

SPEAKER BIOS

J. RICHARD "DICK" JOHNSON

Texas State SBDC / Certified Business Advisor IV, Certified Technology Commercialization Advisor



Dick Johnson owned and operated a software development company for 15 years specializing in manufacturing execution systems. He brought the company from start up to installations in 28 states and 7 foreign countries. Prior to that, Dick spent over 20 years in the technology industry in a number of middle and senior management roles. Dick has a BS-Marketing degree from Virginia Tech.

As a Certified Business Advisor with Texas State University Small Business Development Center, Dick works with both start-ups and existing small business to help them obtain funding, business planning, marketing, financial analysis and government contracting. He has been able to leverage his experience as a business owner to assist entrepreneurs to establish and grow their businesses. Dick also leads the Technology Commercialization Program and has obtained his certification in Technology Commercialization from University of Houston.

PEG RICHMOND, MBA

Texas State SBDC / Certified Business Advisor II



Peg Richmond counsels technology clients and other small business owners to greater economic impact through critical assessments of strategic, operating and financial activities and through value-driven recommendations with a well-developed expertise in business development, branding, messaging and strategic marketing.

Prior to joining the SBDC, Richmond owned her own marketing and communications firm, serving clientele that ranged from pre-venture to Fortune 1000 companies within the technology, energy, retail and consumer-packaged goods sectors. For much of her corporate career, Richmond focused her efforts within the energy and technology sectors after launching her professional career at IBM.

Richmond is a Certified MBA, holding a Master of Business Administration from Indiana Wesleyan University as well as a Master of Arts in wAdvertising and a Bachelor of Fine Arts from the University of Texas. She has completed specialized post-graduate training in public communications, issue management and business analysis.

MIKE BRECK, M.Ed., MSTC

Texas State SBDC / Business Advisor



Mike Breck is a Business Advisor with the Texas State Small Business Development Center. In addition to counseling general business clients, he is a member of the Technology segment team which focuses on companies in the technology sector.

He is a 2006 graduate of the Masters of Science and Technology Commercialization program at the University of Texas in Austin. He also possesses a Masters in Education from Miami University in Oxford, Ohio.

He has broad experience as both an educator, in Customer Relationship Management, and in new technology commercialization analysis. Mr. Breck has been involved in technology commercialization for six years conducting assessments, business plan development and marketing research for new technologies from Mexico, Hungary, India, Chile, Korea, Jordan and Portugal.

In that time period he has participated in over 50 assessments and validations, assisted in business development efforts on a half dozen business development projects, mentored nearly twenty individuals from four countries in technology commercialization and supervised over thirty individuals involved in three different assessment projects.

JASON SEATS



Jason Seats is the Managing Director of Techstars in Austin. Before moving to Austin to lead this new Techstar endeavor, Jason was Managing Director of the Techstars Cloud program. In 2010, Jason joined Techstars from Rackspace where he was VP of software development for Rackspace Cloud, managing the company's cloud engineering teams. Slicehost, an early cloud computing hosting company formed by Jason and co-founder Matt Tanase, was acquired in 2008 by Rackspace to become the core for the company's initial Cloud Servers product. Jason holds a B.S. degree from Saint Louis University.

PAUL O'BRIEN



Just a few years ago, at the behest of Silicon Valley's venture community, Paul O'Brien relocated from California to Austin's start-up mecca. In San Jose and San Francisco, O'Brien launched a series of startups in local search, crowdsourcing, web-based accounting, payments, and social intelligence.

Now in Austin, he continues his work as a growth hacker and fractional CMO; consulting with ventures of all sizes through scale, stages, and pivots, and serves as an advisor to organizations such as ATI and Fovnders. O'Brien frequently speaks throughout Austin on topics of innovation, startup culture, economic development, and fund raising and takes a special interest in working with industry changing startups, stagnant established companies, and even cities; exploring the roles that environments, culture, and the architecture of businesses, play in market and economic development. He's easily found online as SEO'Brien.

KERRY RUPP



Kerry Rupp is a Managing Partner at DreamIt Ventures. She manages the organization's operations and fundraising efforts and leads the Austin program.

Before DreamIt, Kerry was a marketing and strategy consultant to senior executives at AllRecipes, ReadersDigest, LexisNexis, Payscale, and Taleo. With nearly 20 years of executive strategy and operations experience, Rupp spent much of her time at startups, including: Jobster, MarketSpan and CourtLink and at Automated Catalogue Services.

