



ECONOMIC
DEVELOPMENT
COLLABORATIVE



Economic Development Collaborative **ADVISOR ROSTER**

The Economic Development Collaborative's Small Business Development Center serves Ventura and Santa Barbara counties in partnership with the Los Angeles Regional Small Business Development Center Network and is funded in part through a cooperative agreement with the U.S. Small Business Administration.



Bruce Stenslie

Bruce Stenslie has 30 years of experience in workforce and economic development and has served since 2007 as president and CEO of the Economic Development Collaborative. Prior to the EDC, he served as deputy director for the California Workforce Association,

workforce policy director for the City of Los Angeles, assistant director of the Ventura County Human Services Agency and executive director of the Workforce Investment Board. Stenslie is a Governor's appointee to the California Workforce Development Board and currently serves in leadership positions for several state and local organizations including the California Stewardship Network, California Statewide Certified Development Corporation, California Small Manufacturers Health and Welfare Trust, First 5 Ventura County, Ventura County P-20 Council and the Workforce Development Board of Ventura County.

Specialties: Government Relations, Capital Access, Civic Engagement, Leadership



Ray Bowman

Ray Bowman, M.S., CGBP, is the director of the Small Business Development Center of Ventura and Santa Barbara counties. He is a business veteran with more than 30 years' experience. He started three businesses, including an international trade consulting firm,

and has worked as a consultant, trainer and manager for several SBDC offices. Ray is a specialized consultant in international trade logistics, trade finance, vendor compliance, import and export compliance management, and overseas vendor and buyer issues. He has been an international and national keynote speaker and presenter in logistics infrastructure, international marketing, import and export, non-tariff trade barriers and international export economy. Ray serves as an executive education adjunct faculty member at Babson College in Massachusetts. He has a Green Belt in Lean Six Sigma and is the program chair for the District Export Council of Southern California.

Specialties: Entrepreneurship, Finance, International Business, Management & Operations



Bill Bartels

Bill Bartels, B.A., is the principal in a diversified farming/management/organizational development company generalizing in facilitation of diverse teams with divergent ideas and goals. Bill works in public policy and spent 17 years with the City of Fillmore in

various roles, concluding his tenure as deputy city manager. Bill served on the Ventura County Planning Commission for 12 years and is a fourth-generation Ventura County farmer.

Specialties: Entrepreneurship, Legal Compliance, Management & Operations, Strategic Planning



Marvin Boateng

Marvin Boateng, MPPA, has more than ten years' experience in the banking and finance industry. His areas of expertise include small business and SBA lending, financial analysis, valuation and business development.

In 2013, Marvin was recognized by the Pacific Coast Business Times "40 under 40" for his passion for public service. Before working for the EDC, Marvin was a branch manager at U.S. Bank.

Specialties: Finance & Loan Packaging, Venture Matchmaking



Clare Briglio

Clare Briglio, B.A., is a design and brand consultant. As a natural coach and advisor with a corporate background in talent acquisition, human resources and brand development, Clare brings a unique perspective that supports the growth of entrepreneurs and business

startups. Clare's breadth of experience and exposure to every facet of corporate structure gives her unique insight into developing key strategies that enable micro businesses to reach their full potential. With over 10 years of experience in the maker and art arena as a designer and business owner, her skill set includes identifying markets for the maker community and creating branding strategies to increase exposure and product strength.

Specialties: Entrepreneurship, Strategic Planning, Human Resources, Marketing & Sales, Branding & Social Media, E-commerce



Erica Bristol

Erica Bristol is an attorney and commercial mediator, specializing in intellectual property and business contracts and transactions. A graduate of UCLA School of Law, Erica served as corporate in-house counsel for over 11 years. A commercial mediator for

over seven years, Erica is the owner and principal mediator of EB Mediate, a commercial mediation service provider. She currently serves as a panel mediator for the United States District Court, Central District of California, the Santa Barbara Superior Court and the California Association of REALTORS® Buyer/Seller Mediation Program.

Specialties: Legal Compliance, Intellectual Property Protection

*Providing a pathway
to business growth,
community leadership
and economic prosperity*



Carlos Conejo

Carlos Conejo, B.A., is president of Peak Performance Seminars, Training & Consulting. A leadership and management advisor specializing in Lean and Six Sigma methodology, he is a Lean Six Sigma Master Black Belt. Carlos started his career as a product manager and sales manager for the managed health care industry, where he specialized in business turnaround. He is a published author and frequent speaker at conventions and conferences.

