Promoting Economic Development via Entrepreneurship & Innovation: Oman and the U.S.

1 November 2018
9:00 a.m. - 4:30 p.m.

STUDENT PAVILION
Arizona State University Tempe Campus
Senita Ballroom
400 E Orange St.
Tempe, AZ 85287
Summer Arabic Scholarships

SALAM 2018: Summer Arabic Language and Media Program

The Sultan Qaboos Cultural Center (SQCC) announces its 2019 Summer Arabic Language and Media (SALAM) program, a fully funded intensive Arabic language scholarship program in the Sultanate of Oman. This program will allow students to gain a deeper knowledge of Arabic, while becoming familiar with Omani history and culture.

Eligibility: All applicants must be U.S. citizens, enrolled in a degree seeking program (BA, MA or PhD) in spring 2019, and have completed four semesters (or the equivalent) of university-level Arabic coursework.

Application closes December 31, 2018

SQCC Sable Program: Summer Arabic Language Immersion

Sabla is an intensive language and cultural immersion program for American undergraduate and graduate students. For five weeks each summer, students from across the U.S. can study Arabic at SQCC on scholarship. Students must make their own housing arrangements in D.C.

Application period opens in January 2019

For more information on these programs, please visit www.sqcc.org

SQCC Research Fellowship Program

The Sultan Qaboos Cultural Center (SQCC) supports and encourages advanced research on Oman across a variety of academic disciplines through the SQCC Research Fellowship Program. Launched in 2010, this program is open to Ph.D. candidates and university academics who are U.S. citizens or affiliated with an American university to conduct research in the Sultanate of Oman. The Fellowship awards up to $51,000 for the fellow or team of fellows.

Application period opens March 2019
**9:00-9:15 a.m.**  
**Introduction and Welcome** by President Michael M. Crow, Arizona State University (ASU)

**Opening Remarks** by Her Excellency Hunaina Sultan Al Mughairy, Ambassador of the Sultanate of Oman to the United States and Chair, Sultan Qaboos Cultural Center Board of Oversight

**9:15-10:30 a.m.**  
**Session 1: Public-Private Partnerships towards a Circular Economy**

In an atmosphere of both increased consumption and competition, linear economic systems are increasingly inefficient and deleterious to both the environment and the economy. In response, new circular economy initiatives are developing around the world to ensure the maximum utility and value is extracted from finite resources while transitioning towards more sustainable practices, both of which in turn foster a more robust economic system. A circular economy relies on public-private partnership. It necessitates a systemic shift that incorporates small and medium enterprises (Riyada), startups (RISN Incubator), and institutional entities (ASU and City of Phoenix) working together to generate economic and business opportunities.

Moderator: Ms. Patricia Reiter, Executive Director, Walton Sustainability Solutions Initiative, Arizona State University

“International Perspectives and Implementation of Circular Economy;” Dr. Rajesh Buch, Director, Sustainability Practice, International Development, Arizona State University

“Oman’s Economy: From Linear to Circular;” Dr. Ahmed Mohsin Al Ghassani, CEO of Public Authority for the Small and Medium Enterprises Development “Riyada”

“Reimagining Phoenix: A Partnership to Increase Diversion and Better Manage Resources;” Ms. Ginger Spencer, Director, Public Works, City of Phoenix

“Testing, Building, and Scaling New Transformative Startup Ventures;” Ms. Alicia Marseille, Director, RISN Incubator, Arizona State University

**10:30-10:45 a.m.**  
**Coffee Break**

**10:45-12:00 p.m.**  
**Session 2: Developing Vibrant Entrepreneurship Ecosystems**

Cities and leaders across the U.S. and globally are working hard to develop, support, and sustain vibrant entrepreneurship ecosystems as proven drivers towards economic growth and economic mobility. From greater Phoenix to Muscat, successful models and foundations of entrepreneurship ecosystems bring together economic development organizations and agencies (National Business Center), anchor institutions (Arizona State University), professional associations (BBB) and both private (Galvanize) and nonprofit community-based organizations (StartupAZ) to work collaboratively in support of entrepreneurs.