Kerry is the founder of Holiday Golightly, an online travel service specializing in girlfriend getaway trips. She has also served as Vice President of Business Development at Jobster and Classmates.com; Managing Director & Vice President of Market Planning at LexisNexis; and was a Consultant at both McKinsey & Company and Andersen Consulting. She is the publisher of the book "CRAVE Austin: The Urban Girls' Manifesto" (2009), and the publisher of "The Parisian Cowboy's Guide to the Round Top Experience" (2010).

Kerry holds an MBA from Harvard Business School and a BA in Biology from Duke University. She is an avid adventurer that has visited over 50 countries and been to 48 States in the USA.

KEVIN KOYM



Kevin Koym accelerates entrepreneur success. Kevin leads and coaches teams and individuals to innovate to breakthrough performance through doing more with less.

Personally and professionally, Kevin is defined by his ability to inspire both individuals and businesses to seize the technological and social revolution on the horizon in order to better their community as well as their profit potential. The key roles Kevin has played in a variety of startups throughout his life have enabled him to fine-tune his ability to replicate the success of helping entrepreneurs build what they never thought as possible before.

RYAN FIELD



Ryan Field is the Research Manager at the Austin Technology Incubator. Before joining ATI full time, Ryan was an ATI associate and independent contract researcher, serving customers in the tech and private equity industries. Ryan has an MS in Information Studies and an MA in History, both from the University of Texas at Austin. Prior to moving to Austin in 2007, Ryan completed a BA in Political Science from the University of Illinois at Urbana Champaign.

STEPHEN FRAYSER



Stephen Frayser, executive director of the Science, Technology and Advanced Research (STAR) Park at Texas State University, has been elected to the Association of University Research Parks' (AURP) 2014 board of directors.

Frayser joins three other newcomers to the board. Kevin Byrne, vice president and chief operating officer of the University Financing Foundation, Inc., will serve as president of the AURP board of directors in 2014. Byrne had previously served as AURP president in 2012.

"AURP plays a vital role in fostering collaboration between the university and the private sector," Byrne said. "We have a lot of work to accomplish to expand communities of innovation around the world, and I look forward to serving the association as president of the board."

Frayser joined Texas State in 2012 from the Nebraska Technology Park, where he served as president since 2003. In that position, he was responsible for development of the 155-acre research park and 22,000-square-foot technology business incubator. During his tenure, 2,400 jobs were created or retained, more than 300,000 square feet of new facilities were constructed and more than \$68 million in new capital investments were made.

KRIS LOONEY



Kris Looney has nearly two decades of experience as a business generalist with a background in start-ups, management, accounting, marketing and sales. As President of Emergent Technologies, Inc., he is responsible for conceiving and executing key business initiatives and managing business processes including accounting, marketing, intellectual property management, Partner Solutions, and other business and technical development initiatives.

Since joining Emergent in 2005, he has filled a number of roles in the development, partnering and introduction of innovative technologies into various markets. As Business Development Director, then as Managing Director and later President of three separate Emergent portfolio companies, he has demonstrated his passion for managing the innovation process while becoming a driver in modeling the systems that Emergent now employs to develop and accelerate technology into the marketplace.

Before joining Emergent, Mr. Looney served as the COO and Interim CEO of the American Red Cross of Central Texas, where he balanced multiple stakeholder needs with service responsibilities in a competitive philanthropic environment. Prior to that, he was the CFO of Transformation Enzyme Corporation, where his financial management and business development helped a bootstrapped entrepreneurial start-up become a leader in the nutritional supplement market.

Mr. Looney has a B.A. in marketing (1995) and an M.B.A. (2006) from the McCombs School of Business at the University of Texas at Austin.

BRIAN SCHOENBAUM



Brian Schoenbaum is the founder and creative director of Intentional Dwellings and Vuka Austin. Through these successful Austin-based businesses, he nurtures meaningful connection, both person-to-person and person-to-business. This is achieved by creating innovative environments in which people can find fulfillment and inspiration while efficiently discovering effective solutions to big-picture problems.

JOSHUA BAER



Joshua Baer helps people quit their jobs and become entrepreneurs. In 2008 he founded Capital Factory, a tech startup incubator and co-working space in Austin, Texas. Josh founded his first startup in 1996 in his college dormitory at CMU and now teaches a class at the University of Texas for student entrepreneurs. Josh is the Chief Innovation Officer of Return Path and was recently recognized as the 2013 Austin Community Leader of the Year and a 2013 Henry Crown Fellow at the Aspen Institute.

Joshua spends all day worrying about email so that you don't have to. He is an email marketing pioneer and the Founder of SKYLIST, UnsubCentral and OtherInbox. He has founded or invested in a dozen email startups and you can see his mark on about half of the email messages in your Inbox. Joshua received Computer Science and Information Decision Systems degrees from Carnegie Mellon University and lives in Austin, TX with his wife and three children.