Are you an alum, faculty member or current student who is part of a startup that is looking for venture capital?

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Jim Cohen ’86
Jim@FitzGate.com

Mark Poag ’93
Mark@FitzGate.com
At this inaugural conference, entrepreneurially-minded alumni and their guests will be inspired by and will network with students, fellow alumni, and professors across the spectrum of tech, life sciences, social, arts and sports enterprises.

TABLE OF CONTENTS

2 Thursday Agenda
4 Visual Presentation of New Princeton Innovation Center
5 Pitchfest (First and Second Sessions)
6 Feature Speaker: Anna Protopapas ’86
7 Presentation and Networking Reception by Career Services

3 Friday Agenda
8 Entrepreneurial Class #1: Kef Kasdin ’85 S85 P14
9 Social Entrepreneurship Panel Discussion
11 Entrepreneurial Class #2: David Miller
12 Feature Speaker #1: Tom Leighton ’78
13 Feature Speaker #2: Steve Papa ’94
14 Feature Speaker #3: Nick Leschly ’94
15 Entrepreneurial Class #3: Chris Kuenne ’85 P17
16 Feature Speaker #4: José Mateo ’74
17 Visual Overview of New Lewis Arts Complex
18 Investment Trends Panel Discussion
20 Sports Enterprise Panel Discussion

IBC More About PEC

Transportation to Harvard Stadium

after the conference, join us for more
Tigers Tackle Harvard weekend activities

Visit us at entrepreneurs.princeton.edu

Anne-Marie Maman ’84
Executive Director
Princeton Entrepreneurship Council
4:30 Check-In and Optional Tours of LabCentral
designed to launch next-gen biotech startups

5:30 Welcome and Overview
Don Seitz '79 P10, Alumni Engagement and Outreach
Princeton Entrepreneurship Council

5:35 Visual Presentation of New Princeton Innovation Center biolabs
Anne-Marie Maman ’84, Executive Director
Princeton Entrepreneurship Council

5:40 Pitchfest (First Session)
featuring founders of Princeton-affiliated startups

6:05 Feature Speaker, “From Startup to IPO in Five Years”
Anna Protopapas ’86, President & CEO, Mersana Therapeutics

6:30 Pitchfest (Second Session)
featuring founders of Princeton-affiliated startups

6:55 Presentation, “Reimagining Career Services & Support for Entrepreneurs”
Evangeline Kubu, Interim Executive Director
Princeton University Career Services

7:15 Opening Night Networking Reception
Sponsored by Career Services

8:30 Conclusion of Evening Program

Learn more about Entrepreneurship the Princeton Way on the inside back cover
entrepreneurs.princeton.edu
8:00 Welcome and Overview
Don Seitz ’79 P10 and Anne-Marie Maman ’84
Princeton Entrepreneurship Council

8:15 Class #1: Entrepreneurial Case Study
Kef Kasdin ’85 S85 P14, Executive Director, Princeton AlumniCorps

9:00 Social Entrepreneurship Panel Discussion
Moderated by Jose Alvarez ’85 S85 P14, Senior Lecturer, Harvard Business School
Doug Borchard ’82 S83 P11, Managing Director, New Profit, Inc.
James Burgess ’09, Co-Founder, OpenBiome
Stig Leschly ’92 S92, CEO, Match Education
Steph Speirs *14, Co-Founder, Solstice Initiative

10:10 Class #2: How to Succeed Without Selling Your Soul
David Miller, Ph.D., Director, Princeton University Faith & Work Initiative

11:00 Feature Speaker, “Sustaining an Innovative Culture”
Dr. Tom Leighton ’78, CEO, Akamai Technologies

12:30 Feature Speaker, “Scaling Technology Innovation and Commercialization”
Steve Papa ’94, Founder, Parallel Wireless

1:00 Feature Speaker, “Biotech Startup Land - Wild Ride Guaranteed”
Nick Leschly ’94, Chief Bluebird, bluebird bio

1:30 Class #3: Startup Leader Characteristics
Chris Kuenne ’85 P17, Founder & Managing Director, Rosemark Smart Capital
featuring Katherine Hays ’98, CEO, Vivoom

2:15 Afternoon Break

2:35 Feature Speaker, “Realizing Dance’s Untapped Potential”
José Mateo ’74, Founder and Artistic Director, José Mateo Ballet Theatre

3:05 Visual Overview of the New Lewis Arts Complex
Angel Gardner, Assistant Director, External Affairs, Lewis Center for the Arts