Moderator: Ms. Ji Mi Choi, Associate Vice President, Knowledge Enterprise Development, Arizona State University

“Distinctive Entrepreneurial Ecosystems: Phoenix Leads with Generosity;” Mr. Brandon Clarke, Co-Founder, StartupAZ Foundation

“Growing Oman’s Entrepreneurial Community;” Mrs. Malak Al Shaibani, Director General of National Business Center

“Building a Community of Trustworthy Businesses: How BBB Melds Ethics and Entrepreneurship;” Ms. Kimberly Roland, Director of Entrepreneur Programs, Better Business Bureau

“Connecting Education and Industry from Startups to Enterprises;” Ms. Diana Vowels, General Manager, Galvanize

**12:00-1:30 p.m.**  
**Lunch and Luncheon Keynote**

“The Role of Universities in Economic Development: Fostering a Resilient and Adaptive Economy”

Dr. Sethuraman Panchanathan  
Executive Vice President, Knowledge Enterprise Development  
Chief Research and Innovation Officer  
Arizona State University

Attendees are encouraged to visit the ASU Omani Students’ Poster Session on display in the dining room

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**STUDENT POSTERS**

1. (Group) Riyadh Alshezawi, Abdullah Al Alawi, Usama Alsaadi  
Handicap Lego Car

2. (Individual) Faisal Al Jabri  
Hyperloop Project

3. (Group) Rashid Al Farsi, Khalil Al Hinai, Ahmed Al Bakri  
Water Filter “Haiti Hope”

4. (Group) Basma Alabdali, Zakariya Alhinai, Mohammed Al Riyadh  
Truss Bridge

5. (Individual) Usama Alsaadi  
Folding Skateboard

6. (Group) Abdullah AlBalushi and Mahmood Al Hinai  
Optimization of Target Stores  
Supply Chain in the Phoenix Area
Fostering a dynamic business environment that attracts industry and economic growth is a challenge for cities everywhere. Cities across the nation and globally are navigating a shifting business landscape due to technological advances, especially automation and changing industries, while at the same time managing impacts to the workforce and citizenry in their communities. Who makes the decisions that help to grow and support economic vibrancy? Hear how cities are managing this new environment to not only leverage identified regional strengths and develop resiliency, but also drive towards a robust economic ecosystem. Economic development directors in particular have a wide-ranging role in strategically managing change, directing programs and resources, fostering partnerships, and connecting resources across communities.

Moderator: Ms. Megan Garcia, Senior Fellow & Director of Growth, New America Foundation

“Empowering Community through Open Fabrication Labs – The Innovation Factory as an Example;”
Mr. Firas Kharnis Ahmed Al Balushi, CEO of Innovation Factory for Research and Development

“Foundational Necessities for Economic Growth: A Model from the City of Chandler;”
Mr. Micah Miranda, Economic Development Director, City of Chandler

“Rebirth of the Urban Innovative City: the Phoenix Core;”
Ms. Christine Mackay, Economic Development Director, City of Phoenix

“Tempe’s Strategic Approaches to Innovative Ecosystem Development;”
Ms. Donna Kennedy, Economic Development Director, City of Tempe

2:45-3:00 p.m.  Coffee Break

3:00-4:15 p.m.  Session 4: Developing a Digital Marketplace for New Industries

Entrepreneurs face a myriad of challenges at the beginning of their business lifecycle. In their attempts to enter a new marketplace, what lessons can be learned and shared from global perspectives? Are there unique challenges to e-commerce in different global markets? How have commonly identified mistakes in developing startups contributed to failures and how can entrepreneurs, entrepreneur support organizations, and others identify startup methodologies to advance new products and services? The answers to these questions lie in entrepreneurial dialogue and collaboration both locally and globally, which will help to advance an ever connected, technology-enabled marketplace.

