

## Fall 2014 Events:

- Topic:** **Becoming a Successful Global Entrepreneur**
- Where:** Dr. Martin Luther King Jr. Library, Room 225/229
- Date & Time:** 6-7:30 pm, Monday, November 17, 2014
- Speaker:** **Chris Folayan**, Co-founder & CEO, MallforAfrica
- Video:** <https://vimeo.com/114615456>

### Chris Folayan Bio:



The son of an American mother and a Nigerian father, Chris Folayan- founder and CEO of MallforAfrica recalls started his first business in his native Nigeria at the age of seven-and-a-half. "At one point I had about 25 people working for me." At the age of 18 Folayan moved to California to pursue his education at San Jose State University. Though he acquired his degree in business administration and marketing, Folayan taught himself computer programming and focused on opportunities that combined the emerging digital world with cutting-edge marketing strategies. Chris now has over 15 years of experience in marketing, technology development, and acquisition roles in various High-Tech companies, and startups. Prior to MallforAfrica Chris was the Founder and CEO of OCFX Inc. a globally recognized, award winning Software and Web Design Agency serving clients such as SONY, LSI, Cisco, HP, EPSON, TYCO, US Government, BestBuy, CapitalOne Finance, and many other companies. He has also held executive positions at various companies internationally. MallforAfrica was recently named one of the 5 African Tech Startups to Watch by [INC.com](http://INC.com) and has also been featured by Forbes and Entrepreneur.com

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**Topic:** **Success without Funding or a Formula**  
**Where:** Dr. Martin Luther King Jr. Library, Room 225/229  
**Date & Time:** 6-7:30 pm, Monday, October 20, 2014  
**Speaker:** **Blaine Vess**, Co-founder & CEO, StudyMode  
**Video:** <https://vimeo.com/110279374>

**Blaine Vess Bio:**



Blaine Vess is the co-founder and CEO of [StudyMode](#), a self-funded network of websites and apps designed to help students succeed. Founded in 1999, StudyMode has evolved from a dorm room project to a multinational company that serves more than 90 million visitors a month. StudyMode owns and operates multiple successful, highly-trafficked sites including StudyMode.com, Cram.com, and BuenasTareas.com. While building StudyMode, Vess launched multiple other businesses and was a full-time consultant at New Line Cinema (Lord of the Rings, Sex and the City). Vess is the chairman of [Liberty in North Korea](#), an organization that helps rescue and resettle North Korean refugees, and graduated from SJSU with a degree in marketing.

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## Spring 2014

- Topic:** **Making It Happen: After the Business Plan**
- Where:** Dr. Martin Luther King Jr. Library, 225/229, SJSU
- Date & Time:** 6:00 p.m. - 7:30 p.m., Monday, April 21, 2014
- Speakers:** **Scott Marzano**, Co-founder Bioready  
**Francisco Guerrero**, Co-founder ShopIntoit  
**Michael Bayne**, Co-Founder RotaMobility  
\*Winners of the Silicon Valley Business Plan Competition  
**Tracy Lee**, Founder & CEO, Dishcrawl, and  
**Gadiel Morantes**, Partner Early Growth Financial Services
- Video:** <https://vimeo.com/94207752>
- Flyer:** [Making It Happen: After the Business Plan](#) (pdf)
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**Topic:** The Future of Technology & Entrepreneurship: how small groups can solve humanity's

**Where:** Dr. Martin Luther King Jr. Library, 225/229, SJSU

**Date & Time:** 6-7:30 pm, Monday, Feb. 17, 2014

**Speaker:** **Vivek Wadhwa**, Entrepreneur; Fellow, Arthur & Toni Rembe Rock Center for Corporate University; Distinguished Fellow, Singularity University

**Video:** <https://vimeo.com/87494164>

**Flyer:** [Vivek Wadhwa Event Flyer](#) (PDF)

**Vivek Wadhwa Bio:**

Vivek Wadhwa is Vice President of Research and Innovation at Singularity University; Fellow, Arthur & Toni Rembe Rock Center for Corporate Governance, Stanford University; Director of Research at the Center for Entrepreneurship and Research Commercialization at the Pratt School of Engineering, Duke University; and distinguished visiting scholar, Halle Institute of Global Learning, Emory University. He is author of "The Immigrant Exodus: Why America Is Losing the Global Race to Capture Entrepreneurial Talent"—which was named by The Economist as a Book of the Year of 2012. He was named by Foreign Policy Magazine as Top 100 Global Thinker in 2012. In 2013, TIME Magazine listed him as one of The 40 Most Influential Minds in Tech.