3:15 Investment Trends Panel Discussion
Moderated by Tony Williams, New Ventures Associate, Princeton University Office of Technology Licensing
Graham Brooks ’98, Partner, .406 Ventures
Laurence Latimer *01, Head of Ventures, IEX Group
Kush Parmar ’02, Partner, 5AM Ventures
Dianna Raedle ’84, Founder and CEO, Deer Isle Group

4:00 Sports Entrepreneurship Panel Discussion
Moderated by Mollie Marcoux Samaan ’91, Ford Family Director of Athletics, Princeton University
Matt Henshon ’91, Founding Partner, Henshon Klein LLP
Dave Sertich ’03, Director, Kraft Analytics Group

Conclusion of Conference Program 4:40

Transportation to Harvard Stadium
Tigers Tackle Harvard activities including PANE Tiger Tent and 114th Princeton-Harvard Football Game
A new facility, the Princeton Innovation Center biolabs, will provide incubation space for startup companies formed by faculty, students and alumni, as well as the wider New Jersey community. Located at Princeton Forrestal Center, about three miles from campus, the 31,000-square foot space will offer shared wet lab space for chemical, biological and pharmaceutical development and shared dry lab space for engineering development, as well as shared office and desk space for related ventures. The center will be equipped with a broad array of premium scientific equipment and will offer additional services and amenities for resident companies.

The new space is strategically designed to promote collaboration, both in formal, communitywide programming and networking events and in the daily work interaction between residents. The Princeton Innovation Center will also host regular educational programming and community networking events. Look for seminar series on topics ranging from new technologies to commercialization strategies, venture funding, grant writing and more. Take advantage of networking and social events to meet academic researchers, local members of the innovation community, and scientific and business leaders. This is the newest effort by Princeton University to promote innovation and to support and grow the regional entrepreneurial ecosystem. The facilities will be managed by Biolabs, a Cambridge-based professional lab management company.

To discuss the application process and sponsorship opportunities, or for more information, contact

Anne-Marie Maman
Executive Director, Princeton Entrepreneurship Council
amaman@princeton.edu

Content adapted from Celebrate Princeton Invention 2017 Brochure, Office of the Dean for Research
THURSDAY AGENDA

Pitchfest (First Session)

TAKACHAR
Kevin Kung '08
takachar.strikingly.com

MAGPIE
Damjan Korac '13
discovermagpie.com

RECENSA THERAPEUTICS
Matt Handel '87
recensatherapeutics.com

CORTICO
Eugene Yi '08
cortico.ai

Pitchfest (Second Session)

JORO
J. Cressica Brazier '00 and Sanchali Pal '12
joro.tech

WHITE MOUNTAIN PHARMA
Thomas Robinson '68
whitemountainpharma.org

AUTONOMOUS MARINE SYSTEMS
Eamon Carrig '05
automarine.sys

SKEDADDLE
Brad Werntz '10
letskedaddle.com
Feature Speaker, “From Startup to IPO in Five Years”

ANNA PROTOPAPAS ’86
President and CEO
Mersana Therapeutics

Anna Protopapas has served as Mersana Therapeutics’ President and Chief Executive Officer and as a director since March 2015. Prior to joining Mersana, from October 2010 to October 2014, Ms. Protopopas served as a member of the Executive Committee of Takeda Pharmaceutical Company Limited, a global pharmaceutical company, and held various senior management positions at the company, including serving as President of Millennium Pharmaceuticals, a wholly owned subsidiary of Takeda focused on oncology, where she was responsible for leading Takeda’s oncology business, and Executive Vice President of Global Business Development, where she was responsible for global acquisitions, partnering, licensing and venture investing.

From October 1997 to October 2010, Ms. Protopopas served in various positions at Millennium, including as the Senior Vice President of Strategy and Business Development and a member of the Executive Committee, where she led the company’s business development initiatives. Ms. Protopopas has served on the board of directors of Bioverativ since February 2017. Previously she served on the board of directors for Ariad Pharmaceuticals from May 2015 until the sale of the company in January 2017 and served as the Chair of the Compensation Committee beginning in February 2016.

She received a bachelor’s degree in science and engineering from Princeton University, a master’s in chemical engineering practice from the Massachusetts Institute of Technology and an M.B.A. from Stanford Graduate School of Business.
THURSDAY AGENDA

Presentation, “Reimagining Career Services and Support for Entrepreneurs”

EVANGELINE KUBU
Interim Executive Director
Princeton University Career Services

Evangeline “Eva” Kubu is the Interim Executive Director of Princeton University Career Services, where she provides strategic vision and leadership to ensure a transformative career center experience that prepares Princeton students to pursue meaningful careers and lives of purpose.