Moderator: Mr. Tom Spengler, Chief Revenue Officer, Coplex

"From Social Media to an Online Marketplace;”
Ms. Zuwaina Sultan Al-Rashdi, CEO of World of Handicrafts LLC

“Evolving Towards an Innovative Ecosystem;”
Dr. Amaal Rashid Al Abrawi, CEO of National Frankincense Products LLC (OLIBAN)

"The WebPT Story: Building a Conscious Company;”
Dr. Heidi Jannenga, Co-Founder and President, WebPT

“SparkLabs Energy: A Model of a Public-Private Partnership Accelerating New EnergyTech;”
Mr. Bernard Moon, Co-Founder & Partner, SparkLabs Global

4:15-4:30 p.m.  Closing Remarks

Ms. Ji Mi Choi, Associate Vice President, Knowledge Enterprise Development, Arizona State University
His Excellency Dr. Ali bin Masoud Al Sunaidy

His Excellency Dr. Ali bin Masoud Al Sunaidy is the Sultanate of Oman’s Minister of Commerce and Industry, and Deputy Chairman of the Supreme Council for Planning. In addition to these duties, His Excellency serves as Chairman of the Oman Tourism Development Company (OMRAN), as well as Chairman of the Public Authority for SME Development (Riyada). He also serves as Chairman of Al Raffd Fund, a financial organization aimed at supporting, encouraging and promoting entrepreneurial growth and advancement in the Sultanate. His Excellency is also a member of the Financial Affairs and Energy Resources Council and a member of the board of the State General Reserve Fund (SGRF). H.E. Dr. Al Sunaidy is the former Minister of Sports Affairs and Chairman of the Omani Olympic Committee. H.E. Dr. Al Sunaidy previously served as the Chairman of the Information Technology Authority (ITA), Chairman of the Board of Directors of the Public Establishment for Industrial Estates (PEIE), and Chairman of the Gulf Organization for Industrial Consulting (GOIC). Additionally, he was a member of the Tender Board, the Public Authority for Social Insurance, and a founding member of the National Information Technology Committee. His Excellency was awarded a Ph.D. in Economics from the University of Hull in the United Kingdom (UK), a MBA from the University of Bristol, UK, and a Bachelor of Science in Industrial Engineering from the University of Miami.

Dr. Michael M. Crow

Over the last 16 years, Arizona State University President Dr. Michael M. Crow has guided the transformation of ASU into one of the nation’s leading public metropolitan research universities, an institution that combines the highest levels of academic excellence and inclusiveness to a broad demographic, and maximum societal impact—a model he terms the “New American University.” Under his direction, the university pursues teaching, research, and creative excellence focused on the major challenges of our time, as well as those central to the quality of life, sustainable development, and economic competitiveness of Arizona and the nation. Under his leadership, ASU has established more than a dozen new transdisciplinary schools and large-scale research initiatives such as the Biodesign Institute; the Julie Ann Wrigley Global Institute of Sustainability incorporating the School of Sustainability; the Mary Lou Fulton Teachers College; and important initiatives in the humanities and social sciences. During his tenure the university more than quadrupled research expenditures, completed an unprecedented infrastructure expansion, and was named the nation’s most innovative school by U.S. News and World Report in 2016, 2017, 2018, and 2019. Prior to joining ASU, Crow was the Executive Vice Provost of Columbia University, where he was professor of science and technology policy in the School of International and Public Affairs. President Crow received his Ph.D. in Public Administration (Science and Technology Policy) from the Maxwell School of Citizenship and Public Affairs, Syracuse University.

Her Excellency Ambassador Hunaina Al Mughairy

Her Excellency Ambassador Hunaina Al Mughairy has served as Ambassador Extraordinary and Plenipotentiary of the Sultanate of Oman to the United States of America since 2005. She also serves as Chair of the Sultan Qaboos Cultural Center’s Board of Oversight. An economist with an extensive business background, Her Excellency represented the Sultanate in negotiations for the U.S.-Oman Free Trade Agreement, and is a tireless advocate for strong U.S.-Oman relations. Prior to her work in diplomacy, she served in many roles in Oman’s Ministry of Commerce and Industry and the Omani Center for Investment Promotion & Export Development. Ambassador Al Mughairy obtained a B.A. in Business Communications from the High Polytechnic Institute in Cairo, and an M.A. in Economics from New York University.
Dr. Amaal Rashid Al Abrawi