Specialties: Management & Operations, Strategic Planning, Six Sigma Lean Manufacturing, Bilingual in Spanish



Megan Cullen

Megan Cullen, BA, CGBP grew up in Europe and began her work in international trade processing letters of credit at a lumber exporting, woman-owned business in Portland, OR. In California, she has worked as the international sales manager for a rescue equipment

company and a scientific equipment manufacturer, managing company sales and distribution to a network of distributors worldwide selling to universities, research institutions and governmental agencies worldwide. Owner of SYV Consulting & Marketing, Cullen speaks several languages and serves as the DECSC Secretary and Vice Chair, Central Coast.

Specialties: International Business, Marketing & Sales, Proficient in Spanish, German and French



Dean Dela Cruz

Dean Dela Cruz, B.S., is a principal consultant with APBTS, a consulting firm supporting business leaders in the deployment and training of Lean Six Sigma in manufacturing and healthcare. In addition, his team of highly skilled consultants provides specialized engineering-based studies key to generating cash flow: R&D/manufacturing, software development tax credits, cost segregation and energy management.

Specialties: Six Sigma Lean Manufacturing, Management & Operations, Strategic Planning



Anthony Curtis Elliott

Anthony Curtis Elliott, B.A., CPA, is a forensic accountant and intellectual property "royalty audit" specialist who performs royalty and contract compliance and related consulting services to a broad base of companies. With more than 30 years' experience

in accounting and finance, he has held positions as accounting director and controller for both medium and large companies. In 1993, he developed a broad-based accounting and consulting practice. His corporate clients are based in the United States, Canada and Japan.

Specialties: Finance & Loan Packaging, Venture Matchmaking



Gonzalo Fernandez

Gonzalo Fernandez has a business degree from La Salle Business College in Havana, Cuba. He is the founder of GBF Consulting, a small business financing advisory. His areas of expertise are analyzing and securing business loans and strategic planning. An experienced banker, he has held

senior management positions at national, regional and community banks, including First California and Santa Barbara Bank & Trust. He has also developed and grown SBA lending programs throughout California.

Specialties: Finance & Loan Packaging, Venture Matchmaking, Strategic Planning, Bilingual in Spanish



Erin Fredregill

Erin Fredregill, B.A., is the Founder/CEO of Robe + Signet, a full-service social media agency providing strategy, content marketing, and implementation services to small and medium-sized brands in a variety of industries. Her experience spans over 6 years of in-house

and agency experience managing integrated marketing campaigns for accounts in numerous industries as diverse as software, retail, entertainment and construction.

Specialties: Marketing & Branding, Social Media, Web Design



Alondra Gaytan

Alondra Gaytan serves as the client services manager for the Small Business Development Center hosted by the Economic Development Collaborative. She is responsible for assessing small business owners and innovators seeking professional and technical assistance.

In addition, Alondra assigns small businesses to the SBDC's business advisers who provide free one-on-one consulting to businesses in Santa Barbara and Ventura counties. She coordinates with EDC's key programs providing resources to international trade businesses and manufacturing programs, as well as coordinating with the EDC Loan and EDC Invest programs.

Specialties: Entrepreneurship, Bilingual in Spanish



Stephanie Gonzalez

Gonzalez serves as the Client Services Specialist for the EDC SBDC. Stephanie helps assess small business owners who are seeking professional technical assistance and connects them to the appropriate business adviser. In addition to her position at the

EDC Stephanie is completing her B.A. in Psychology and a translation certificate for Spanish at California State University of Channel Islands.

Specialties: Customer service, Bilingual in Spanish



Joshua Halpern

An international market-entry leader, Mr. Halpern consults on cross-border e-commerce optimization in product categories including beauty, retail & apparel, medical devices, agriculture, baby products, health food & supplements and other goods. From 2011

through 2015, Joshua Halpern led the e-commerce, retail, franchise, licensing, cosmetics and logistics portfolios for the U.S. Embassy in China, where he provided market-entry consulting for U.S. companies. He founded and launched the U.S. Department of Commerce's National E-Commerce Innovation Lab. His work has led to his creation of the Getting to Global Initiative and its free online Export Accelerator. Halpern has led start-up teams for multiple companies, including his own, throughout the world. He holds a B.F.A. from New York University's Tisch School of the Arts, an MBA from INSEAD and an EMBA from Tsinghua University.

