



VIRTUAL NETWORKING SESSION

**DECEMBER 3, 2019
9:00AM (PST)**

SESSION EXPERTS



John Anderson, Marshall '89

Owner/President, Lakeport Financial Group

TULSA

John is a veteran of the franchise industry operating his very first as a student at the University of Southern California in 1988-89 with Student Painters. After graduating in 1989 followed by 15 years in mortgage banking, he went back to franchising when he moved to Tulsa, OK in 2006. He is a multi-unit operator having owned & operated BounceU of Tulsa and BounceU of Henderson, Nevada. In 2016 he opened a consulting practice with Lakeport Franchise Group helping others find great franchises to invest in.

Expert Areas: Marketing: Social Media, Resiliency, Goal Setting

<https://www.linkedin.com/in/thatfranchiseguy>



Scott Armanini, Marshall MBA '91

Managing Partner, Expo Ventures

SAN RAMON

Scott Armanini is Managing Partner of Expo Ventures, a venture capital firm for USC alumni to invest in Trojan-led startups. He also serves as a Senior Advisor to several game-changing startups. After graduating from the Marshall School of Business in 1991 he opened the Silicon Valley office of Bell Labs spin-off UNIX System Laboratories, working with Apple, HP and other computer companies, before joining Microsoft and co-founding Avanade, a \$B joint venture with Accenture.

Expert Areas: Funding, Technology, Negotiation, Strategy Formulation

<https://www.linkedin.com/in/armanini/>



Jan Aune, Price MA '99

Attorney, Trial Attorney & Owner of the Law Office of Jan T Aune

ARCADIA

Mr. Aune is experienced in all aspects of the litigation process, from the filing of the complaint all the way through a jury trial. Mr. Aune has extensive experience in both state and federal court. We are here to provide high quality and aggressive legal representation to you and your family in Los Angeles California.

Expert Areas: Legal, Negotiation

<https://www.linkedin.com/in/jan-t-aune-9764688/>



Toyah Brooks, Marshall '98

CEO/Certified Personal Life Coach, 180 Transformations, Inc.

CYPRESS

As a solopreneur, Toyah is responsible for everything but primarily spend time creating coaching programs, coaching clients, and marketing. Previously, her 18-year career, in corporate retail included roles as Buyer, IT Project Manager, and Warehouse Vendor Compliance Manager. Toyah has extensive experience in building assortments, partnership, negotiation, planning strategizing, implementation, interviewing, training, and people development.

Expert Areas: Team Management, Resiliency, Negotiation, Goal Setting, Strategy Formulation

<https://www.linkedin.com/in/toyah-b-9a398010/>



Nick Brown, Dornsife '13

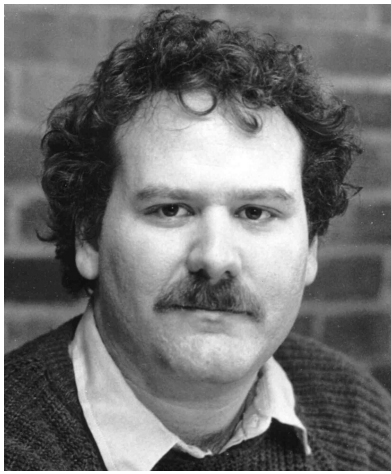
Co-Founder and CEO, Effct LLC

DENVER

Effct helps political campaigns win elections with digital media. Nick sets the goals for the organization, and ensures that they are hitting their goals. He also help find new clients, and execute digital media campaigns.

Expert Areas: Technology, Marketing: Social Media, Goal Setting, Creative Thinking

<https://www.linkedin.com/in/nickbrownco/>



Fred Cohen, Viterbi PhD '86

CEO, Management Analytics, all.net

PEBBLE BEACH

Fred Cohen has 35+ years of experience building companies and supporting risk management and strategic decision making for enterprises of all sizes and sorts. He is globally recognized as an innovative expert in management, particularly related to information technology and risk. As an industry analyst he supports strategic enterprise-wide decision-making ranging from restructuring to litigation support.

Expert Areas: Funding, Technology, General Marketing, Goal Setting, Creative Thinking, Strategy Formulation

<https://www.linkedin.com/in/dr-fred-cohen/>



Jane Davidson, Thornton '14

Attorney, Tucker Ellis

LOS ANGELES

Jane is an attorney at Tucker Ellis LLP where she specializes in intellectual property and privacy law with a focus on marketing and entertainment. She focuses her practice on online copyright and trademark enforcement and advising clients on the impact of ever-changing privacy and IP laws to online marketing strategy. Before joining Tucker Ellis, Jane ran a brand development and social media consulting company where she managed the online presence of non-profits, musicians, influencers, and events.

Expert Areas: Legal, Marketing: Social Media

<https://www.linkedin.com/in/janebegins/>



Thomas Fasullo, Marshall/Leventhal '04

Founder, CFO for Software Companies

AUSTIN

Thomas Fasullo is passionate about looking after the entrepreneur's best interests. As an entrepreneur, he knows what it is like to be in a business owner's shoes. He's the person you want to add accretive value to your business.

Expert Areas: Funding, Accounting, Strategy Formation

<https://www.linkedin.com/in/tfasullo/>



Ajo Fod, Viterbi MS '01

Founder, OpZoom

LOS ANGELES

Ajo Fod is the founder of OpZoom, a technology consulting and offshore staffing company. He is also the founder of QuantPrice which determines optimal prices for e-commerce companies and of ClothFix which is a fashion retailer. He has also worked as a quant at banks such as Backrock and Mellon Financial.