Dr. Amaal Rashid Al Abrawi is the CEO of National Frankincense Products LLC (OLIBAN). Prior to becoming the CEO of OLIBAN, Dr. Al Abrawi held positions in both the SME and medical fields. Dr. Al Abrawi previously served as the CEO of Falha Investment LLC, as well as the communication officer in the Director General of Health Affairs’ office of the Ministry of Health, and was a child health physician at the Royal Hospital in Muscat. Dr. Al Abrawi is the president of the Muscat Entrepreneur Club, serves as an SME committee member of the Oman Chamber of Commerce and Industry, and acts as a mentor for Riyada. For her work as the CEO of OLIBAN, Dr. Al Abrawi won both the Best SME Award and the Al Mara Excellence Award in 2017. Dr. Al Abrawi holds a communication diploma from the World Health Organization and an M.D. from Oman Medical College.

Mr. Firas Khamis Ahmed Al Balushi

Mr. Firas Khamis Ahmed Al Balushi is the founder and CEO of Innovation Factory for Research and Development. The Innovation Factory opened in 2017 as the first digital fabrication lab open to the public. The Innovation Factory’s goal is to help transfer the ideas of Omani into distinctive products by understanding the needs of inventors and helping them overcome the challenges they face. Prior to serving as the CEO of the Innovation Factory, Mr. Al Balushi served as a consultant at the Information Technology Authority (ITA) and as the creative director at the Asian Beach Games Muscat. In addition to these roles, he also has over 15 years of experience as a 2D/3D graphics content editor. In his capacity as a graphic content editor, Mr. Al Balushi has taught at a number of Omani institutions including the Ministry of Information, the Ministry of Defense, Al Arabia Media Production, Salalah College of Applied Arts, the Ministry of Agriculture and the Ministry of Water Resources. Mr. Al Balushi holds a bachelor's degree in Physics and Astronomy from Leeds University in the UK.

Dr. Ahmed Mohsin Al Ghassani

Dr. Ahmed Mohsin Al Ghassani is the CEO of the Public Authority for SME Development (Riyada) in the Sultanate of Oman. Dr. Al Ghassani also serves as Dean of the College of Banking and Financial Studies, Muscat. He formerly served as the Dean for both the Higher College of Technology in Muscat and the Nizwa College of Technology. He is a member of both the American Society of Civil Engineers and the Oman Society of Engineers. Dr. Al Ghassani served as the national expert in a UNESCO Project on Entrepreneurship Education in the Arab States. He is a member of both the Economic and Education Committees of the Oman Chamber of Commerce and Industry. In addition to his current duties, Dr. Al Ghassani also serves on the committee to develop the National Strategy for Innovation, is Deputy Chair of the Board of Trustees of Oman Tourism College, and is an external reviewer at Oman Academic Accreditation Authority. Dr. Al Ghassani received a Ph.D. from Loughborough University in the UK, as well as a master’s degree in Structural Engineering from the University of Manchester Institute of Science and Technology (UMIST) in the UK, and a Bachelor of Science in Civil Engineering from Sultan Qaboos University.

Ms. Zuwaina Sultan Al-Rashdi

Ms. Zuwaina Sultan Al-Rashdi is the CEO of World of Handicrafts LLC. World of Handicrafts is a specialized investment company focusing on the quality development, packaging, production, marketing, and promotion of Omani handicrafts to be sold both locally and internationally. It supports more than 800 families around Oman. Ms. Al-Rashdi has more than 15 years experience in communication and branding in various sectors, including media, information and telecom. Prior to the founding of World of Handicrafts LLC, Ms. Al-Rashdi held a variety of positions in the media and branding space, including serving as the senior manager - branding and media for OmanMobile & Omantel, as well as the director of marketing and advertising for Sultanate of Oman TV. For her work with World of Handicrafts LLC, Ms. Al-Rashdi won the Best Female Entrepreneur 2015 – 2016. Ms. Al-Rashdi holds a Bachelor of Science in Journalism & Information (mass communications) from Sultan Qaboos University and a High National Diploma in Development Journalism from the Indian Institute of Communication in Delhi, India. She also completed the Women’s Leadership program for entrepreneurs at Harvard Kennedy School Executive Education program.
Mrs. Malak Al Shaibani

