* CEO, CFO & Board track record; strategy; corporate finance; capital raising; investments
* Demonstrated leadership success in fiscal governance; change management; M&A; startup ops
* Sector experience in financial services, software, telecommunications, media and consumer products

**CAPITAL FORMATION CONSULTANTS,** Silicon Valley, CA > 10 years: 2007-present

### Advisor to institutional investors, family offices, and alternative investment funds

## Founder & Managing Director Assist institutional investors, allocators, family offices and RIAs in accessing and evaluating alternative asset vehicles. Advise PE, VC, debt and hedge funds on structure, positioning, fundraising, and IR.

##### **HERITAGE COMMERCE CORP (NASDAQ: HTBK),** San Jose, CA 10 years: 2011-present Community focused commercial bank with approximately $4 billion in assets

##### **Member of Board of Directors**; **Chair** of Strategic Initiatives, Finance & Investment Committee; **Member** of Audit Committee.

**SAN JOSE STATE UNIVERSITY, Lucas College of Business,** San Jose, CA >10 years: 2001-present **Senior Lecturer (Adjunct Professor,) Department of Accounting & Finance, College of Business**Teach undergraduate courses in corporate finance, entrepreneurship and commercial banking. **Guest lecturer** for SJSU and Santa Clara University MBA programs, and JAMK University. **Director** of the SJSU CFO Alumni Affiliate Network. **Vice President** of Jewish Faculty & Staff Association.

## THE ANGELS’ FORUM, Palo Alto, CA 2 years: 2005-2006

### Provider of private equity investments for early stage companies

## Managing Director

Grew membership of high net worth individuals and corporate sponsors by 70%; managed screening process for > 1,000 deals per year; facilitated negotiation and closing of financings; instituted standardized term sheet and LLC structures reflecting ILPA best practices.

**SVASE (Silicon Valley Association of Startup Entrepreneurs),** Silicon Valley, CA 4 years: 2001-2004

*Nonprofit trade association supporting entrepreneurs**and the startup ecosystem*

**President & Chief Executive Officer; Member of the Board of Directors**

Turnaround CEO of long-running trade association; grew membership 250%, sponsorship 1500%; re-launched website and achieved dominant traffic rank; balanced budget, established cash reserves; developed 200+ volunteer workforce; recruited prominent Advisory Board; hosted >150 events/year.

**POWERTV, INC.,** Cupertino, CA 4 years, until acquired: 1998-2001

*World’s largest supplier of operating systems for smart TV boxes; acquired by Cisco (NASDAQ: CSCO)*

## Chief Financial Officer and Vice President, Finance, Administration & Investor Relations

Built finance, accounting, facilities, HR and recruiting functions; raised $30M in private equity; led IPO team drafting S-1 with Morgan Stanley & Goldman Sachs (IPO preempted by acquisition.)

**WHALEN & COMPANY,** Lafayette, CA 1 year, until acquired: 1997

*Project management of wireless telecomm system buildouts; acquired by Tetratech (NASDAQ: TTEK)*

## Director of Operations, Western United States, Western Canada & South America

P&L responsibility for key accounts including AT&T, Sprint, Nextel, PageNet and PageMart.

**VICARIOUS, INC.**, Redwood City, CA 3 years, until dissolved: 1994-1996

*First commercial publisher of mass market interactive news & information media on CD-ROM*

## Chief Financial Officer and Vice President, Finance & Administration

Built accounting, content licensing, rights management and HR functions; raised 2 rounds of venture capital; negotiated retail, OEM and education channel relationships for 6 published titles.

**U.S. MEDIA GROUP**, San Francisco, CA 3 years, until reorganized: 1992-1994

*Industry consortium formed to develop interactive television news network*

## Cofounder and Principal

Created business plan and secured strategic partnership commitments from HP Labs, Tribune Corporation, Newhouse Media, IBM, Tandem, Interval Research and Singapore Press Holdings.

**CHRONICLE PUBLISHING COMPANY**, San Francisco, CA 7 years: 1985-1992

*Media conglomerate with newspaper, broadcast, cable, mobile & book publishing holdings*

**Chief Financial Officer and Vice President Finance & Administration, Broadcasting Division;**

**General Manager, Cellular Communications Division**

Oversaw the finance function for operating subdivisions in three states; led corporate mergers & acquisitions, capital budgeting, and human resources. Managed the acquisition, build-out, and divestiture of a portfolio of cellular telephone license areas resulting in more than 1000% return on investment.

**DELOITTE** (formerly Touche Ross), San Francisco, CA 2 years: 1983-1985

## Senior Management Consultant

## Performed operations audits, M&A advisory work, and strategic planning for major clients including Bank of America, Norwest Bancorp, Great Western Savings, Associated Dry Goods, The Clothes Barn, Big Bear Supermarkets, the Rice Growers’ Association, and Borden Foods, among others.

**H.P. HOOD & COMPANY**, Boston, MA 2 years, prior to entering business school: 1979-1981

##### Largest manufacturer and marketer of retail and food service dairy products in New England

**Market Research Director; Product Manager, New Products**

Designed, directed and supervised primary and secondary market research activities. Led product R&D, packaging and positioning development for 5 new packaged goods and foodservice product lines.

## EDUCATION & LICENSES

## Harvard Business School, Boston, MA MBA 1983

Elected by faculty to Century Club for “Outstanding creativity, academic and leadership ability.” Recognized by HBS Alumni Association of Northern California as an “outstanding woman leader.”

**Harvard College,** Cambridge, MAAB 1979

**University of South Africa (UNISA)**, Pretoria, South Africa Doctoral Candidate “ABD”, 2014-2017

**FINRA Series 7, 65 and 79 securities license holder** (inactive).

##### **OTHER COMMUNITY AFFILIATIONS AND RECOGNITIONS**

**Current and past community affiliations:** Ellevate (100 Women in Hedge Funds: NorCal Education Committee); PEWIN (Private Equity Women Investors); Watermark (Forum for Women Entrepreneurs & Executives: member of original Board of Directors); Pets In Need (Board Chair); Travelers Aid Society of San Francisco (Treasurer); Alliance of CEOs (Director); Business Leadership Council of the San Francisco JCA; Harvard College Applicant Relations Committee.

**Speaking and recognition:** featured speaker/panelist at the Milken Global Conference; NY Association of Securities Analysts; Inc. 500 Conference; Angel Capital Association; DEMO; Association for Corporate Growth; Watermark; Astia; Financial Women’s Association; SV Forum; The Indus Entrepreneur; The African Network Convention. Interviewed by Newsweek On Air, CNET TV. Profiled in a dedicated chapter of *Women Leaders at Work* by Elizabeth Ghaffari, Apress 2011.Twice nominated one of Silicon Valley Business Journal’s “most influential women in Silicon Valley.”

**Further Academic Detail:**

Completed the following online workshops sponsored by SJSU and received Badges/Certificates in the following:

Online Teaching (summer 2020)  
QLT (Quality Learning and Teaching) (summer 2020)  
Resilient Course Design (summer 2021)

**Full Courses Taught:**

* **Fundamentals of Finance**: upper division, broad survey course required of all students in the College of Business. Typical enrollment 45 students per section.
* **Entrepreneurial Finance**: upper division requirement for Entrepreneurship majors and elective for other business majors. Typical enrollment 45 students per section.
* **New Venture Finance**: MBA program elective. Typical enrollment 25 students.
* **Commercial Banking**: upper division elective for business majors. Typical enrollment 45 students.