

# Events

## SVCE Events - Fall 2021

### **Building the Entrepreneurial Mindset**

**When:** December 2, 2021

**Speaker:** Ankur Warikoo, entrepreneur, content creator, teacher, start-up mentor

**Time:** 6:00 - 7:00 pm (PT)

[View the recording of the event](#)

### **Speaker's bio:**



**Ankur Warikoo** is an entrepreneur, a teacher, a content creator and a mentor, based in India.

He founded [nearbuy.com](https://nearbuy.com) in 2015 and was the CEO until 2019. Prior to that, he was the founding CEO of Groupon's India business from 2011 to 2015.

Ankur is a digital educator and conducts courses on entrepreneurship, career management, and personal growth. Over 80,000+ students have attended his courses so far. He loves spending time with first-time entrepreneurs, hoping he can help them not make the same mistakes he made when he started up. Besides being a teacher in his popular courses, Ankur is also known as a public speaker and social media influencer, with 4M+ followers across LinkedIn, Facebook, Instagram, Twitter, and YouTube.

Ankur was part of Fortune Magazine's "40 Under 40" List for India, LinkedIn India's Top Voices for 2018, 2019 and 2020, LinkedIn India's Spotlight List, India's "Top Executives Under 40" by Business Today.

## **Is Marketing Everything for Entrepreneurial Companies?**

**When:** NOV. 8, 2021

### **Speakers:**

**Andy Cunningham**, Founder/President, Cunningham Collective

and

**Regis McKenna**, Founder, Regis McKenna Inc., Marketer, Consultant & Thought Leader

**Time:** 5:45 - 7:00 pm

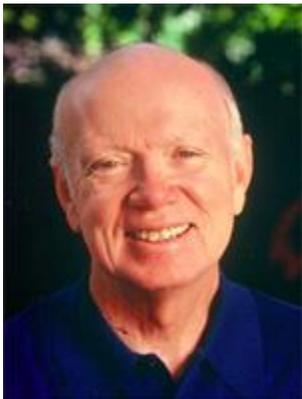
[View the recording of the event](#)

### **Speakers' bios:**



**Andy Cunningham** is the founder and President of Cunningham Collective, a brand strategy, marketing, and communications firm with an expertise in positioning companies to win. She is also the author of the Amazon best seller, *Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition* (McGraw-Hill), and

the host of the popular podcast *Marketing Over Ice*. An entrepreneur at the forefront of marketing, branding, positioning and communicating “The Next Big Thing,” Andy has played a key role in the launch of a number of new technology categories and products (including the Apple Macintosh) over the past 35 years. Today she specializes in identifying and leveraging a company's position in order to gain traction. She advises startups on bringing innovation to market and helps publicly traded companies communicate their role and relevance to their constituents. Andy serves on several corporate and nonprofit boards, including ZERO1, an organization she founded with the mission to shape the future at the intersection of art and technology. She is a Henry Crown Fellow and a trustee at the Aspen Institute. She is a graduate of Northwestern University and lives in Sausalito on an old wooden boat with her husband Rand Siegfried.



**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 start ups 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.

### **Securing funds for your startup**

**When:** October 18, 2021

**Speaker:** Sanchali Pal, Founder & CEO of Joro App

**Time:** 4:00 - 5:00 pm

[View the recording of the event](#)

## Speaker's bio:



**Sanchali founded [Joro](#)** to empower people to take climate action that matters, starting with how they spend money. Prior to Joro, Sanchali worked on sustainable development in East Africa and South Asia at Dalberg, where she saw firsthand the devastating effects of the climate crisis for vulnerable populations, and at Tesla. Sanchali holds a BA from Princeton and an MBA from Harvard Business School.

## The keys to starting and scaling a successful startup in Silicon Valley

**When:** September 20, 2021

**Speaker:** Alfonso de la Nuez, Co-founder & CEO, UserZoom

**Time:** 4:00 - 5:00 pm.

[View the recording of the event](#)

## Speaker's bio:



**Alfonso de la Nuez** is Co-Founder and CEO of [UserZoom](#), the Experience Insights Management (XIM) company that helps businesses gather and manage the insights they need to design and deliver exceptional digital experiences. Under his leadership, UserZoom has grown from a bootstrapped firm into a high-growth, global organization with Fortune 100 customers across the retail, e-commerce, healthcare, financial services, technology, and insurance industries. UserZoom has raised \$150m and is backed by Silicon Valley investors Sunstone Capital and Owl Rock. Before founding UserZoom in 2007, Alfonso worked for companies including Dell Technologies, Icon Medialab (now DigitasLBi), and Proxicom's venture in Spain (now Indra). Alfonso is an advisor to startups and a featured speaker at industry conferences, at [Product School](#), where he helps inspire the next generation of UX professionals and Product Managers to create innovative products and apply best practices in their work. He's written a book called 'The Digital Experience Company' (scheduled to be published in Q4'21), and he's been granted three technology patents by the USPTO. Alfonso holds a BA in International Business from [San Jose State University](#), where he also played Div. I Varsity Basketball after getting an athletic scholarship. An avid basketball player, he lives in Los Gatos, CA, with his wife, son and daughter.