Mrs. Malak Al Shaibani is the Director General of the National Business Center (NBC), the first mixed use business incubator established in Oman in 2013. Mrs. Al Shaibani has been responsible for supporting startup businesses in her capacity of setting up incubators, SME programs, as well as funding start-ups. The National Business Center has graduated more than 21 companies in the fields of technology, engineering, consultancy and tourism. These businesses have created more than 120 jobs and an annual increase of revenues from incubated and graduated companies. Mrs. Al Shaibani was involved in the set-up of NBC as well as building it to be the leading mixed-use incubator in Oman. NBC currently manages two incubators, a co-working space, and various entrepreneurship programs, both funded by the private sector. Mrs. Al Shaibani has more than 30 years of experience in both public and private sector entities in Oman working in areas of industrial development, public policy, investments and entrepreneurship. She won the Women Leadership Award in 2015 and was acknowledged for her contribution to industrial development in Oman by the Public Establishment for Industrial Estates (PEIE) in 2011. Mrs. Al Shaibani earned her MBA from Washington University in St. Louis and her B.S. in Business Administration and Strategy from Stratchlyde University in Glasgow, Scotland.

Dr. Rajesh Buch

Dr. Rajesh Buch is the Director of Sustainability Practice, International Development, at ASU. Dr. Buch drives ASU’s efforts to provide solutions to the complex sustainability challenges facing the developing world by linking ASU’s world-class researchers to international development funding agencies, and by fostering partnerships with NGOs, the public and private sectors, and foundations. He was instrumental in collaboratively building a hybrid, university-based sustainability solutions consulting practice at ASU. This practice combines applied research and solutions development work, including developing systemic circular economy solutions at local and regional scales, building collaborative networks to advance circular economy, and building circular economy curricula for professional and academic classes and workshops. Dr. Buch holds both a Ph.D. in Sustainability and a MBA in Strategic Marketing from ASU, as well as a BSME in Mechanical Engineering from the University of Illinois Urbana-Champaign.

Ms. Ji Mi Choi

Ms. Ji Mi Choi serves as an associate vice president leading entrepreneurship and innovation utilizing her twenty-plus years of expertise in higher education at the intersection of entrepreneurial and public-private partnerships. Prior to joining ASU, Ms. Choi served in various fast-paced and evolving roles at New York University (NYU). At the Polytechnic University (now the Tandon School of Engineering at NYU), she served as the chief of staff to the president and vice president for strategic initiatives, and later served as the senior director of integration, overseeing the merger between the two institutions. Thereafter, Ms. Choi served as the assistant vice president for global programs planning. She has also served at the world-renowned Earth Institute at Columbia University, as chief of staff and assistant deputy director. Ms. Choi has served in a leadership role for the United Nations Development Programme and in various capacities for numerous start-up organizations, both not-for-profit and for profit. Ms. Choi holds a Master of Science in Strategic Communications from Columbia University as well as a Bachelor of Arts in English Literature and Communications from Marymount Manhattan College.

Mr. Brandon Clarke

Mr. Brandon Clarke is a founder, mentor and community builder, having spent nearly 15 years starting companies and advising entrepreneurs. In 2015, Mr. Clarke co-founded the StartupAZ Foundation, a nonprofit collaborative fund that exists to inspire connectivity and generosity among Arizona’s most innovative young companies, helping them grow and give back. In 2016 Mr. Clarke launched CRADL, a research and design lab, that evaluates and develops products, media, and services that impact the lives and learning of children. Mr. Clarke holds a Bachelor of Science in Hotel and Restaurant Management from Northern Arizona University.
Ms. Megan Garcia

Ms. Megan Garcia is Senior Fellow and Director of Growth for New America’s National Network, exploring how the work of New America’s programs links to exciting local approaches to problem solving taking place in cities around the country. She was director of New America CA and founder of the New America CA Fellowship. She is an expert on artificial intelligence and ethics, cybersecurity, and innovation. Previously, Ms. Garcia was a program officer at the William and Flora Hewlett Foundation where she oversaw the creation of the foundation’s Cyber Initiative, designed to help generate a field of cybersecurity and internet policy experts more focused on the public good. She also oversaw Hewlett’s Nuclear Security initiative, a portfolio of grants with the goal of reducing the number of nuclear weapons in the world. Ms. Garcia holds a Master of Public Policy, with a focus on national security from the University of California at Berkeley and a Bachelor of Arts in American history and literature from Harvard University.