A passionate “intrapreneur,” Eva has earned multiple awards for innovation within the career services field and was an early adopter of social media for constituent engagement and community building. She and her team are currently developing a social platform to connect students with the broader “Tiger Career Community” of alumni, faculty, staff, parents and employers who can serve as mentors and advocates in the career exploration process.

Eva holds a Bachelor of Arts degree in psychology from Rutgers University, a specialized MBA certificate in social media marketing from Rutgers University, and a Master of Science in higher education administration from Drexel University.

Opening Night Networking Reception

Sponsored by CAREER SERVICES
AT PRINCETON UNIVERSITY
KEF KASDIN '85 S85 P14
Executive Director
Princeton AlumniCorps

Kef Kasdin teaches the introductory Foundations of Entrepreneurship course, EGR 201, through the Keller Center at Princeton University. She is also the Executive Director of Princeton AlumniCorps which mobilizes people, organizations, and networks for public good.

She started out as a management consultant at what was then Booz, Allen & Hamilton, working on operations, manufacturing and then marketing assignments. She joined 3Com Corporation as a product manager, then was promoted to lead the product management and marketing functions; she became general manager of a $1B division and then the first Executive in Residence, Office of the Chairman. In several of these roles she led key intrapreneurship initiatives. She was an independent consultant to several startups in communications after moving back to Princeton in 1999. From 2003 to 2015 Kef led Battelle Ventures’ investments in cleantech and started several companies based on Department of Energy Lab technologies.

Kef received her BSE degree with highest honors from Princeton in 1985 in what is now ORFE, with a certificate in Science and Policy from the Woodrow Wilson School; and an MBA from Stanford’s Graduate School of Business in 1989.

entrepreneurs.princeton.edu
Social Entrepreneurship Panel Discussion

JOSE ALVAREZ '85 S85 P14, Moderator
Senior Lecturer of Business Administration
Harvard Business School

José Alvarez was President and Chief Executive Officer of Stop & Shop/Giant-Landover from April 2006 through July 2008. He joined Stop and Shop, a subsidiary of Royal Ahold NV, in 2001. Prior to his tenure as President and CEO, he was Executive Vice President of Supply Chain and Logistics for the company. He also served as the Senior Vice President Logistics and Vice President of Strategic Initiatives.

Mr. Alvarez has almost 20 years experience in the supermarket industry and has held management positions in a variety of functional areas. Before joining Stop & Shop in 2001, he worked with Shaw’s Supermarkets, where his positions included Vice President of Grocery Merchandising.

He also worked at American Stores Company and its subsidiary Jewel Food Stores, where his posts included Director of Market Research, Category Manager - Produce, store management positions and assignments in developing strategic initiatives. Mr. Alvarez currently serves on the board of directors for United Rentals, the TJX Companies, and Digital Lumens.

He holds an AB degree from Princeton University and an MBA from the University of Chicago. He is also a member of the Board of Trustees at Princeton University.

Panelist:
DOUG BORCHARD ’82 S82 P11
Managing Director
New Profit, Inc.

Doug is a Managing Partner and COO at New Profit, a social investment firm based in Cambridge, MA. Doug oversees day-to-day operations of the firm, and works closely with several of New Profit’s portfolio organizations. During his twelve years on New Profit’s senior management team, Doug has led the firm’s investments in KIPP, iMentor, Achievement First, New Classrooms, UnboundEd, Leading Educators, Power My Learning, Year Up, and BELL; he helped launch the Pathways Fund – a portfolio funded by the federal Social Innovation Fund and focused on college success and workforce access. Prior to New Profit, Doug was an accomplished entrepreneur and senior executive in both the nonprofit and for-profit sectors, including Vice President of Prospecting Solutions at Dun & Bradstreet, a leading global provider of business information.

Doug graduated from Princeton with a BS in engineering, and he received an MBA from the Stanford Business School, where he was an Arjay Miller Scholar.
FRIDAY AGENDA  

Social Entrepreneurship Panel Discussion

Panelist: JAMES BURGESS ’09  
Co-Founder, OpenBiome

James Burgess is the Executive Director and Co-Founder of OpenBiome, a non-profit stool bank and research institute focused on enabling access to fecal transplant therapies for C. difficile patients and catalyzing research in the human microbiome. James has overseen the growth and development of OpenBiome from the corner of a lab at MIT to a large-scale operation providing 1,000 treatments per month across the country and enabling dozens of clinical trials. James is also a Co-Founder of Finch Therapeutics, a commercial spin-out from OpenBiome focused on the development of microbiome therapeutics and has deep expertise in developing non-profit/for-profit partnerships, licensing agreements, and hybrid business models.

Prior to launching OpenBiome, James worked at the Bill & Melinda Gates Foundation and at Bain & Company.

