tier sporting events, exhibitions, concerts and beyond," Gaul said. "Frontwave's location at El Corazon allows visitors to experience more of the city while generating additional economic benefit particularly in slower shoulder seasons."

Gaul noted that the site's accessibility via public transportation through the North County Transit District's Sprinter means visitors will have an eco-friendly travel option, which aligns with the city's sustainable transportation goals.

Elias said having **Frontwave Credit Union** come on as a sponsor from the beginning and getting naming rights before the venue was built was a vote of confidence for the arena project.

The credit union has been serving the Oceanside community for more than 70 years. It has a solid relationship with the Sockers and is deeply embedded in the youth and community soccer programs in San Diego County, said **Todd Kern**, Chief Experience Officer for Frontwave Credit Union.

"We're proud to be a key partner in this exciting project that will benefit the entire North County region," Kern said. "The Frontwave Arena will not only serve as a community gathering space, but also as



Leslee Gaul
CEO
Visit Oceanside

an important economic driver for the area. We find it as a perfect partnership... and we really saw this as an opportunity to help continue the positive growth of Oceanside and North County San Diego."

Elias said the venue will have a positive economic impact, creating "hundreds of jobs and career opportunities that don't exist today."

He also noted that another plus is that it is a year-round arena, not seasonal other outdoor venues that go dark in the winter, and that the venue's proximity to SoCal Sports Complex, which has 22 multi-use athletic fields and is one of the premier amateur athletic facilities on the West Coast, will allow it to also keep a focus on serving people on non-arena event days.

"The (soccer/rugby/lacrosse) fields bring a large number of people here," Elias said. "We'll be able to open our outdoor plaza, and maybe even open up the arena to programs, and activate different things in there. That will allow opportunity for small businesses in the community to come and be a part of that, too."



Todd Kern
Chief Experience
Officer
Frontwave Credit
Union

Arena Project Survived 'Stress Tests'

Elias said the arena has made it through a lot of "stress tests" over the past four years, and that they take pride in being able to maximize its dollars "to create the best arena that we possibly can."

"Because we are

a privately funded venue with no taxpayer dollars you don't have an unlimited budget," Elias said. "Our ability you know to get through some tough times, starting this project right before a pandemic, and then some unforeseeable rains in the past few years, is something! To secure funding in a very unstable economic capital environment is very hard to do. If you look at those things that we've accomplished, it's pretty awesome."

Elias recalled that during the pandemic's height when seaports were closed, getting materials for the predominantly steel building was an issue. He said steel was the commodity that was most impacted.

Watching prices increase rapidly, "we were really worried about the supply and being able to get the steel" and the arena group purchased the bulk of its steel in 2022 and stored it onsite, Elias said.

"We did not want to get to this point and not have enough steel and we did not want to pay a premium, which is a very gutsy thing to do during a pandemic when you're doing a project like this," he said. "It really does show what our commitment was to this project. And I think that's where you would normally see a lot of a lot of people fail, when you're faced with those type of type of decisions and investments. It ended up being the smartest thing we did." ■

Frontwave Arena



FOUNDED: 2024

CO-FOUNDER AND CEO: Josh Elias

CO-FOUNDER: Phil Salvagio

HEADQUARTERS: Oceanside

BUSINESS: Multipurpose sports and entertainment venue

COST OF BUILD: \$85 million

WEBSITE: frontwavearena.com

CONTACT: frontwavearena.com

SOCIAL IMPACT: Frontwave Credit Union, which has a 10-year partnership for naming rights with the arena, launched the nonprofit Frontwave Foundation last year, and made an inaugural \$10,500 donation to Rady's Children's Hospital.

NOTABLE: The arena has a "Community Corner," where more than 400 tiles to be placed along its outdoor plaza can be personalized.

USS

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DSDP's CEO.

"We have just such an innate amount of experience and knowledge and confidence that when we create a better space for a business, they can depend upon us to just bring the professionalism and bring the resources to make that business, that experience for guests and residents, better than what it was before, and that that we can confidently deliver," Apger said.

Starting with 'Sweat Equity'

Apger didn't share financials, but said USS started "with very little capital."

"Like many startups, we were started on sweat equity, from family and myself," Apger said. "Over the last over the last two to three years it's been me working on different model iterations and working on the business model. It was started with a mindset and sort of my entrepreneurial spirit to do something different."

USS takes care of what many businesses need but don't have the time, resources or expertise to do consistently: Property maintenance and community improvement.

USS serves as a single vendor and contact for businesses and organizations looking to improve or maintain care of their property, neighborhood or business area, so they can focus on their core work.

While USS draws on best practices identified through the DSDP's management of special districts like the Downtown Property and Business Improvement District and City Center Business Improvement District, USS itself is a separate entity with its own service staff.

USS services encompass hospitality needs, including elevating the service and guest experience of properties and offers what the company says is "rapid response to emergencies," including vandalism, graffiti and property damage. USS also touts is janitorial services, maintaining green space and walkways and ability to help coordinate events, handling everything from planning to logistics, execution and cleanup.

USS also offers customized solutions using app-based systems and data that includes community improvement plans and developing property management plans and revenue opportunities.

SDSU On Board with USS

USS officially launched earlier this month, but has been in the works since late 2023. Its current clients include real estate development and asset management company **BOSA Development** and **SDSU Mission Valley Enterprises**.

For SDSU, USS is providing the campus's newly opened SDSU Mission Valley River



Gina Jacobs
Associate Vice
President, Mission
Valley Development
San Diego State
University

Park and development with a park ambassador program and janitorial, security, hospitality and consultative services to maintain a welcoming atmosphere for guests. Although the park officially opened in March, USS was hired last year in preparation for an influx of people.

