



## **April 24th, 2017 - Let's Talk TECH: A Conversation with LA Startup CTOs**

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### **A Joint meeting between AITP-LA and General Assembly LA**

**Date:** Monday, April 24, 2017

**Time:** 6:00pm to 8:30pm

General Assembly LA, 1530 Second Street, Santa Monica, CA 90401.

Space is Limited, Registration is required. Appetizers provided.

Meeting is FREE with pre-registration.

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Join AITP-LA, General Assembly, and the Bixel Exchange for a panel discussion highlighting insights from local CTO's, and learn how they juggle technology, teams, processes and culture.

Our distinguished panelists include the following:

- Jeff Jenson, Moderator and Seasoned IT Director
- Jay Crouch, Freelance CTO and Startup Coach
- Anthony Kelani, Technical Evangelist, Microsoft
- Barbara Bickham, CTO, CSO, Special Council DPOUSA

Each CTO will present how they've approached various challenges in building companies into successful enterprises. The discussion will include:

- Transitions in the life of a startup. Roles/ services the panelists performed in each phase
- Effective methods proven to raise funding
- The role of technology in the evolution of the company and its product – tech as enabler
- Reaching milestones, such as becoming profitable, going public in an IPO, or being acquired.
- The steps the CIOs took to get where they are as professionals; their personal evolution.

Be prepared with questions, as a Q&A session will follow the presentations.

Bring your business cards to take advantage of this major networking opportunity

**Next Events:**

Thursday May 18th: Information Security – What you need to know to Protect your Company's Assets

**Contact Info:**

AITP-LA can be accessed at [www.aitp-la.org](http://www.aitp-la.org) and the LinkedIn group is "AITP-LA"

For more information, contact Mitchell Matsumura at 310-561-0755.



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AAA Institute was founded by highly credentialed and experienced professionals, committed to providing excellent training and consulting services to industries such as IT, Healthcare, Business Management, Renewable Energy and Security.

## ABOUT OUR PANELISTS / MODERATOR

### Jeff Jenson, Moderator and Seasoned IT Director

Jeff is President of the Association of Information Technology Professionals Los Angeles chapter since 2012. He is an IT Management professional with over twenty years' experience managing technology and leading teams responsible for developing, deploying, and supporting IT technology operations both domestically and internationally.

He leads IT turn-around projects and helps companies transition their IT operations from entrepreneurial startup to professional management by implementing processes and procedures

which provide scalable foundations for growth and stability.

As IT Director at Assisted Home Health he rebuilt the corporate data center and transitioned the company from unsupported and end of life infrastructure to a current and virtualized platform.

At Act-1 Group, an international employment services and HR management company, he led teams responsible for managing the corporate IT infrastructure, branch office support, and an international expansion initiative which involved sourcing equipment and building out remote offices around the world.

As a contract management consultant and developer, he has developed and implemented many innovative custom accounting, finance and retail distribution software applications for the banking, financial services and retail distribution industries. This included developing an automated electronic funds notification system for the real estate industry which provided immediate notification of wired funds to escrow officers.

Jeff attended California State University Northridge where he received his Bachelors in Business Administration - Finance.

### **Anthony Kelani, Technical Evangelist, Microsoft**

Anthony was born and raised in Oakland, CA. He was exposed to technology at a very early age, and started building and programming his own computers by the age of 11. He went on to graduate from Viterbi School of Engineering at the University of Southern California.

With over 10 years of professional experience in full-stack software development and systems architecture, Anthony is an expert in mobile and web technologies. He is a proven leader and entrepreneur with experience as founder and CEO of his previous startup, ShowKit. At ShowKit, Anthony was selected to compete with 25 other top startups from around the world at TechCrunch Disrupt Battlefield in 2014. His pitch was judged by several big names in the tech industry including Marissa Mayer, CEO of Yahoo, and was voted as a finalist in the competition. Prior to ShowKit, Anthony served as Principal Engineer of Mobile at Northrop Grumman, where he was honored for his work developing life-saving mobile situational awareness software for the US Department of Defense. Anthony also served as Head of Engineering at Curious Minds, managing a team in developing several mobile products.

Today Anthony is Lead Technical Evangelist on the Microsoft Startup team. He advises and works on projects with startups from the top startup accelerators in the country (Mucker Lab, Amplify, Techstars, 500 Startups, YC, etc). He is a strong advocate for diversity in tech and recently met with lawmakers in DC to spur support for tech inclusion and entrepreneurial success. Anthony is also a member of Alpha Phi Alpha Fraternity Inc. and a mentor for CodeTruck and Black Girls Code.

## **Jay Crouch, Freelance CTO and Startup Coach**

Jay creates products that investors and users love. And, unlike most techies, he understands how to work with people and build teams. He's founded five successful companies which have reached product-market fit, and raised millions.

He's led technical and non-technical teams as large as 45 people while experiencing everything from single founder companies to multi-billion dollar enterprises. His experience includes 15 years building web applications and distributed systems, 7 years Ruby on Rails, 8 years PHP, 3 years Delphi, 15 years Javascript.