James has a BA in Mathematics at Princeton University and completed one lonely semester of an MBA at MIT Sloan before dropping out to launch OpenBiome.

Panelist: STIG LESCHLY ’92 S92  
CEO, Match Education

Stig Leschly is the CEO of Match Education, a national education nonprofit based in Boston. Match Education operates college-preparatory charter schools for low-income students, runs a lone-standing graduate school of education that trains teachers for careers in high-poverty schools, and pursues other innovative work related to urban school reform. Before his work at Match Education, Mr. Leschly was the founder and CEO of the Newark Charter School Fund, a foundation focused on school reform in Newark, NJ. Before that, Mr. Leschly was a lecturer at Harvard Business School, where his teaching and research focused on entrepreneurship and education reform. In the late 1990s, Mr. Leschly was the CEO and founder of Exchange.com, an early competitor to eBay that was acquired in 1999 by Amazon.com.

He holds a BA in comparative literature (summa cum laude, Phi Beta Kappa) from Princeton, a JD from Harvard Law School, and an MBA from Harvard Business School.

Panelist: STEPH SPEIRS *14  
Co-Founder, Solstice Initiative

Steph is a Co-Founder and the CEO of Solstice Initiative, responsible for external engagement and partnerships, marketing and communications, raising capital, and expansion for the organization. Steph is a social entrepreneur and community builder with operational experience in the U.S., Middle East, and South Asia. She was selected as an Echoing Green Climate Fellow, a Global Good Fund Fellow, a Grist 50 Fixer, a Kia Revisionary, and an Acumen Global Fellow, all of which recognize emerging leaders in social enterprise. She previously led sales and marketing innovation initiatives at d.light India, a solar products company powering areas without reliable electricity; spearheaded Acumen’s renewable energy sector investment strategy in Pakistan; developed Middle East policy as the youngest Director at the White House National Security Council; and managed field operations in seven states for the first Obama presidential campaign.

She holds a BA from Yale, a Master in Public Affairs (MPA) with distinction from Princeton, and an MBA from MIT, where she earned a certificate in Entrepreneurship and Innovation.
FRIDAY AGENDA

Class #2: How to Succeed Without Selling Your Soul
from REL219 Business Ethics

DAVID MILLER, PhD
Director
Princeton University Faith & Work Initiative

David brings an unusual “bilingual” perspective to the classroom and the boardroom. Before receiving his Ph.D. in ethics and joining the faculty at Princeton University, he spent 16 years in senior executive positions in international business and finance, including eight years in London.

David is the Director of the Princeton University Faith & Work Initiative, a Lecturer in the Religious Studies Department, and a Professional Specialist in Ethics. In addition to his research, teaching, and programs, he also serves as an advisor to corporate CEOs and senior executives on ethics, values-based leadership, culture change, and the role of faith at work. As a thought leader, many business executives seek his counsel, and scholars, religious organizations, and the media seek his views.

Prior to academia, David lived and worked in London, England for eight years, where he was a partner in a private equity firm that specialized in international investment management, corporate finance, and mergers and acquisitions. Before that he was a senior executive and director of the securities services and global custody division of HSBC Group, having held the same position at Midland Bank plc before its acquisition by HSBC. He moved to London as the managing director of the European operations of State Street Bank & Trust, a leading US securities services bank. He started his management career in the U.S., working for IBM for eight years in a variety of sales and marketing management positions. David speaks German, having lived and worked in Germany. He is a graduate of Bucknell University.

After his corporate experience, he entered academia, receiving his M.Div. and a Ph.D. in ethics from Princeton Theological Seminary. Before joining the faculty at Princeton University in 2008, he taught for five years at Yale Divinity School and Yale School of Management, also serving as the Executive Director of the Yale Center for Faith & Culture.

Feature Speaker, “Sustaining an Innovative Culture”

Dr. TOM LEIGHTON ’78
CEO
Akamai Technologies

Dr. Tom Leighton co-founded Akamai Technologies in 1998 and served as Akamai’s Chief Scientist until he became CEO in 2013. Under Dr. Leighton’s leadership, Akamai has evolved from its origins as a Content Delivery Network (CDN) into one of the most essential and trusted cloud delivery and cybersecurity platforms, upon which many of the world’s best brands and enterprises build and secure their digital experiences. During his initial four years as CEO, Akamai’s revenue and profit grew by 70%, and annual revenue from Akamai’s security business grew 15-fold to more than $400 million per year.

Dr. Leighton holds more than 50 patents involving content delivery, Internet protocols, algorithms for networks, cryptography and digital rights management. He was inducted into the National Inventors Hall of Fame in 2017 for his inventions in content delivery.