"Urban Strategy Services is providing high-quality services that are helping ensure SDSU Mission Valley is a safe and inviting place for all San Diegans," said **Gina Jacobs**, Associate Vice President for **Mission Valley Development**.

"We selected them because their experience is well suited for the type of inclusive and transformative community we are seeking to create. The partnership is going very well. They began their work toward the end of last year when the River Park opened at SDSU Mission Valley. Their experience is well suited for a site like SDSU Mission Valley, due to their experience downtown near a sports venue."

Apger said USS is eyeing a much bigger space outside its local market presence, considering moves to expand statewide and eventually taking its model national.

"Scale is absolutely a focus," he said. "I think we want to scale effectively, though. We want to scale in a smart way, we want to make sure we're bringing on the right clients that are the right fit for this model. I do

think that the local market has a lot of opportunity for us to expand upon, first and foremost, and that's the market that we're most familiar with."

With the Downtown Partnership, he said he attends national conferences and regularly hears about the struggles that cities are having with similar needs in maintaining businesses and parks amid challenges like addressing the unhouse and combatting graffiti.

"We're starting to get inbound inquiries from San Francisco, Los Angeles and on the East Coast, saying things like, 'How do we set up a sustainable model that can really meet all these needs that we're experiencing as a downtown, as a property, as a public park?'" Apger said. "I think the model is exportable in a way that is going to drive growth it's just it lends itself to being exportable." ■

Urban Strategy Services



FOUNDED: 2023

CEO: Justin Apger

HEADQUARTERS: San Diego

BUSINESS: Community-focused services

EMPLOYEES: 4 (plus contracted vendors)

WEBSITE: downtownsandiego.org/urban-strategy-services

CONTACT: japger@downtownsandiego.org

SOCIAL IMPACT: USS provides services that help businesses and organizations across San Diego take pride in their spaces, properties and places in a way that helps neighborhoods thrive

NOTABLE: USS CEO Justin Apger, COO at the Downtown San Diego Partnership, was a founder and former COO at Mission Edge San Diego

Tentarix

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for patients in need,” Tentarix Chief Scientific Officer **Stephen Demarest, PhD** told the Business Journal. “The collaboration is a strong validation of our approach in understanding and targeting complex immune reactions that drive cancers and inflammatory diseases.”

This is Tentarix’s first partnership with AbbVie, a pharmaceutical giant now worth roughly \$312 billion.

“Oncology and immunology are two of our key strategic growth areas where we are pursuing novel technologies that aim to deliver transformative therapies, which address unmet patient needs,” said AbbVie Senior Vice President and Global Head of Discovery Research **Jonathan Sedgwick, PhD**.



Stephen Demarest, PhD
Chief Scientific Officer
Tentarix

“This strategic partnership complements our ongoing efforts in developing novel biologics, potentially to expand our oncology and immunology portfolios with conditionally-active multi-specific molecules.”

This latest deal with AbbVie brings Torrey Pines-based Tentarix’s total raised capital to nearly \$196 million. Last summer, it scored \$35 million in Series B financing led by **Amplitude Ventures** with participation from biopharma powerhouse **Gilead**

Sciences (NYSE: GILD), a company now worth nearly \$92 billion. Tentarix’s capital jumped to \$132 million in funds, including its Series A round and the upfront payment for a deal it made with Gilead – the two companies signed three multi-year collaborations, leveraging Tentarix’s proprietary all-star drug platform, Tentacles.

Expanding Platform’s ‘Tentacles’

The startup compares its platform to the versatile tentacles of a highly intelligent octopus – the platform is used to discover therapies that are precise, multi-functional and designed to target specific cells for better health outcomes.

“The Gilead collaboration also aims to

harness our technological capabilities for the discovery and development of therapies, specifically targeting oncology and inflammatory diseases,” added Dr. Demarest. “Together with our partners, we are dedicated to pushing the boundaries of biopharmaceutical science to address unmet medical needs and improve patient outcomes.”

Tentarix was co-founded in 2020 by a team of seasoned executives and life science experts, including former president and CEO **Paul Grayson**, who took on a new role at the start of the year as CEO of clinical-stage radiopharmaceutical startup **Radionetics**, a spinout of **Crinetics Pharmaceuticals** (Nasdaq: CRNX). He previously held founding roles at **Fate Therapeutics** (NASDAQ: FATE), **BirdRock Bio** (acquired by **Skye Biosciences**), **Senomyx** (acquired by **Firmenich**), and **Aurora Biosciences** (acquired by **Vertex Pharmaceuticals**). The team at Tentarix is currently led by interim CEO **Don Santel**.

Tentarix is among the many growing biotech companies in the San Diego region that are riding a wave of investments into the sector. In turn, these companies are advancing novel technologies, innovating at speed and growing jobs.

According to Biocom California’s 2023 Economic Impact Report for 2022, the life science industry in San Diego raked in \$102

million in **NIH** awards and produced nearly \$35 billion in annual economic impact. Employment grew by 8% overall in the San Diego region with the City of San Diego hosting 55,000 life science employees. The biotech sector – the report revealed -- directly employed nearly 30,000 individuals and saw 10% YOY growth.

“In five years, we envision Tentarix significantly expanding our impact,” added Dr. Demarest. “Our collaboration with leading industry partners like Gilead and AbbVie is just the beginning... While I can’t dive into specifics, we expect to continue to grow our robust pipeline, with several promising projects aimed at delivering transformative treatments to patients. Stay tuned for more updates as we progress in our mission to develop first-in-class, targeted, multifunctional therapies.” ■

Tentarix



FOUNDED: 2020
INTERIM CEO: Don Santel
HEADQUARTERS: Torrey Pines
EMPLOYEES: 30+
FUNDING RAISED: \$196M
BUSINESS: biopharma
WEBSITE: tentarix.com
NOTABLE: The company’s founding team includes industry vets from Eli Lilly, Versant and Amgen.