Specialties: E-commerce, International Business, Bilingual in Spanish



John Haughey

John Haughey, B.S., is the CEO and managing partner of Brookstone Group Inc., a domestic and international company. John lives in Beijing, China, and has spent more than 28 years working in Asia, Europe and the U.S.

He formed Brookstone International as a foreign invested commercial enterprise that focuses on reselling enterprise solutions used in data centers. John has created long-term business plans, advised marketing and sales departments and managed the government relationship team in China.

Specialties: Entrepreneurship, International Business Management & Operations, Marketing & Sales



Shalene Hayman

Shalene Hayman, B.S., has worked in the accounting industry for more than 20 years. She has experience with local public accounting firms and as a partner and principal in her own firms specializing in managerial finance/accounting functions. She is the CFO and/or controller

for many nonprofit organizations and small businesses in Ventura and Santa Barbara counties.

Specialties: Finance, Accounting



Greg Hayward

Greg Hayward has been the owner and operator of an online marketing and web presence company since 1997 and has served a variety of clients in vary diverse industries. Greg also plays a role in an IoT company that he cofounded and has served on the board

of directors for many local nonprofits. Greg has had success in business development, planning, strategy, online marketing and startup origination.

Specialties: Strategic Planning, Management & Operations



Doug Korte

Doug Korte is an internationally recognized global technology business executive, investor, and transformational leader, experienced in turning-around and growing high-tech companies sized from start-up to Fortune 50. He has served as an executive for IBM, HP and Harris Corporation, responsible for multi-million-dollar business operations. Today, Doug serves as an Executive Partner, Leadership Advisor, and Interim Executive, providing actionable, outcome-based advice and execution to accelerate the achievement of client goals.

Specialties: Strategic Planning, Management & Operations



Sean L. Leonard

Sean L. Leonard, M.B.A., is the president and founder of S.L. Leonard & Associates, Inc., which oversees multimillion-dollar real estate projects primarily for nonprofits, developers and public entities. He has more than 30 years' experience in the Southern California real estate development and construction industry. Sean brings the appropriate

resources into projects at the appropriate time and is an expert at project closeouts and turnarounds. Sean managed two projects, that were awarded the prestigious AIA Presidential Award for Project Team of the Year.

Specialties: Management & Operations



Bonnie Lu

Bonnie Lu is the founder and CEO of Magnabiz Associates, LLC, an import/export consultancy. Bonnie has over 14 years of experience assisting clients in managing all areas of international transportation of goods, including negotiating payment terms, shipping arrangements,

storage, customs and regulatory compliance. Bonnie is also well versed in managing and delivering trade show presentations and also the logistics involved in international shows and exhibitions.

Specialties: International Business, Marketing and Sales, Management & Operations, Proficient in Mandarin and Cantonese

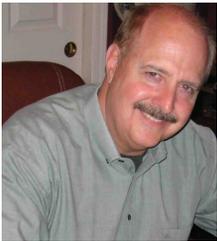


Sylvia Martini

Sylvia Martini, B.A., CGBP, supports clients with international trade, marketing and sales, public relations and web communications. Bilingual in German and English, she has over 30 years experience in international marketing and sales in several diverse industries, where she conducted

competitive analysis, identified markets for start-ups, developed marketing strategies, provided sales training, organized events and trade shows. Sylvia has an international business certificate and is a certified global business professional through NASBITE International.

Specialties: International Business, Marketing & Sales, Bilingual in German



Ron Meritt

Ron Meritt, B.A., is the president of Meritt International and Ölens Technology. He invented and patented a portable video system for vehicles and created a market that grew to more than \$200 million in 18 months. He has worked in many countries as a field engineer in the semiconductor and robotics industries, and has been an executive managing global engineering organizations. His company now designs, manufactures and globally distributes multiple products in different industries.

Specialties: International Business, Manufacturing Assistance, Management & Operations, Marketing & Sales



Kelly Noble

Kelly Noble has been the office manager for EDC since 2003, giving her extensive experience managing workflow and office systems. She has expert organizational skills, honed through catering and party-planning. She is an entrepreneur and former owner of an appliance repair shop, where she handled all aspects of the business.

Specialties: Entrepreneurship, Management & Operations, Finance



Ramin Ramhormozi

Ramin is a results-driven, technology and e-commerce focused entrepreneurial executive with a track record for launching innovations and growing new product offerings and businesses. Highly proficient in all areas of e-commerce including business strategy, fulfillment, architecture/platform strategy, digital advertising, social media, financials and day to day operations of an e-commerce enterprise.