Dr. Leighton has served on numerous government, industry and academic advisory panels. He is one of nine CEOs who make up the Technology CEO Council, the information technology industry’s leading CEO advocacy organization. And he was one of 18 CEOs invited to the White House in 2017 for the launch of the American Technology Council to develop solutions to modernize and secure the U.S. government’s IT systems. From 2003 to 2005, he served on the President’s Information Technology Advisory Committee and chaired its Subcommittee on Cybersecurity.

Dr. Leighton has been personally committed to increasing the pipeline of students pursuing STEM careers for over thirty years, first as a mathematics professor at MIT and now through his leadership at Akamai. He is a strong supporter of the Akamai Foundation, which promotes mathematics education, and he oversaw the creation of the Akamai Technical Academy, an innovative program developed in-house and aimed at training diverse non-technical professionals for technical careers.

Dr. Leighton graduated summa cum laude from Princeton University with a BSE in Electrical Engineering and Computer Science. He received his PhD in Applied Mathematics from MIT.
FRIDAY AGENDA

Feature Speaker, “Scaling Technology Innovation and Commercialization”

STEVE PAPA ’94
Founder and Chairman
Parallel Wireless

Steve Papa is a founder and CEO of Parallel Wireless, working to ensure that 5G will include 4 billion unconnected people by making any G cellular as easy to deploy and maintain as Wi-Fi. Steve is also an active founder, investor, board member and mentor sponsoring the creation of a wide variety of tech companies in software, mobile, and telecommunications. Examples include: Toast – serves the restaurant market and is one of the fastest growing SAAS companies in the country with backing from Google; Desktop Metal – revolutionizing 3D metal printing for prototypes and production with backing by BMW; Kandou – enabling the next generation of high-speed computing interfaces for the world’s largest computing companies; Clear Ballot Group – solving the voting recount problem in the USA; Innophase – solving the energy efficiency radio challenges in IoT and 5G; Shoobx – building better governance for private companies by automating the nexus of legal, financing, and employee relationships, and many more.

Steve founded the enterprise software company Endeca in 1999 and was its CEO until it was Oracle’s 6th largest acquisition ever (reported at $1.1 billion on announcement in 2011). Endeca pioneered Guided Navigation, one of the leading search innovations of the decade, and made it an industry standard online. Endeca was named the fastest growing private company in Massachusetts by the Boston Business Journal and recognized as one of the winners of the E&Y Entrepreneur of the Year awards program.

Prior to Endeca, Steve was a part of the original Akamai team, a member of the early team at Inktomi in charge of creating the company’s infrastructure caching business, and worked at Teradata while part of AT&T/NCR, and also at Venrock, the Rockefeller Family’s venture capital arm.

Steve holds an MBA from Harvard and a BS in Operations Research and Economics from Princeton. He is an advisory board member for the Arthur Rock Center for Entrepreneurship at Harvard and Keller Entrepreneurship Center at Princeton.
Feature Speaker, “Biotech Startup Land – Wild Ride Guaranteed”

NICK LESCHLY ’94
Chief Bluebird
bluebird bio

Nick Leschly has served as CEO of bluebird bio since September 2010. Formerly, Nick was a partner and founding member of Third Rock Ventures. Nick played an integral role in the overall formation, development and business strategy of several of Third Rock’s portfolio companies, including Agios Pharmaceuticals, Inc. and Edimer Pharmaceuticals, Inc.

Prior to joining Third Rock, he worked at Millennium Pharmaceuticals, leading several early-stage drug development programs and served as the product leader for VELCADE. Nick also founded and served as chief executive officer of MedXtend Corporation.

He received his BS in molecular biology from Princeton University and his MBA from Wharton Business School. He currently serves as a board member of the Biotechnology Innovation Organization (BIO), Synlogic and Proclara Biosciences.
CHRIS KUENNE ’85 P17
Founder and Managing Director
Rosemark Smart Capital

Chris Kuenne, founder of Rosetta and Rosemark Capital, is a highly successful entrepreneur, member of Princeton University’s faculty and growth capital investor. For more than 30 years he has been fascinated by the question of what motivates people to act as they do in a commercial context. He has devoted his career to translating insights about customer motivation into personalized sales and marketing techniques that accelerate enterprise growth.

He is now focused, with his colleagues at Rosemark, on applying these growth techniques to investments in partnership with leading private equity firms. He published a book entitled, Built For Growth, with John Danner, a fellow lecturer at the Keller Center, on how the Personality of the Founder defines and shapes how new ventures grow and scale. Chris is a frequent speaker to various business leadership audiences, including the Young President’s Organization (YPO), venture capital associations, in addition to the American Council for Growth (ACG) and the CFO Roundtable, among many others. He is an active contributor to Forbes and a range of other leading industry magazines and journals such as Advertising Age, Banking Strategies and Pharmaceutical Executive. He has also appeared on CNBC Street Signs, Forbes podcasts and other media outlets.