Jonathan Sedgwick, PhD
Senior Vice President and Global Head, Discovery Research
AbbVie

Jazzercise

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to train some women – many with a background in dance, and who were taking my classes, to teach.”

Missett said she owes much of the company’s early success to the local military community, which helped her grow the brand in San Diego County and farther out.

“There were many people connected to any branch of the service participating in our classes,” she said. “Many of those customers wanted to become instructors, so they were trained. Then, when they were deployed or transferred, they took the program with them. This helped us to grow on a national basis, and on an international one as well.”

Missett in 2022 turned the reins of her business over to her daughter, **Shanna Missett Nelson**, now CEO of the company.

Nelson said that while the company has always stayed true to its dance fitness roots, Jazzercise has been able to change and adapt as women’s needs and exercise science evolved.

“Being willing to evolve has helped us continue to grow while so many other fitness trends and programs have come and gone,” Nelson said. “Jazzercise is the original dance fitness program and we’re still focused on those roots in dance. We’ve been around for 55 years – so much has changed!

When my mom taught the first classes, there was no group fitness industry. The idea that women would want to move their bodies and sweat really wasn’t mainstream.

“Our classes have always been taught to current popular music, so in that way, classes are always changing because the music is constantly changing. We’re always introducing new movements. Some of the big changes include adding strength training, new types of equipment, different formats, and specialty programming. Almost all our classes include strength training now. We also began offering on-demand and livestream classes in 2019.”

Changing, Innovating with the Times

Missett says that the company is willing to change, innovate and do different things when it comes to Jazzercise’s program as well as what it does as a business.

“Our plans, the business model, the resources we provide to our franchisees – we’re always focused on ways to help their businesses grow and continue to do better,” Missett said.

Every decade has brought about something new since Jazzercise’s inception, from enlightenment and learning about what people needed and learning what classes people liked in the 1970s to becoming the first fitness program to franchise in the 1980s.

Jazzercise was the first fitness business to franchise, Missett said, something that came about because in the beginning, she had instructors who were independent contractors.

“That’s how we set it up to begin with, but we discovered that we didn’t fit into that pigeonhole, and I was advised that we needed to decide how our instructor relationship would be framed – would it be employees or franchisees?” Missett said. “I never intended for our instructors to be employees – I wanted all these women to continue to build their own businesses. I wanted them to feel that ownership. At the time we franchised, there were about 1,000 of them.”

Missett said “everyone came on board,” but that there were challenges as far as education and needing to define responsibilities. Early on, every franchisee owned their own classes. Now Jazzercise has two designations for franchisees – owners who own classes in either a brick-and-mortar studio or those who run a satellite in an outside facility. The company also has associate franchisees who teach classes for the owner.

“This has created a situation that really accommodates a lot of people who want to be involved in the program,” she said.

She said that in the beginning, many of the women who came on board had a passion for Jazzercise.

“The women who built Jazzercise with me weren’t necessarily ‘businesswomen,’” she said. “There was a fourth-grade teacher, a secretary to her husband who was an attorney and another woman who didn’t have a college degree – but they were critical to

growing the business. They brought passion and magnified what I was doing with their own talents. This is another way we succeeded in growing the feminist mindset.”

In the 1990s, Missett said, the company took a closer look at its business plans, and what Jazzercise needed to change to help its instructors.

“We initiated a rebate program for our franchisees so top tier owners would get a percentage of their continuing franchisee fee back if they hit certain goals,” Missett said. “This was a huge step for us, but it’s really paid off in that we’re able to keep our franchisees happy and able to attract new franchisees knowing they can progress and enhance their bottom line by getting to a certain level.” ■

Jazzercise



FOUNDED: 1969
FOUNDER: Judi Sheppard Missett
CEO: Shanna Nelson
PRESIDENT: Bobbi Quick
HEADQUARTERS: Carlsbad
BUSINESS: Health and Fitness
FINANCIALS: Company had \$77 million system-wide sales in 2023
EMPLOYEES: 200+
WEBSITE: jazzercise.com
CONTACT: 760-476-1750
SOCIAL IMPACT: Jazzercise has helped raise about \$30 million for charities and organizations through danceathons.
NOTABLE: Founder Judi Sheppard Missett, who taught Jazzercise classes in the 1970s throughout San Diego County, is the company’s executive chair.

Gallagher

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ballpark,” Greupner said. “It’s always good if you can, in a respectful and appropriate way, to elevate the presence of someone who’s as iconic as Tony.”

Space Will Be Available to Community

Gwynn, who was known as “Mr. Padre” for his two-decade career with the team, died in June 2014 after retiring in 2001 with eight National League batting titles.

Gwynn’s elevated statue faces a statue of

famed Padres pitcher **Trevor Hoffman** that was installed in 2018 in front the Western Metal Supply Company building so it looks like Hoffman is pitching to Gwynn, Greupner said.

A walkway between the statues has a design that looks like the stitching on a baseball.

In addition to the tunnel graphics, Greupner said a six-minute audio loop tells of Gwynn’s accomplishments, so, “We can better tell the story of Tony for the next generation of Padre fans who may not have seen him play,” Greupner said. “That was something that was very important to Tony’s family.”

Some of the grass in the park has been replaced with artificial turf.

Greupner said that natural grass didn’t

hold up over the course of an 81-game at-home season.

“Oftentimes, it turned into a big pile of dirt, which was not a great experience for the fans,” Greupner said. “We’re going to be putting in an all-new playground that’s going to be significantly better than what had been there previously.”

The playground has what the Padres said is the tallest climbable baseball bat. The structure is more than 35 feet tall and meant for kids to climb.

There’s also a 2,000-square-foot dog park, room for four pickleball courts in the open area off of K Street.