Wadhwa oversees research at Singularity University, which educates a select group of leaders about the exponentially growing technologies that are soon going to change our world. These advances—in fields such as robotics, A.I., computing, synthetic biology, 3D printing, medicine, and nanomaterials—are making it possible for small teams to do what was once possible only for governments and large corporations to do: solve the grand challenges in education, water, food, shelter, health, and security.

In his roles at Stanford, Duke, and Emory universities, Wadhwa lectures in class on subjects such as entrepreneurship and public policy, helps prepare students for the real world, and leads groundbreaking research projects. He is an advisor to several governments; mentors entrepreneurs; and is a regular columnist for The Washington Post, Wall Street Journal Accelerators, Bloomberg BusinessWeek, LinkedIn Influencers blog, and the American Society of Engineering Education's Prism magazine. Prior to joining academia in 2005, Wadhwa founded two software companies.

Wadhwa holds a B.A. in Computing Studies from the University of Canberra, in Australia, and an MBA from New York University. He is founding president of the Carolinas chapter of The IndUS Entrepreneurs (TIE), a non-profit global network intended to foster entrepreneurship. He has been featured in thousands of articles in worldwide publications, and has made many appearances on U.S. and international TV stations, including CBS/60 Minutes, PBS, CNN, ABC, NBC, CNBC, and the BBC.

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**Topic:** The Convergence of IT & Marketing: opportunities for entrepreneurial companies

**Where:** Dr. Martin Luther King Jr. Library, 225/229, SJSU

**Date & Time:** 6-7:30 pm, Monday, March 10, 2014

**Speaker:** Regis McKenna, Marketer, Consultant, Thought Leader

**Video:** <https://vimeo.com/88952046>

**Regis McKenna Bio:**

Regis McKenna founded his own high tech marketing firm, Regis McKenna, Inc., in Silicon Valley in 1970, after working in the marketing departments of two early semiconductor pioneering companies. Over the past 30 years, his firm evolved from one focused on high tech startups to a broad based marketing strategy firm servicing international clients in many different industries and countries. McKenna retired from consulting in 2000 and is concentrating his efforts on high tech entrepreneurial seed-ventures.

McKenna is included in the San Jose Mercury News' Millennium 100 as one of the 100 people who made Silicon Valley what it is today. McKenna has written and lectured extensively on the social and market effects of technological change advancing innovations in marketing theories and practices. McKenna and his firm worked with a number of entrepreneurial start-ups during their formation years including: America Online, Apple, Compaq, Electronic Arts, Genentech, Intel, Linear Technology, Lotus, Microsoft, National Semiconductor, Silicon Graphics, 3COM, and many others. McKenna helped launch some of the most important technological innovations of the last thirty years including the first microprocessor (Intel Corporation), the first personal computer (Apple Computer), the first recombinant DNA genetically engineered product (Genentech, Inc.), and the first retail computer store (The Byte Shop). In the last decade, McKenna consulted on strategic marketing and business issues to industrial, consumer, transportation, healthcare, and financial firms in the United States, Japan, and Europe. McKenna continues to be involved in high tech start-up companies through his venture activities.

McKenna pioneered many of the theories and practices of technology marketing that have become integrated into the marketing mainstream. He has written five books on technology business strategies and marketing.

McKenna is Chairman of the Board of the Santa Clara University Center for Science, Technology and Society and was a founding board member of Smart Valley. He is a trustee at Santa Clara University, the Advisory Board of the Haas School of Business University of California Berkeley and the Economic Strategies Institute. He is president of the Board of Trustees for The Children's Shelter Fund of Silicon Valley, an investor and on the Board of Directors of a number of high technology companies as well. Formerly McKenna was on the International Advisory Board of Toyota Motor Company.

Born and raised in Pittsburgh, Pennsylvania, McKenna attended Saint Vincent College and is a liberal arts graduate of Duquesne University. In 1962, he moved to Silicon Valley, and attended some classes at San Jose State University. In 1965, he joined the marketing department of General Micro Electronics, the first company to develop and market commercial MOS (metal oxide semiconductor) products, the basis for much of today's electronics technology. He joined another start-up, National Semiconductor, in 1967 where, as Marketing Services Manager, he helped direct National's marketing strategies in the early stages of the company's growth.

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