Prior to founding Rosetta, Chris co-led the retail marketing practice at First Manhattan Consulting Group, following 10 years in marketing management at Johnson & Johnson, where he led the Band Aid® and Tylenol® brand franchises. Chris serves on various corporate and nonprofit boards.

He received his MBA with Honors from Harvard Business School, and his BA from Princeton.

Featuring:

KATHERINE HAYS ’98
CEO, Vivoom

Katherine Hays is co-founder and CEO of Vivoom, a first-of-its-kind white-label technology solution used by the world’s leading brands to create interactive product experiences that engage fans across social platforms and apps. Along with CTO Clay Webster, she founded the company in July 2014 based on two emerging trends: the rapid decline in the effectiveness of simply buying audiences and the explosion of social sharing about product and brand experiences. Prior to Vivoom, Katherine was CEO of GenArts, Inc (acquired by Boris FX) and the co-founder and COO of in-game advertising company Massive, Inc (acquired by Microsoft). She is the author of a half dozen technical patents.

Named as one of MobileMarketer’s Mobile Women to Watch 2017, Katherine was featured in The New York Times’ weekly “Corner Office” column and in Adam Bryant’s 2014 book “Quick and Nimble: Lessons from Leading CEOs on How to Create a Culture of Innovation.” She was also named a Woman to Watch by Mass High Tech in 2012 and won “Best Executive” at the Stevie Awards for Women in Business in 2011.
FRIDAY AGENDA  

Feature Speaker, “Realizing Dance’s Untapped Potential”

JOSÉ MATEO ’74  
Founder and Artistic Director  
José Mateo Ballet Theatre

Cuban-born José Mateo is the recipient of the Massachusetts Cultural Council’s 2017/18 Commonwealth Award for Achievement – the state’s highest honor in the arts, sciences and humanities. He is the Founder and Artistic Director of José Mateo Ballet Theatre, one of America’s leading producers of new ballets, and the area’s most innovative school for quality ballet training.

For over 30 years José Mateo Ballet Theatre’s highly acclaimed Company has presented repertory work representing Mateo’s artistic achievement in choreography. The School offers an innovative model for a high-quality academy with a humanistic approach to ballet training that fosters diversity and inclusion.

Mateo is also widely respected for his civic contribution as innovator of community programs that broaden the reach of ballet and make dance an effective community building force. He is the originator of Dance for World Community, a project that creates local and global networks to expand the role of dance in communities locally and beyond. He is the producing director of the project’s Annual Festival that “celebrates the power of dance to create social change”. The DWC Festival presents upwards of 80 local performance groups, provides free classes in diverse dance forms, and features numerous social service agencies doing advocacy around diverse civic, environmental and social issues.

He holds a BA in Art History from Princeton where he began his formal training in ballet and modern techniques. After a New York-based career as a dancer, Mateo moved to Boston where he worked as an administrator at Harvard University’s Fogg Art Museum and quickly gained a reputation as a teacher and choreographer. He currently serves on the Boards of Friends of Caritas Cubana, MASSCreative and Friends of Cambridge Rindge and Latin School; and is the Treasurer of the Cambridge Arts Council Fund.
Visual Overview of New Lewis Arts Complex

ANGEL GARDNER
Assistant Director, External Affairs
Princeton University Lewis Center for the Arts

Angel Gardner is Director of External Affairs for Princeton University’s Lewis Center for the Arts, developing initiatives that engage alumni with its academic programs and the Princeton community. Prior to Princeton, she served nine years as Director of Communications for National Dance Institute in New York City, the celebrated arts education non-profit founded by ballet legend Jacques d’Amboise.

As an arts administrator and producer, she has worked for many notable artists and organizations including Brooklyn Academy of Music, Michael Baryshnikov’s White Oak Dance Project, STREB, Batsheva Dance Company, Theater Communications Group, New Federal Theatre, Mass MoCA and the New Haven International Festival of Arts & Ideas. A dedicated choral music practitioner, she sings with Princeton Pro Musica and serves on the Board of Directors of the Oratorio Society of New York.

Angel holds a BA in Art from Goshen College and an MFA in Theater Management from Yale School of Drama.
FRIDAY AGENDA

Investment Trends Panel Discussion

TONY WILLIAMS, PhD
New Ventures Associate
Princeton University Office of Technology Licensing

As New Ventures Associate at the Princeton University Office of Technology Licensing, Tony is responsible for the development of early-stage companies built around the world class research that is taking place at the university. He supports academic founders in all aspects of new business creation, including technology evaluation, design and execution of proof-of-concept projects, market research and engagement, entrepreneur recruitment, fundraising, investment negotiation, deal execution, IP management and administration.