“Even if the park is otherwise closed, the

playground and off-leash dog park will be open and available to the community,” Greupner said.

A new sound system has been installed. The specially designed system better directs the sound away from the surrounding community, along with a new video board at the Sy-cuan stage that is 73 feet wide by 21 feet tall.

There are also two smaller video boards measuring 16 feet by 9 feet.

Working on the renovation were **Larimer Design, Groundlevel Landscape Architecture, Clark Construction** and **Land Rec**.

“We really learned over the past 19 years sort of the optimal way to program that space, both for the community and fans,” Greupner said. ■

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LEGAL NOTICES

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004050

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 23, 2024. FICTITIOUS BUSINESS NAME(S): WINE TOURS AUSTRALIA & NEW ZEALAND LOCATED AT: 9595 Easter Way #6, San Diego, CA. 92121. REGISTRANT INFORMATION: a. LINDSEY NEALE-ROZGA 9595 Easter Way #6, San Diego, CA. 92121 b. MICHAEL ROZGA 9595 Easter Way #6, San Diego, CA. 92121. THIS BUSINESS IS CONDUCTED BY: B. A Married Couple. Registrant first began to transact business under the name(s) above as of 2/26/2019. Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004119

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 23, 2024. FICTITIOUS BUSINESS NAME(S): a. VERT ENVIRONMENTAL b. VERT ENVIRONMENTAL TESTING AND CONSULTING c. VERT ENVIRONMENTAL TESTING d. VERT ENVIRONMENTAL CONSULTING e. VERT ENVIRO f. VERT LOCATED AT: 4715 Viewridge Ave Suite 210, San Diego, CA. 92123 REGISTRANT INFORMATION: a. DEPROFUNDIS INC. 4715 Viewridge Ave Suite 210, San Diego, CA. 92123. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 05/15/2013 Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9003481

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 15, 2024. FICTITIOUS BUSINESS NAME(S): a. RIVALSINKSTUDIO LOCATED AT: 8593 Schnepfe Dr., San Diego, CA. 92126. REGISTRANT INFORMATION: a. ANTHONY PHILIP KIM 8593 Schnepfe Dr., San Diego, CA. 92126. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004067

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 23, 2024. FICTITIOUS BUSINESS NAME(S): a. PAX PRINTERS REPAIR LOCATED AT: 112 N. Kalmia St., Escondido, CA. 92025. REGISTRANT INFORMATION: a. DANIEL JOSEPH GILL 112 N. Kalmia St., Escondido, CA. 92025. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 05/10/2012. Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9003697

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Di-

ego County On: Feb 16, 2024. FICTITIOUS BUSINESS NAME(S): a. GOLDFINGERS b. GOLDFINGERS GENTLEMENS CLUB LOCATED AT: 8660 Miramar Rd #F, San Diego, CA. 92126. REGISTRANT INFORMATION: a. FINGER ONE INC 8660 Miramar Rd. #F, San Diego, CA. 92126. California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 3/01/2009. Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9003300

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 13, 2024. FICTITIOUS BUSINESS NAME(S): a. GNET PROPERTIES INC LOCATED AT: 16840 Bernardo Center Dr, San Diego, CA. 92128, San Diego. Mailing Address: 14245 Bourgeois Way, San Diego, CA. 92129 REGISTRANT INFORMATION: a. GNET PROPERTIES INC. 14245 Bourgeois Way, San Diego, CA. 92129, California THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 09/09/2009 Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004126

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 23, 2024. FICTITIOUS BUSINESS NAME(S): a. CARGET b. CARGET c. CARGET AUTO SALES d. CARGET MOTOR SALES e. CARGET MOTOR COMPANY LOCATED AT: 7593 Broadway, Lemon Grove, CA. 91945, San Diego. Mailing Address: 4432 68th Street, La Mesa, CA. 91942. REGISTRANT INFORMATION: a. GHANIZAD INVESTMENTS INC. 7341 Broadway, Lemon Grove, CA. 91945, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9003983

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 22, 2024. FICTITIOUS BUSINESS NAME(S): a. BOOKWORM LABS LLC LOCATED AT: 9740 Campo Rd., Suite 1009, Spring Valley, Ca. 91977. REGISTRANT INFORMATION: a. BOOKWORM LABS LLC 9740 Campo Rd, Suite 1009, Spring Valley, Ca. 91977. REGISTRANT INFORMATION: a. BOOKWORM LABS LLC 9740 Campo Rd, Suite 1009, Spring Valley, Ca. 91977, California. THIS BUSINESS IS CONDUCTED BY: I. A Limited Liability Company. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 03/11, 03/18, 3/25, 4/01/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004148

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb. 26, 2024. FICTITIOUS BUSINESS NAME(S): a. KO-Z-FIT FAUCET FASHION LOCATED AT: 5189 Naranja St., San Diego, CA. 92114, San Diego. Mailing Address: 5189 Naranja St., San Diego, CA.