He performs multiple roles --

ACTING CTO / CPO ..... when you need a real leader

HOURLY CTO / CPO ..... when you are frustrated with the people building your product

SUPERINTENDENT..... when you want someone to spec a project and manage contractors

EARLY STAGE COACH ..... when you have no cash

SOFTWARE DEVELOPMENT ... when you need an extra hand

He built APIs for The Honest Company to power five clients (native mobile and Angular) across two Business Units at high scale. Honest Company has a \$2 Billion market cap - the fastest growing startup in recent years in the Greater Los Angeles area.

He worked with IBM Watson to create a messaging bot for the hospitality industry. He secured one of the first Pilot programs and integrated the Watson AI with all major Hotelier Brands (Marriott, Hilton, etc.)

Specialties: Executive and Technical Leadership, Technology Strategy and Architecture, Business and Operations Strategy, Data Architecture, User Experience/UX Architecture, Team Building and Mentoring, Product Roadmaps, and Technology Planning. Learn more at Open Source Project: [https://github.com/amazing-jay/active\\_facet](https://github.com/amazing-jay/active_facet) and on his website: [www.jaycrouch.info](http://www.jaycrouch.info)

## **Barbara Bickham, CTO / CSO / Special Council DPOUSA / Entrepreneur**

Barbara is a CTO with extensive experience in Technology, Monetization, Digital/Mobile and Entrepreneurship. Her current areas of expertise are in Internet of Things, Augmented Reality and Artificial Intelligence.

She brings the ability to bridge the gap between professionals that speak in technology terms with professionals that speak primarily in financial terms. She represents a company to investors, key clients and strategic partners.

She also has over 4 years experience preparing and evaluating companies for private equity or

venture capital financing, and she founded an investment association connecting Southern California businesses with venture funding.

She is a world-wide speaker on business, digital strategy, technology, and fund-raising.

Fun Facts:

- \* The largest team managed: 17 people.
- \* The most challenging team managed: Flexeye. UK, India, US coverage. Communication is key in any management role.
- \* Strongest languages: Java, C++, C.
- \* Track Latest technology trends: Meetup, hackathons, and classes (both peer & web based).
- \* The largest budget managed: \$5MM.
- \* Largest fund-raise for a project: \$15MM.
- \* Latest Award: Award Winning REST API for Internet of Things platform, eyehubiot.com - Gartner Cool Vendor 2014.

Skills: Private Equity, Revenue Models, Business Models, Digital Strategy, Strategic Partnerships, New Business Development, Scrum, Agile processes, SDLC, Product Architecture, Engineering Management, Distributed engineering organizations, Mobile products, REST, Web Services, Java, Internet of Things, Technology Radar, Product Roadmap, iOS (Swift), Angular.js, Karma, node.js, hapi.js, lab, golang, JavaScript, REST, JSON, MongoDB, git, Kanban, Trello, Codeship, AWS, Heroku, Slack, Artificial Intelligence (AIML), twillio, python.

### **About Bixel Exchange**

Bixel Exchange is the Startup Development Program at the Los Angeles Area Chamber of Commerce. This program is part of the larger Los Angeles Regional Small Business Development Center Network, serving the startup community as the resident tech SBDC in Los Angeles, Santa Barbara and Ventura Counties.

Thanks to a partnership with the U.S. Small Business Administration and Los Angeles Regional SBDC Network, the Startup Development Program is a non-equity, no-cost mentorship program. It leverages federal and state funding to subsidize the benefits of the program. That means that its services are completely free, and it takes no payment by participating companies. The catch? There isn't.

Bixel Exchange aims to fuel entrepreneurs with the "I-wish-I'd-known" insights via specialized guidance and resources from top-notch business advisors. It is here to help drive startups to successfully launch their products and visions. Today, Bixel Exchange is focused on making LA a better place for startups to create new innovative technology.

### **About General Assembly**

General Assembly is a pioneer in education and career transformation, specializing in today's most



in-demand skills. The leading source for training, staffing, and career transitions, GA fosters a flourishing community of professionals pursuing careers they love.

What began as a co-working space in 2011 has since grown into a global learning experience with campuses in 20 cities and over 35,000 graduates worldwide.

As individuals and companies struggle to compete in an increasingly technological economy, General Assembly provides award-winning, dynamic training to close the global skills gap.

### **About AITP-LA**

Association of Information Technology Professionals LA (AITP-LA) meets in West LA with a focus on keeping members abreast of trends and best practices in managing technology, and provides strong networking opportunities.

AITP-LA is about technology – bringing experts in their field to share cutting-edge ideas with members. Helping members connect the dots, take the next steps, grow in their ability to apply technologies to competitive advantage.

AITP-LA is part of a national organization that provides leadership, professional development, certification and personal growth opportunities to IT managers and technologists. The core of the AITP experience is the chapter network, with 400 professional and student chapters throughout the country.