After earning a PhD in chemistry from the University of Cambridge, Tony gained postdoctoral research experience in materials chemistry at the University of Edinburgh, and then at Princeton in the laboratory of Professor Robert Cava. He later earned an MBA from the University of Oxford, where he won a competitive fellowship to work for the university’s technology transfer office. Tony then spent three years on the Technology Ventures team at Imperial Innovations, the technology transfer office of Imperial College London and one of the UK’s leading investors in academic research-based startups.

Panelist:
GRAHAM BROOKS ’98
Partner,
.406 Ventures

As a recovering engineer (license to code was revoked in 2008, currently under appeal), Graham Brooks loves to geek out with techie founders. He joined .406 Ventures in 2007, after nine years of technology-oriented operating, investing and start-up experience. At .406 he focuses on early-stage investments in #BigData and #MarketingTech. Graham also runs the firm’s university outreach initiatives including the .406 #StudentFellows program.

Prior to joining the dark side, Graham was an intrapreneur with the New Ventures Group and then Business Development Manager at Bose, where, in addition to upgrading his personal audio set-up, he led the team that identified, evaluated and structured strategic investment and acquisition opportunities within the digital media and consumer products markets. Prior to being an intrapreneur, Graham co-founded Accentus, a spin-out of Dartmouth College, focused on bringing innovative solutions to the financial trading industry.

Graham is a Kauffman Fellow (Class of 2010). He received his MBA from Dartmouth’s Amos Tuck School of Business in 2002, where he was a Tuck Scholar; and an engineering degree in Computer Science from Princeton.

entrepreneurs.princeton.edu
Panelist: LAURENCE LATIMER *01
Head of Ventures, IEX Group

IEX launched the newest U.S. stock exchange with a mission to protect long term investors through simplified market structure design and cutting-edge technology. Laurence sources, structures and manages new ventures and partnerships with other innovators committed to solving challenging problems with technology solutions.

Prior to IEX, he founded LGL Growth Consulting International to help clients identify, build, and scale new business initiatives. Laurence has held positions at McKinsey & Company and SunGard, as well as senior product and business development roles at several venture-backed and bootstrapped startups. He has led growth initiatives and new market entry in the US, Asia, Latin America, and Sub Saharan Africa.

Laurence earned an MPA from the Woodrow Wilson School and is the volunteer chair of Graduate Alumni Annual Giving.

Panelist: KUSH PARMAR ’02
Managing Partner, 5AM Ventures

Kush Parmar, MD, PhD is a Managing Partner at 5AM Ventures, an early stage life science venture capital firm. Dr. Parmar serves as a Director on the Boards of Arvinas, Audentes (NASDAQ: BOLD), Homology, scPharmaceuticals and Cycloporters. He previously served as Founding CEO of Homology and Acting VP of Strategy and Corporate Development at Novira (acquired by J&J), and was Board Observer for Envoy (acquired by Takeda), Achaogen (NASDAQ: AKAO) and Pulmatrix (NASDAQ: PULM). Dr. Parmar serves on the Scientific Advisory Boards of Penn Medicine, Princeton’s Department of Molecular Biology, BioCentury and the Grace Science Foundation. He is a Fellow of the Society of Kauffman Fellows.

Prior to 5AM he was at Harvard Medical School, where he was an NIH-sponsored MD/PhD Physician Scientist Fellow. At Princeton, Dr. Parmar worked on developmental genetics with Eric F. Wieschaus. He holds an AB in Molecular Biology and Medieval Studies from Princeton, a PhD in Experimental Pathology from Harvard University and an MD from Harvard Medical School.

Panelist: DIANNA RAEDLE ’84
Founder and CEO, Deer Isle Group

Dianna Raedle is CEO/President/Founder of Deer Isle Group and is responsible for its strategic direction, investment and business development. She has over 25 years of experience in advising growth strategies/new product launches/investment products for financial institutions and companies including access to capital across the capital structure. Deer Isle advisory services and structuring capabilities have resulted in raising over $5 billion for global (including emerging markets) public and private capital strategies from institutional capital sources.

Prior to Deer Isle, Dianna co-founded Millennium Americas, an advisor to Millennium Global Investments, a ~$12 billion asset management firm, where she was a member of the Investment Committee. Dianna is currently on several boards including the board of the Harvard Business School Club of NY, and the advisory board of Coherra. She is also Board Emeritus/former co-chair of the Harvard Business School Club of NY Community Partners Consulting.