92114. REGISTRANT INFORMATION: a. JACQUELYNN D. MILLER 5189 Naranja St. San Diego, CA. 92114. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 03/11, 03/18, 3/25, 4/1/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005035

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 06, 2024. FICTITIOUS BUSINESS NAME(S): a. MAGNUM ARTIST MANAGEMENT b. MENGOT ENTERPRISES LOCATED AT: 750 Beech St. #152, San Diego, CA. 92101. REGISTRANT INFORMATION: a. NKONGHO MANYI-AYUK MENGOT. 750 Beech St., #152, San Diego, CA. 92101. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 3/05/2024. Pub Dates: 03/11, 03/18, 3/25, 4/1/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9001631

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Jan 23, 2024. FICTITIOUS BUSINESS NAME(S): a. RANCHO SANTA FE AUDIODOLOGY b. RSF AUDIODOLOGY LOCATED AT: 6037 La Granada, Suite D, Rancho Santa Fe, Ca. 92067, San Diego. Mailing Address: PO Box 524, Rancho Santa Fe., Ca. 92067 REGISTRANT INFORMATION: a. SARA MATTSON MADISON AUDIOLOGY, APC, PO BOX 524, Rancho Santa Fe, Ca. 92067, California. b. SARA MATTSON MADISON AUDIOLOGY, APC PO BOX 524, Rancho Santa Fe, Ca. 92067, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 11/18/2018 Pub Dates: 03/04, 03/11, 03/18, 3/25/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9002380

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Jan 31, 2024. FICTITIOUS BUSINESS NAME(S): a. STREET SIDE THAI KITCHEN LOCATED AT: 3025 University Ave, San Diego, CA. 92104, San Diego. Mailing Address: 5865 Amaya Drive, La Mesa, CA. 91942. REGISTRANT INFORMATION: a. SAKULTIP CHANINGAM, 5865 Amaya Drive, La Mesa, CA. 91942. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 01/31/2024. Pub Dates: 03/11, 03/18, 3/25, 4/01/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9003671

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 16, 2024. FICTITIOUS BUSINESS NAME(S): a. ULTA BEAUTY LOCATED AT: 2883 Jamacha Road, Ste E, El Cajon, Ca. 92019, San Diego. Mailing Address: 1000 Remington Blvd., Suite 120, Bolingbrook, IL. 60440. REGISTRANT INFORMATION: a. ULTA SALON, COSMETICS & FRAGRANCE, INC.1000 Remington Blvd., Suite 120, Bolingbrook, IL. 60440, DE. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant has not yet begun to transact business under the name(s) above.

Pub Dates: 03/11, 03/18, 3/25, 4/1/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004545

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 29, 2024. FICTITIOUS BUSINESS NAME(S): a. VITALITY CONSULTING GROUP LOCATED AT:10832 Macouba Place, San Diego, CA. 92124, San Diego. Mailing Address: 10832 Macouba Place, San Diego, CA. 92124 REGISTRANT INFORMATION: a. DANIEL BRETT NIMOY 10832 Macouba Place, San Diego, CA. 92124. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 02/19/2024. Pub Dates: 03/11, 03/18, 3/25, 4/01/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004487

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 29, 2024. FICTITIOUS BUSINESS NAME(S): a. MAGNETIC LOCATED AT: 14843 Eden Mills Place, San Diego, CA. 92131, San Diego. Mailing Address: 14843 Eden Mills Place, San Diego, CA. 92131. REGISTRANT INFORMATION: a. MAGNETIC 14843 Eden Mills Place, San Diego, CA. 92131. THIS BUSINESS IS CONDUCTED BY: A. An Individual, Registrant first began to transact business under the name(s) above as of 12/15/2023. Pub Dates: 03/11, 03/18, 3/25, 4/01/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005590

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 12, 2024. FICTITIOUS BUSINESS NAME(S): a. MR ROOPER PLUMBING LOCATED AT: 9424 Chesapeake Drive, Ste 1304, San Diego, CA. 92123, San Diego. Mailing Address 9424 Chesapeake Drive Ste 1304, San Diego, CA. 92123. REGISTRANT INFORMATION: a. MJ SERVICES INC. 9424 Chesapeake Dr., Ste 1304, San Diego, CA. 92123, California THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 09/01/2012. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005454

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 11, 2024. FICTITIOUS BUSINESS NAME(S): a. ON-TARGET GENERAL CONTRACTOR LOCATED AT: 422 Ella Ln., San Diego, Ca. 92114, San Diego. Mailing Address 422 Ella Ln., San Diego, CA. 92114. REGISTRANT INFORMATION: a. JOSE ANTONIO RIVERA 422 Ella Ln., San Diego, CA. 92114 THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 03/10/2024. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004480

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 28, 2024. FICTITIOUS BUSINESS NAME(S): a. PEACE & CHAOS WINE CELLARS b. PEACE & CHAOS WINES c. PEACE & CHAOS WINE COMPANY d. PEACE & CHAOS LOCATED AT: 9747 Business Park Avenue, Suite 213, San Diego, CA. 92131, San Diego. Mailing Address: 9747 Business

Park Avenue, Suite 213, San Diego, Ca. 92131. REGISTRANT INFORMATION: a. RAIN INTERNATIONAL IMPORTS EXPORTS. 9747 Business Park Avenue, Ste 213, San Diego, Ca. 92131, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 02/28/2024. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005545

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 11, 2024. FICTITIOUS BUSINESS NAME(S): a. PETALS AND POTIONS BOUTIQUE b. MO'S TRADING POST c. SANTA YSABEL GENERAL STORE LOCATED AT: 30263 Highway 78, Santa Ysabel, Ca. 92070, San Diego. Mailing Address: PO BOX 509, Santa Ysabel, Ca. 92070 REGISTRANT INFORMATION: a. OLIVE AND OAK ANTIQUES, INC. PO BOX 580, Ramona, Ca. 92065. California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation., Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004625

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 01, 2024. FICTITIOUS BUSINESS NAME(S): a. PROJECT ATHENAS b. ATHENAS TRYB LOCATED AT:5834 Adelaide Ave., San Diego, Ca. 92115, San Diego. Mailing Address 5834 Adelaide Ave., San Diego, Ca. 92115, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 01/26/2024. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004477