Dr. Heidi Jannenga

As president and co-founder of WebPT, Dr. Heidi Jannenga leads WebPT’s product vision, company culture, and branding efforts, while advocating for the physical therapy profession on a national scale. She co-founded WebPT after recognizing the need for a more sophisticated industry-specific EMR platform and has since guided the company through exponential growth, while garnering national recognition. Dr. Jannenga has more than 15 years of experience as a physical therapist and multi-clinic site director as well as a passion for healthcare innovation, entrepreneurship, and leadership. An active member of the sports and private practice sections of the APTA, Dr. Jannenga advocates for independent rehab therapy businesses, speaks as a subject-matter expert at industry conferences and events, and participates in local and national technology, entrepreneurship, and women-in-leadership seminars. In 2014, Dr. Jannenga was appointed to the PT-PAC Board of Trustees. In 2015, Dr. Jannenga was named the AzPTA’s Physical Therapist of the Year. Dr. Jannenga holds a Doctor of Physical Therapy from Evidence in Motion, a Master of Physical Therapy from the Institute of Physical Therapy in St. Augustine, Florida, and a Bachelor of Science in Biological Sciences and Exercise Physiology from the University of California, Davis.

Ms. Donna Kennedy

Ms. Donna Kennedy is the Economic Development Director for the City of Tempe, overseeing business attraction, business retention and expansion programs. Ms. Kennedy’s career includes experience in both urban planning and economic development. She has experience within Metropolitan Phoenix in the Town of Buckeye, where she solidified the entitlement for the Verrado Master Planned Community along with many other Master Planned Developments, which in turn assisted the Town with rapid growth and development. Ms. Kennedy next served as the Senior Planner/Hearing Officer for the City of Phoenix. Thereafter, she transitioned to managing economic development and redevelopment projects for the City of Phoenix, most notably the Phoenix Biomedical Campus that set the “Education” tone for downtown development housing for Arizona State University, the University of Arizona and Northern Arizona University programs. Ms. Kennedy has also taught an Urban Design Capstone Studio class at ASU for three years. Ms. Kennedy has a Master of Urban and Environmental Planning and a bachelor’s in Urban Planning from Arizona State University.

Ms. Christine Mackay

Ms. Christine Mackay was named Community and Economic Development Director with the City of Phoenix in August 2014. She is responsible for leading the Business Development Team, including the areas of business attraction, business retention and expansion, small business and entrepreneurial efforts, downtown development, international, retail and workforce development. During the past five years, she has helped locate or expand more than 150 companies into the region, brought 22,000 jobs, added nearly 3 million square feet to the industrial/office base and brought more than $6 billion in capital investment into the community. Prior to coming to Phoenix, she was with the city
of Chandler for 16 years as a member of the Economic Development Team, serving as the Economic Development Director from 2008-2014. In 2007, Christine was named the “Economic Developer of the Year, Large Community” by the Arizona Association for Economic Development (AAED). In 2010, she was named “Leader of the Year in Economic Development - Public Policy” by the Arizona Capital Times, and in 2011 she was named “Industry Leader of the Year – Economic Development” by Arizona Commercial Real Estate and in 2012 she was named “One of the 50 Most Influential Women in Arizona.”

Ms. Alicia Marseille

Ms. Alicia Marseille is the director of the newly established RISN Incubator, an innovation and enterprise startup accelerator within the Resource Innovation and Solutions Network, or RISN. She is a highly skilled business analyst and consultant with over 10 years of experience nationally and internationally in a variety of fields, including but not limited to: public/private partnerships, identifying opportunities and trends, logistic solutions; and growth strategies. Prior to joining ASU, Ms. Marseille was the director of Arizona Women’s Education and Employment, a U.S. Small Business Administration’s Women’s Business Center. She was also a business analyst at the Arizona Small Business Development Center where she established strategic partnerships with government, community organizations and banks to create economic impact. She currently serves on the Metro Phoenix Export Alliance Advisory Board and Arizona State University’s Technology and Entrepreneurship Management Advisory Board. Ms. Spencer has an MBA from Grand Canyon University and a Bachelor of Arts in Interdisciplinary Studies (Western College Program) from Miami University of Ohio.