In addition, Dianna teaches a workshop on capital raising for the Keller Center for Technology and Entrepreneurship. Dianna has an MBA from Harvard Business School and a BA from Princeton.
Sports Entrepreneurship Panel Discussion

MOLLIE MARCOUX SAMAAN ’91
Ford Family Director of Athletics
Princeton University

Mollie Marcoux Samaan, one of the top female student-athletes in Princeton University history and a woman who has played an integral role in the creation and management of the sports complexes of Chelsea Piers, is in her fourth year as the University’s Ford Family Director of Athletics. During her first three years as Director of Athletics, Marcoux Samaan has overseen a department that has won 36 Ivy League championships.

Marcoux Samaan graduated from Princeton in 1991 cum laude after majoring in history and writing her thesis on the history of women in sports from 1895 to 1946. She was a two-sport varsity athlete, earning four letters each in soccer and ice hockey. As a varsity ice hockey player, she was named Ivy League rookie of the year in 1988, earned first-team all-Ivy honors four times, was named the team’s most valuable player three times, was elected team captain her senior year, was a first team all-Eastern Collegiate Athletic Conference (ECAC) selection and a member of the ECAC team of the decade, and in 1999 she was named to the Ivy League’s silver anniversary ice hockey team.

Panelist:
MATT HENSHON ’91
Founding Partner,
Henshon Klein LLP

Matt Henshon is a founding partner of Henshon Klein LLP, and during his two decades in private practice, he has represented a wide range of technology companies. He has been recognized as a ‘thought leader’ in cutting-edge areas of law including Unmanned Aerial Vehicles (UAVs, aka drones), robotics/driverless cars, virtual/augmented reality and Big Data. He is currently Chair of the ABA’s Committee on Artificial Intelligence and Robotics.


Mr. Henshon graduated from Princeton and Harvard Law School. At Princeton, he started for the basketball team that won 3 straight Ivy League titles (and was ultimately ranked as high as #18 in the country). He recently appeared in an ESPN 30-for-30 Short entitled “The Billion Dollar Game,” about the Princeton-Georgetown NCAA Tournament game in 1989.

Panelist:
DAVE SERTICH ’03
Director of Managed Services,
Kraft Analytics Group

Dave Sertich serves as Director of Managed Services for the Kraft Analytics Group (KAGR), a technology startup spun out of the Kraft Sports Group’s strategy team. KAGR offers data management, analytics, and business intelligence solutions, as well as consulting services, for clients within the sports and entertainment space. As Director of Managed Services, Dave oversees predictive analytics, CRM, database marketing, retail analysis, and market research; each of these business units revolve around the goal of using data to drive strategy. While serving a variety of external clients, the managed services team also provides services for all Kraft Sports Group properties, including the New England Patriots and New England Revolution.

Dave joined KAGR in 2015 after having served as Assistant A.D. for Business Strategy & Ticket Operations for Stanford Athletics for over four years. Dave was an economics major at Princeton who played on the water polo team.

Transportation to Harvard Stadium
Tigers Tackle Harvard activities including PANE Tiger Tent and 114th Princeton-Harvard Football Game
Princeton Entrepreneurship Council (PEC) was established in 2015 as the advisory and coordinating body on entrepreneurship programs at Princeton University. PEC works closely with existing campus organizations to enable ENTREPRENEURSHIP THE PRINCETON WAY.

ENTREPRENEURSHIP is defined at Princeton as follows: you are an entrepreneur any time you initiate transformation through risk-taking actions and value-creating organizations.

ENTREPRENEURSHIP THE PRINCETON WAY also has a specific strategic inspiration: to prepare students and faculty to achieve the highest standard of excellence of entrepreneurial activities in the nation’s service and the service of humanity.

Supported by the generosity of entrepreneurial Princeton alumni, the Alumni Entrepreneurs Fund (AEF) provides recent alumni startups up to $100,000 in matching funds, mentorship, and peer-to-peer learning opportunities throughout the year. Alumni who receive AEF support serve as mentors to students, helping to advance the University’s educational mission and cultivate its entrepreneurial ecosystem.

Since 2015, AEF has successfully invested in 24 alumni startups across a myriad of industries.

TigerTalks in the City brings the innovative research of Princeton faculty and alumni to New York City on a quarterly basis. The events feature a panel discussion on an interdisciplinary topic, followed by a networking reception for Princeton students, alumni, faculty and New Yorkers.

OfficeHours connects NYC-based Princeton alumni mentors with students and early career alumni who seek guidance on specific challenges they are facing in their entrepreneurial pursuits.

Program designed by Wright Señeres