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 28, 2024. FICTITIOUS BUSINESS NAME(S): a. THE URBAN RUCKER b. RICHARD URBAN c. RICHARD URBAN MEDIA d. CYBER RICH e. MODERN ATHLETIC NECESSITY f. MAN g. THE RICH URBAN SHOW h. BIG URBAN SPORTS TALK LOCATED AT: 9747 Business Park Avenue, Suite 213, San Diego, CA. 92131, San Diego. Mailing Address: 9747 Business Park Avenue, Suite 213, San Diego, CA. 92131. REGISTRANT INFORMATION: a. CODE TACTICAL APPAREL AND GEAR. 9747 Business Park Avenue, Ste 213, San Diego, Ca. 92131, California THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 02/28/2024. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004198

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 26, 2024. FICTITIOUS BUSINESS NAME(S): a. DANCING HANDS BODYWORK b. DANCING HANDS MOBILE EVENTS LOCATED AT: 842 E. Washington St., Ste B, San Diego, CA. 92103, San Diego. Mailing Address: 842 E. Washington St., Ste B., San Diego, CA. 92103 REGISTRANT INFORMATION: a. LISCIA ERICKA

DIGIACOMO 842 E. Washington St., Ste B, San Diego, Ca. 92103. THIS BUSINESS IS CONDUCTED BY: A. An Individual, Registrant first began to transact business under the name(s) above as of 01/01/2005. Pub Dates: 03/18, 3/25, 4/01, 4/08/2024.

STATEMENT OF ABANDONMENT OF FICTITIOUS BUSINESS NAME FBN # 2024-9005008

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 06, 2024. FICTITIOUS BUSINESS NAME(S) TO BE ABANDONED: a. AUDREY LCSW b. MY SERENE SPOT Located at: 9740 Campo Rd. #1015, Spring Valley, Ca. 91978, San Diego. Mailing Address: 9740 Campo Rd., #1015, Spring Valley, Ca. 91978. THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 3/14/2022 and assigned File No. 2022-9006206. FICTITIOUS BUSINESS NAME IS BEING ABANDONED BY: a. AUDREY SOPHIA JARAHAZADEH, LICENSED CLINICAL SOCIAL WORKER, P.C. 9740 Campo Road, #1015, Spring Valley, Ca. 91978, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Pub Dates: 3/18, 3/25, 4/01, 4/08/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9006038

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 18, 2024. FICTITIOUS BUSINESS NAME(S): a. BIZ BLOCK TECHNOLOGIES LOCATED AT: 5703 Oberlin Dr., Suite 107 San Diego, Ca. 92121, San Diego. Mailing Address: 5703 Oberlin Dr., Suite 107, San Diego, Ca. 92121. REGISTRANT INFORMATION: a. BIZ BLOCK CPA 5703 Oberlin Dr., Suite 107, San Diego, Ca. 92121, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 09/18/ 2018. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9002979

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 08, 2024. FICTITIOUS BUSINESS NAME(S): a. ARROW ASSET MANAGEMENT LOCATED AT: 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122, San Diego. Mailing Address: 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122. REGISTRANT INFORMATION: a. ARROW REAL ESTATE 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 06/06/2016. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9006070

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 18, 2024. FICTITIOUS BUSINESS NAME(S): a. RAIN FOREST FLORIST LOCATED AT: 3628 Garrison St., San Diego, Ca. 92106, San Diego. Mailing Address: 3628 Garrison St., San Diego, Ca. 92106. REGISTRANT INFORMATION: a. MARK FINFER 3628 Garrison St., San Diego, Ca. 92106. THIS BUSINESS IS CONDUCTED BY: A. An Individual, Registrant first began to transact business under the

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name(s) above as of 3/18/2024. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005745

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 13, 2024. FICTITIOUS BUSINESS NAME(S): a. MISSION ESTHETICS LOCATED AT: 13179-5 Black Mountain Road, Ste 104., San Diego, Ca. 92129, San Diego. Mailing Address: 11035 Caminito Arcada., San Diego, Ca. 92131. REGISTRANT INFORMATION: a. ALEXANDRA MAUREEN BROWN 11035 Caminito Arcada, San Diego, Ca. 92131. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 03/01/2024. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005954

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 15, 2024. FICTITIOUS BUSINESS NAME(S): a. MIKE'S TOWING LOCATED AT: 7988 Miramar Rd., Unit B209, San Diego, Ca. 92126, San Diego. Mailing Address: 7988 Miramar Rd., Unit B209, San Diego, Ca. 92126. REGISTRANT INFORMATION: a. KIRIQTAT 7988 Miramar Rd., Unit B209, San Diego, Ca. 92126, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 03/07/2024. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9005512

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 11, 2024. FICTITIOUS BUSINESS NAME(S): a. MAILO'S HOME b. MAILO'S CAREGIVER AGENCY LOCATED AT: 8873 Stanwell St., San Diego, Ca. 92126, San Diego. Mailing Address: 8873 Stanwell St., San Diego, Ca. 92126. REGISTRANT INFORMATION: a. JOSEPHINE NOQUE TAYABA 8873 Stanwell St., San Diego, Ca. 92126. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9002980

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Feb 08, 2024. FICTITIOUS BUSINESS NAME(S): a. DOORS REAL ESTATE MANAGEMENT LOCATED AT: 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122, San Diego. Mailing Address: 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122. REGISTRANT INFORMATION: a. ARROW REAL ESTATE 9191 Towne Centre Dr., Ste 380, San Diego, Ca. 92122, California. THIS BUSINESS IS CONDUCTED BY: F. A Corporation. Registrant first began to transact business under the name(s) above as of 10/25/2018. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

FICTITIOUS BUSINESS NAME STATEMENT FBN #2024- 9004644

This statement was filed with Jordan Z. Marks., Recorder/County Clerk of San Diego County On: Mar 01, 2024. FICTITIOUS BUSINESS NAME(S): a. BLISS REAL ESTATE TEAM LOCATED AT: 1420 Kettner Blvd, #100, San Diego, Ca. 92101, San Diego. Mailing Address: 4382 Blanchard Rd., Placerville, Ca. 95667. REGISTRANT INFORMATION: a. MORGAN K. LARSON

4382 Blanchard Rd., Placerville, Ca. 95667. THIS BUSINESS IS CONDUCTED BY: A. An Individual. Registrant first began to transact business under the name(s) above as of 08/01/2020. Pub Dates: 3/25, 4/01, 4/08, 04/15/2024.