Specialties: E-commerce, Marketing, SEO



Erick Ramirez

Erick Ramirez is the CEO/Founder of Senior Wellness Innovation Group, Inc. a platform that caters to senior wellness. Erick has served as a mentor over 100 small businesses and entrepreneurs in the Los Angeles area. Serving as President of Red Global MX Los Angeles, a entrepreneurship, technology, education, and health think tank, Erick's expertise is in new venture creation, team building, sales management, business development, marketing, and strategic partnerships. Erick received his B.A. from De Paul University and his MBA from the F.W. Olin Graduate School at Babson College.

Specialties: Marketing and Sales, Management & Operations, Strategic Planning, Access to Capital, Bilingual in Spanish



Juliana Ramirez

Juliana Ramirez is an accountant, entrepreneur, business adviser and Certified QuickBooks Online ProAdvisor. With over 20 years of experience, she has trained and helped small businesses including her own—from restaurants to retail stores, car dealerships to dental offices and Non-profit organizations.

Specialties: Quickbooks, Bilingual in Spanish



Manal Richa

Manal Richa, B.A., is the founder of The MarCom Network where she implements creative marketing plans for small- to medium-sized businesses, either by helping them grow their business from the beginning, increasing their exposure or positioning them as

an established brand in the mind of their consumers. Her experience includes branding, planning and executing marketing campaigns utilizing deep situational analysis, efficient market research, effective client communications and successful collateral and web designs in addition to social media marketing strategies.

Specialties: Entrepreneurship, Marketing & Sales, Branding & Social Media, E-commerce



Karen Scuncio

Karen Scuncio, B.A., has over 25 years of experience in international business. Scuncio's expertise touches on all areas of exporting from export pricing, screening potential customers, distributor agreements, product labeling requirements, international shipping and payment

terms as well as sales and marketing. Since 1997, she has been a principal in a business consulting and sales representative services company she helped start up to help small businesses increase their U.S. and international sales.

Specialties: Entrepreneurship, International Business, Strategic Planning, Marketing & Sales



Jay Tsao

Jay Tsao, M.B.A., is the founder and CEO of Globesmart Technologies, a global B2E e-commerce market place start-up utilizing innovative media and SaaS technology to facilitate commerce transactions and make trade between SME's easier around the world. Tsao was

a partner and board member of Scepture Corporation and BridgeArc Trading, leading international trading and distribution conglomerates. He built several of the companies' e-commerce platforms and managed supply chain partners from raw material sourcing, OEM/private label development, pre/post production oversight, logistic strategies and customer clearance.

Specialties: Entrepreneurship, Finance, International Business, E-commerce, Strategic Planning, Manufacturing Assistance, Marketing & Sales



Bryan Went

At the age of 16 he started his first company, Eccentric Motors, one of the first alternative fuel companies to generate power from hydrogen, and developed the first flexible fuel vehicle that could run on four different fuels. Born and raised in Silicon Valley, he cofounded Higher

Standard Solutions with his brother Erick. Higher Standard Solutions provides strategic technologies for companies like SAP, Microsoft, Honda and FOX Studios. Bryan has studied, traveled and lived all over world. Currently he is the founder of Matter Labs, a start-up studio and corporate innovation lab.

Specialties: Entrepreneurship, Strategic Planning, Venture Matchmaking



Eric Zackrison

Eric Zackrison, M.B.A., M.A., Ph.D., has been teaching, training, and consulting in Santa Barbara and Ventura for the last five years, with a focus on team building, leadership and strategy. His published research indicates that workplace relationships are at the core of coordinated

teams and organizations. His work embraces the understanding that individuals have diverse ways of interacting and empowers people to manage those differences to be more successful.

Specialties: Entrepreneurship, Management & Operations, Marketing & Sales, Strategic Planning



Erick Went

Erick Went is the CEO and co-founder of Matter Labs. Erick is passionate about distilling complex business problems down to their practical essence, helping organizations look beyond their own boundaries to discover new ideas, knowledge, and ways of working. He has managed large-

scale innovations engagements for companies ranging Fortune 100 companies to early stage startups. Partnering with universities and venture-backed startups, Erick has developed roadmaps that communicate the innovation potential of a core technology / process at the earliest possible stages, helping to protect, project, and expand the scope of their intellectual property claims and long-term competitiveness.

Specialties: Entrepreneurship, Strategic Planning, Venture Matchmaking

To learn more about our advisors and accessing services call: 805.309.5874 or visit www.edcollaborative.com



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