## SVCE Events - Spring 2021

### **Business Plan Prep Workshop: Addressing Founders' Dilemmas**

**When:** April 8, 2021

**Speakers:** Steve Bennet - Founder, Managing Director, Startup CFO, Angel Investor, and SJSU Adjunct Professor

**Time:** 4:30-5:30 pm

[View the recording of the event](#)

[View the speaker's slides](#)

Speaker's bio:



**Steve Bennet** is the founder and managing director of Bodega Partners and is an active participant in the Silicon Valley entrepreneurial ecosystem. Over the past 20 years, he has been CFO, investor, and/or board member of over 50 technology start-ups, primarily in the software, Internet, and mobile sectors. Steve has a passion for both entrepreneurship and education. He has taught entrepreneurial finance since 1995 and is currently adjunct faculty at San Jose State University, teaching Entrepreneurship Lab (ELAB) and Startup Founders & Funders.

## **The Road to Shark Tank**

**When:** March 17, 2021

**Speakers:** SJSU Alumni Alex Arkhangelskiy, CEO & Co-Founder, Brake Free Technologies; Matthew Olivieri, CEO & Founder, Adsemble; and Geno Giovanni, Account Executive, Podcast Co-Host and Producer at AdSemble

**Time:** 4:30-5:45 pm

[View the recording of the event](#)

Speakers' bios:



### **Alex Arkhangelskiy**

Alex Arkhangelskiy was born in Minsk, Belarus and lived there through the fall of the Soviet Union. He migrated with his family to Silicon Valley, California in 1997 to pursue the American Dream. Alex couldn't speak English at first, but a year later most people couldn't tell he wasn't American. Alex married his high school sweetheart and had his first child at the young age of 23. While working full time in retail sales and going to school part time he focused on being the best dad he could be. Alex completed his degree in Business (with honors) from San Jose State University. In his last semester, he took a Business Plan class that changed his life. His professor (Professor Anu Basu) saw how much dedication he brought to class and the business plan competition and referred him to intern for an experienced

entrepreneur, Dave Hadden. After a year of working together on various projects, they co-founded Brake Free Technologies together. Brake Free Technologies launched Brake Free on IndieGoGo in March of 2017 and successfully raised \$260,000 from 2,100 backers in over 40+ countries. The company fulfilled all crowdfunding pre-orders and began sales in March of 2020. Alex and his co-founder, Henry Li (also an SJSU grad), aired on ABC's Shark Tank (season 12 episode 8). In their first year of sales they reached nearly a half a million dollars in sales. Alex's personal hobbies include playing hockey, snowboarding, riding motorcycles and skating.



**Geno Giovanni** is co-host and Producer of The AdHero Podcast as well as an Account Executive at AdSemble, Inc. where he works with Enterprise clients executing large scale digital outdoor advertising campaigns. Geno studied at SJSU and was a longtime resident DJ at KSJS radio station.



**Matthew Olivieri** is co-host of The AdHero Podcast as well as the Founder & CEO of AdSemble, Inc. a self-service platform for digital billboard advertising where you can launch your very own BILLBOARD for dollars per day. Matthew holds a Bachelor's degree in Business Management from SJSU with a minor in Communications Studies.

## **Overcoming Bias in Venture Pitching**

**When:** February 22, 2021

**Speakers:** Manan Mehta, Founding Partner, Unshackled Ventures, and Larissa Russell, CEO & Co-founder, Pod Foods.

**Time:** 6-7:15 pm

[View the Event Presentation](#)

\*This session is held in conjunction with The Richard and Sandi Conniff Leaders in Business Ethics Speakers Series\*

Speakers' bios:



**Manan Mehta** is a Founding Partner of Unshackled Ventures, a fund for immigrant-founded companies. Prior to Unshackled Ventures, Manan ran marketing for ed-tech startup Kno (acq. by Intel 2013) that raised over \$90M of funding from top VCs including a16z and First Round Capital. Before Kno, Manan was an Investment Banker with \$3B in transactions, including the \$1.9B acquisition of Skype. Manan is a 1st generation American and received a double major at UCLA.



**Larissa Russell** is the CEO and cofounder of Pod Foods, a full-service b2b marketplace connecting grocery retailers and brands. We are disrupting the \$200bil+ industry of wholesale grocery distribution by enabling intelligent retail with logistics, visibility and data throughout the grocery supply chain. Russell and her cofounder Fiona Lee experienced the challenges of wholesale distribution first hand when they started a cookie company called Green Pea Cookie, which produced cookies out of peas. They were named Forbes' 30 Under 30 in Retail and eCommerce in 2020.



**Monisha Varadan** wears multiple hats. She works full time at Google, building partnerships for products like Chrome, News and Search. She is a Founding Partner of Zephyr Ventures, which invests in growth businesses. She is also a lecturer and Entrepreneur-in-Residence at INSEAD, where she completed her MBA. She has co-authored articles, including one on bias within the VC industry published in *Harvard Business Review*.