NOTICE OF PETITION TO ADMINISTER ESTATE VIRGINIA RICHARDSON CASE NO. 37-2022-0009282-PR-PW-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: VIRGINIA RICHARDSON. A PETITION FOR PROBATE has been filed by ST. PAUL'S SENIOR SERVICES FOUNDATION in the Superior Court of California, County of San Diego. The petition for probate requests that MICHELLE BURKART be appointed administrator with will annexed. The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. Decedent died on 01/14/2022 at San Diego, CA. A resident of the county named above. A HEARING on the petition will be held on 04/25/2024 at 1:30 p.m. in Dept. 503 at the Superior Court of California, County of San Diego, 1100 Union Street, 5TH Floor, San Diego, Ca. 92101, Central Courthouse. To appear remotely, go to www.sdcourt.ca.gov/ProbateVirtualHearings. IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law. You may examine the file kept by court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk. Filed Electronically on 08/04/2022 with the Clerk of the Superior Court by Adam Beason, Deputy Clerk. Attorney for Petitioner: Caron Calabrese SBN #24924, Woodward Law, 105 West F Street, Suite 213, San Diego, Ca. 92101, 858.598.5552. Pub Dates: 03/11, 03/18, 3/25/2024.

NOTICE OF PETITION TO ADMINIS-

TER ESTATE ROBERT MARTIN HONN, aka ROBERT M. HONN CASE NO. 37-2023-00037874-PR-LA-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: ROBERT MARTIN HONN, aka ROBERT M. HONN. A PETITION FOR PROBATE has been filed by TERRY L. HOLMES in the Superior Court of California, County of San Diego. The petition for probate requests that TERRY L. HOLMES be appointed as personal representative to administer the estate of the decedent. The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. Decedent died on 08/31/2022, at San Diego, California. A resident of the county named above, San Diego. A HEARING on the petition will be held on 04/25/2024 at 1:30 pm. in Dept. 503, Judge Olga Alavarez at the Superior Court of California, County of San Diego, 1100 Union Street, 5TH Floor, San Diego, Ca. 92101, Central Courthouse. IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law. You may examine the file kept by court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk. Filed Electronically on 02/22/2024 with the Clerk of the Superior Court by A. Pena, Deputy Clerk. Attorney for petitioner: Bruce M. O'Brien, SBN #108495 / Greer L. Houston SBN #346600, Higgs Fletcher & Mack LLP, 401 West "A" Street, Suite 2600, San Diego, Ca. 92101, 619.236.1551. Pub Dates: 03/11, 03/18, 03/25/2024.

NOTICE OF PETITION TO ADMINISTER ESTATE DEAN DEILY CASE NO. 24PE00203C

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may

otherwise be interested in the will or estate or both, of: DEAN DEILY. A PETITION OF PROBATE has been filed by AARON DEILY in the Superior Court of California, County of San Diego. The petition for probate requests that AARON DEILY be appointed as personal representative to administer the estate of the decedent. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. Decedent died on Jan 23, 2024 at San Diego, California, San Diego County. A resident of the county named above. A HEARING on the petition will be held on 04/10/2024 at 1:30 pm. in Dept. 502 at the Superior Court of California, County of San Diego, 1100 Union Street, San Diego, CA 92101, Central Courthouse. IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law. You may examine the file kept by court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk. Attorney for petitioner: Brigitte Mills SBN #281098, Mills Sadat Dowlat LLP, 333 South Hope Street, 40th Floor, Los Angeles, Ca. 90071, P: 213.628.3856. Pub Dates: 03/11, 03/18, 3/25/2024.

SUMMONS (FAMILY LAW) CASE# 21FLO03749S

NOTICE TO RESPONDENT (Name): AVISO AL DEMANDADO: ROGELIO GONZALEZ-CRUZ. You have been sued. Read the information below. Lo han demandado. Lea la información a continuación y en la página siguiente. Petitioner's name is: (Nombre de/ demandante): LETICIA CRUZ. You have 30 calendar days after this Summons and Petition are served on you to file a Response (form FL-120) at the court and have a copy served on the petitioner. A letter, phone call, or court appearance will not protect you. If you do not file your Response on time, the court may make orders affecting your marriage or domestic partnership, your property, and custody of your children. You may be ordered to pay support and attorney fees and costs. For legal advice, contact a lawyer immediately. Get help finding a lawyer at the California Courts Online Self-Help Center (www.courts.ca.gov/se/help/), at the California Legal Services website (www.lawhelpca.org), or by contacting your local county bar association. Tiene 30 días de calendario después de haber recibido la entrega legal de esta Citación y Petición para presentar una Respuesta (formulario FL-120) ante la corte y efectuar la entrega legal de una copia al demandante. Una carta o llamada telefónica o una audiencia de la corte no basta para protegerlo. Si no presenta su Respuesta a tiempo, la corte puede dar ordenes que afecten su matrimonio o pareja de hecho, sus bienes y la custodia de sus hijos. La corte también le puede ordenar que pague manutención, y honorarios y costos legates. Para asesoramiento legal, póngase en contacto de inmediato con un abogado. Puede obtener información para encontrar un abogado en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en el sitio web de / os Servicios Legates de California (www.lawhelpca.org) o poniéndose en contacto con el colegio de abogados de su condado. NOTICE-RESTRAINING ORDERS: These restraining orders are effective against both