Mr. Micah Miranda

Mr. Micah Miranda is the City of Chandler Economic Development Director. He leads Chandler’s economic development division whose focus is to enhance a thriving and successful local economy through business attraction, retention, entrepreneurial development, innovation and tourism. Chandler’s long history of embracing the entrepreneurial spirit and large concentration of “idea industry” workers makes the City a destination for leading-edge companies and innovative thinkers in the manufacturing, technology, financial and business services sectors. Mr. Miranda works closely with the Mayor, City Council, City Manager and staff from city departments to facilitate economic development projects that enrich the business-operating environment. Mr. Miranda has extensive experience in municipal and state economic development organizations as a leader, manager and professional. Prior to joining the City of Chandler in 2014, he was the City of Maricopa Economic Development Director and worked as a Business Attraction Manager at the Arizona Department of Commerce. He also worked for the City of Tempe and City of Mesa economic development offices for a combined seven years. Mr. Miranda is a proud University of Arizona graduate.

Mr. Bernard Moon

Mr. Bernard Moon is Co-founder of SparkLabs Group, which is comprised of SparkLabs Accelerator, Asia’s premier accelerator network, with operations in South Korea, China, Hong Kong and Taiwan; SparkLabs Global Ventures, a global seed-stage fund; SparkLabs Capital, a late stage investment vehicle, and SparkLabs Ventures, a new early-stage fund for South Korea. Mr. Moon was previously Co-founder & CEO of Vidquik, a web conferencing & sales solutions platform, and continues to serve as an advisor and board director. He has also served as the Managing Director of the Lunsford Group, which is a private investment firm consisting of entities in technology, health care, and real estate as well as serving as the co-founder and VP of Business Development at GoingOn Networks, a social media platform for companies. Mr. Moon is also a guest writer to various technology journals, such as VentureBeat, Mashable, TechCrunch and ReadWriteWeb. Mr. Moon holds a Master of Public Administration in Telecom and New Media Policy from Columbia University and a Bachelor of Arts in English and Psychology from the University of Wisconsin-Madison.
**CONFERENCE SPEAKERS**

**Dr. Sethuraman Panchanathan**

Dr. Sethuraman “Panch” Panchanathan leads Knowledge Enterprise Development at Arizona State University, which advances research, innovation, strategic partnerships, entrepreneurship and international development at ASU. Dr. Panchanathan was the founding director of the School of Computing and Informatics and was instrumental in founding the Biomedical Informatics Department at ASU. In 2014, Dr. Panchanathan was appointed by President Barack Obama to the U.S. National Science Board (NSB), where he is the former Chair of the Committee on Strategy. Former U.S. Secretary of Commerce Penny Pritzker appointed Dr. Panchanathan to the National Advisory Council on Innovation and Entrepreneurship (NACIE). Dr. Panchanathan holds a Ph.D. in Electrical and Computer Engineering from the University of Ottawa in Canada; an M Tech in Electrical Engineering from the Indian Institute of Technology, Madras; a BE in Electronics and Communication Engineering from the Indian Institute of Science, Bangalore; and a BS in Physics from the University of Madras in India.

**Ms. Patricia Reiter**

Ms. Patricia Reiter is the Executive Director of the Rob and Melani Walton Sustainability Solutions Initiatives at Arizona State University. Since 2012, the Walton Initiatives have evolved into seven programs with a combined budget of over $38M under Ms. Reiter’s leadership. The hallmark program, the Walton Global Sustainability Solutions Service, creates teams comprised of faculty, practitioners and students that solved sustainability challenges through 89 projects based in nine countries on five continents. Ms. Reiter has led the implementation of three unique education programs: the Executive Master of Sustainability Leadership program, designed by professionals for professionals, which now has over 100 alumni and current students equipped to lead change within their industries; the Global Sustainability Studies classes, which have allowed 534 students to work in 20 countries; the Sustainability Fellowship program, which has engaged 33 high level practitioners and visiting scholars to explore new approaches to sustainability challenges. Since 2005, Ms. Reiter has held various leadership roles at ASU with the ASU Foundation and the Julie Ann Wrigley Global Institute of Sustainability. Ms. Reiter holds a bachelor’s degree in Fine Arts and Architecture from the University of Tennessee and an MBA from Simmons Graduate School of Business in Boston.