spouses or domestic partners until the petition is dismissed, a judgment is entered, or the court makes further orders. They are enforceable anywhere in California by any law enforcement officer who has received or seen a copy of them. AVISO-LAS ORDENES DE RESTRICCIÓN: Las ordenes de restricción esten en vigencia en cuanto a ambos conyuges o miembros de la pareja de hecho hasta que se despidan la petición, se emita un fa/lo o la corte de otras ordenes. Cualquier agencia def orden publico que haya recibido o visto una copia de estas ordenes puede hacerlas acatar en cualquier lugar de California. FEE WAIVER: If you cannot pay the filing fee, ask the clerk for a fee waiver form. The court may order you to pay back all or part of the fees and costs that the court waived for you or the other party. EXENCION DE CUOTAS: Si no puede pagar la cuota de presentación, pida al secretario un formulario de exención de cuotas. La corte puede ordenar que usted pague, ya sea en parte o por comp/eto, las cuotas y costos de la corte previamente exentos a petición de usted o de la otra parte. The name and address of the court are (El nombre y dirección de la corte son): Superior Court of California, County of San Diego, 500 3rd Avenue, Chula Vista, California 91910. The name, address, and telephone number of the petitioner's attorney, or the petitioner without an attorney, are: (El nombre, dirección y número de telefono de/ abogado def demandante, o def demandante si no tiene abogado, son): Leticia Cruz, 712 Hawaii Ave, San Diego, Ca. 92154. Publishing Dates: 3/11, 3/18, 3/25, 4/1, 2024.

SUMMONS (CITACION JUDICIAL)

Case #37-2023-00023424—CU-BC-CTL NOTICE TO DEFENDANT: (A VISO AL DEMANDADO): MUFID AZABO, an individual; NEDA AZABO, an individual; and DOES 1 through 10, inclusive. YOU ARE BEING SUED BY PLAINTIFF: (LO ESTA DEMANDANDO EL DEMANDANTE) Pioneer Business Center, LLC, a California limited liability company. NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you; Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association.

NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. Tiene 30 DIAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en la biblioteca de leyes du su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin mas advertencia. Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un

servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.sucorte.ca.gov) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos extintos por imponer un gravamen sobre cualquier recuperación de \$10,000 o más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso. The name and address of the court is Superior Court of California, County of San Diego 330 West Broadway, San Diego, Ca. 92101. The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: M. Andrew Schneider 219441, Treitter & Hager, LLP, 3737 Camino del Rio S., #109, San Diego, Ca. 92108, 619.283.1111. ELECTRONICALLY FILED: 06/05/2023-Superior Court of California, County of San Diego, Clerk of the Superior Court, By Vanessa Sezenol, Deputy Clerk. NOTICE TO THE PERSON SERVED: You are served Pub Dates: 3/18/ 3/25, 4/01, 4/8/2024.

NOTICE OF PETITION TO ADMINISTER ESTATE SCOTT STEVEN PUTNAM CASE NO. 24PE00204C

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: SCOTT STEVEN PUTNAM. A PETITION FOR PROBATE has been filed by VICTORIA SENA in the Superior Court of California, County of San Diego. The petition for probate requests that VICTORIA SENA be appointed ADMINISTRATOR to administer the estate of the decedent. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. Decedent died on 05/19/2022, at 579 Silvery Lane, El Cajon, Ca. 92020, San Diego County. A resident of the county named above, San Diego. A HEARING on the petition will be held on 04/04/2024 at 1:30 pm in Dept. 503 at the Superior Court of California, County of San Diego, 1100 Union Street, 5TH Floor, San Diego, Ca. 92101, Central Courthouse. IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law. You may examine the file kept by court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk. Filed Electronically on 02/22/2024 with the Clerk of the Superior Court by A. Pena, Deputy Clerk Attorney or Party Without Attorney: Victoria Sena, 579 Silvery Lane, El Cajon, Ca. 92020, 858.349.2075. Pub Dates: 03/18, 03/25, 04/01/2024.

SAN DIEGO BUSINESS JOURNAL

2024 EVENTS & SPECIAL SECTIONS



SPECIAL SECTION: Leaders of Influence in Commercial Real Estate

It's time to celebrate and honor influential leaders in commercial real estate by acknowledging their contributions and commitment. Honorees Section will showcase sponsors and honoree bios/photos.

DEADLINE: MARCH 29th | **Honorees Section:** April 15th



EVENT Best Places to Work Awards – Thursday, August 29th

San Diego Business Journal honors the financial executives who work behind the scenes – the chief financial officers. Special Report will showcase sponsors, judges and nominee bios/photos.

DEADLINE: MARCH 29th | **Honorees Section:** September 16th



SPECIAL SECTION: Nonprofit Board Leaders of Influence

It's time to celebrate and honor influential nonprofit board leaders by acknowledging their contributions and commitment. Honorees Section will showcase sponsors and honoree bios/photos.

DEADLINE: APRIL 15th | **Honorees Section:** March 18th



EVENT The Impact of GEN AI on your Business Strategy – Thursday, April 25th

Boston Consulting Group, 2100 Kettner Blvd Suite 300, San Diego

Join us for the premier business information and networking event as San Diego's top executives discuss the impact of Generative Artificial Intelligence and its impact on your business strategy. Food & refreshments will be served.

Preview: April 8th | **Recap:** April 29th



EVENT Healthcare Heroes – Thursday, May 23rd

It's time to celebrate and honor our healthcare heroes by acknowledging their contributions and commitment. WINNERS will be announced at the event and published in the May 20th event recap edition in the of the San Diego Business Journal.

DEADLINE: APRIL 15th | **Recap:** June 10th

NOMINATE & REGISTER at [SDBJ.COM/EVENTS](https://www.sdbj.com/events)

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