**Ms. Kimberly Roland**

Ms. Kimberly Roland is the Director of Entrepreneur Programs for Better Business Bureau serving the Pacific Southwest (BBB). Ms. Roland is responsible for the design and implementation of entrepreneur programming at BBB, including the development of new services for both accredited businesses and small business startups. Prior to joining the BBB, she served as the Manager of Partner Relations in Entrepreneur + Innovation at ASU, where she managed programs and external partnerships in the greater business and startup community. Ms. Roland also serves on the Young Nonprofit Professional Network Phoenix Board of Directors and the Arizona Technology Council Startup & Entrepreneurship Committee, in addition to being the City Organizer for the House of Genius Phoenix Chapter. She earned a Master of Arts in Social Justice and Human Rights with a Certificate in Nonprofit Leadership Management from Arizona State University and a Bachelor of Arts in Political Science and Humanistic Studies from Saint Mary’s College, Notre Dame.
Ms. Ginger Spencer

Ms. Ginger Spencer has 19 years of local government experience and is currently the Director of the City of Phoenix Public Works Department. As the Public Works Director, Ms. Spencer is responsible for more than 1,000 employees and manages all major programs and operations for Public Works, including administration, facilities management, fleet management and solid waste. As a member of the Ellen MacArthur Foundation’s Circular Economy 100 (CE100) group, Ms. Spencer is leading the City’s efforts to build a circular economy by achieving a 40 percent diversion from the landfill by the year 2020 and zero waste by 2050. Previously, Ms. Spencer served as the Assistant Public Works Director responsible for the Solid Waste Services program, as well as the Deputy Public Works Director for the Administrative Services Division. She has held various leadership positions and special assignments in the City, including having served as the second Director of the City’s nationally recognized Family Advocacy Center, Arts and Culture Administrator and Special Assistant to the City Manager. Ms. Spencer holds a Master of Science in Public Policy and Management from Carnegie Mellon University and a Bachelor of Arts in Spanish from Arizona State University.

Mr. Tom Spengler

Mr. Spengler is an experienced and accomplished technology entrepreneur with 18 years of experience leading high-growth, venture funded software companies. He is currently an investor and board member for multiple technology companies, and recently joined the executive team at Coplex to help non-technical industry experts start tech companies. Previously, as the founding CEO at Granicus, Mr. Spengler grew the company from inception to over 1,300 customers, becoming the market leader in cloud software for government. In addition, Mr. Spengler is an industry thought leader speaking at more than 100 conferences. Mr. Anderson is a graduate of Cal Polytechnic University – San Luis Obispo.

Ms. Diana Vowels

Ms. Diana Vowels is General Manager for Galvanize Phoenix. Galvanize is a dynamic learning community for technology, bringing industry and education together in eight urban campuses across the U.S. Galvanize offers programs in web development and data science, and serves entrepreneurs to grow and scale their companies. The Phoenix campus is now home to more than 112 companies, 300 entrepreneurs and 50 students. Ms. Vowels is a strategic sales and operations leader with experience spanning various roles in the tech, healthcare and media sectors. She came to Phoenix as a media executive at Republic Media. Thereafter, she led the Arizona team at Groupon to launch a 150-person team at ASU Skysong in 2015. Ms. Vowels holds a Bachelor of Arts in Journalism and Advertising from the University of Missouri.
The Sultan Qaboos Cultural Center is dedicated to educating the peoples of America and Oman about the breadth and richness of our two cultures. The Sultan Qaboos Cultural Center promotes mutual respect and understanding between our nations and strives to educate a new generation of culturally sensitive and knowledgeable citizens in each society. Through outreach programs, lectures, an information-rich website, educational resources and cultural partnerships, Sultan Qaboos Cultural Center brings the culture, history and heritage of our nations to audiences in the US and abroad.

Arizona State University has developed a new model for the American Research University, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.