Expert Areas: Human Resources: Hiring and Talent Sourcing, Technology

<https://www.linkedin.com/in/ajofod/>



Arash Hakhamian, Dentistry DDS '09

CEO, Dentulu, Yes Dental, Virridi, Bleu, Dash Dental

LOS ANGELES

As co-founder and CEO of his companies, Arash is responsible for the general direction of the companies as well as making necessary executive decisions on key points. He works with other executive leaders as well as investors, equity partners and collaborative partners to ensure success of the company and implementation of the vision.

Expert Areas: General Marketing, Marketing: Social Media, Goal Setting, Strategy Foundation

<https://www.linkedin.com/in/dr-arash-hakhamian-dds-ficoi-iadfe-95102934/>



Christopher Hiti, Marshall '17, MBA '20

Owner, Simple DCP

CULVER CITY

Christopher is one of the co-founders of Simple DCP. Simple DCP is a film post-production company based in Culver City, CA. A DCP is a digital cinema package, which is the required deliverable for theatrical venues. They service a number of filmmakers, film distributors, and film festivals with their digital cinema needs. They also service other deliverables such as IMF, Blu-Ray, DVD, etc.

Expert Areas: Funding, Accounting, Legal, Human Resourcing: Hiring and Talent Sourcing, Team Management, Technology, General Marketing, Strategy Formulation

<https://www.linkedin.com/in/christopher-alan-hiti-96480378/>



Sharooz Kohan, Marshall '04

CEO, AIMS360

LOS ANGELES

Sharooz is an experienced technologist and business leader that has spent his distinguished twenty five year career helping organizations harness the power of change to make their impact on the world. To the spirited entrepreneur, change represents opportunity; an opportunity to get ahead, to create sustainable growth and to break down barriers.

Expert Areas: Team Management, Human Resources: Hiring and Talent Sourcing, Technology, Goal Setting

<https://www.linkedin.com/in/skohan/>



Adam Mendler, Marshall/Dornsife '05

Co-Founder, CEO The Veloz Group

LOS ANGELES

Adam Mendler is the Chief Executive Officer of The Veloz Group, where he co-founded and oversees ventures across a wide variety of industries: Beverly Hills Chairs, a leading office furniture e-tailer; Custom Tobacco, a one-of-a-kind cigar customization e-commerce platform; and Veloz Solutions, a technology consulting and software development practice.

<https://www.linkedin.com/in/adammendler/>



Christine Perakis, Marshall MBA/Gould JD '86

Founder/CEO, Christine Perakis Global8

SANTA MONICA

Christine is a business growth architect who guides small business owners to get from 0 to 8-Figures in Record Time, drawing from her experiences as an attorney, strategic adviser, serial entrepreneur in 10 businesses, C-Suite executive and professional licensed boat captain. She has released a bestselling book, The Entrepreneur's Essential Roadmap, a small business survival guide, an accumulation of two decades of small business experience from startup to scale.

Expert Areas: Funding, Legal, Team Management, Human Resources: Hiring and Talent Sourcing, General Marketing, Resiliency, Negotiation, Goal Setting, Creative Thinking, Strategy Formulation

<https://www.linkedin.com/in/christineperakis/>



Christina Rath, Dornsife '11

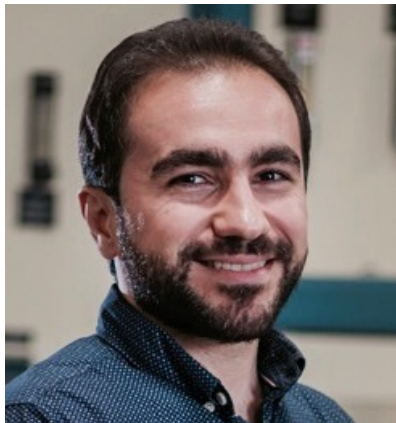
Partner, Bel Air Branding

LOS ANGELES

Christina Rath is a partner at Bel Air Branding, a Los Angeles-based full-service digital marketing agency with clients across industries including non-profit, hospitality, wellness, real estate, design, and health care. Her work at Bel Air Branding has been featured in case study by Facebook Marketing, and her clients have appeared in publications including LA Times, Eater LA, & the Food Network.

Expert Areas: General Marketing, Social Media

<https://www.linkedin.com/in/christinarath/>



Payman Torabi, Viterbi PhD '16

Chief Technology Officer, 3DEO

GARDENA

Payman Torabi is a co-founder and the Chief Technology Officer at 3DEO where he leads the development and commercialization of a novel patented metal 3D printing technology. 3DEO was founded in 2016 with the goal of democratizing metal 3D printing in order to make it affordable and accessible to the manufacturing world. 3DEO's technology and business model enables organizations to benefit from the advantages of metal 3D printing without requiring heavy investments upfront.

Expert Areas: Team Management, Technology, Goal Setting, Creative Thinking

<https://www.linkedin.com/in/payman-torabi-5470523/>



Robert Von Goeben, Marshall MBA '94

Founder, Green Toys

PORTLAND

Robert von Goeben has excelled in numerous fields, including consumer products, venture capital, and entertainment. Robert was a co-founder of Green Toys, the leading manufacturer of eco-friendly children's products, and a pioneer in the use of recycled material in consumer products. Started (literally) in a Silicon Valley garage, Green Toys has grown to a global brand and is one of the industry's most beloved companies.

Expert Areas: Funding, Accounting, Team Management, Resiliency, Negotiation, Goal Setting, Creative Thinking, Strategy Formation

<https://www.linkedin.com/in/robertvongoeben/>



Matt Weeks, Marshall MBA '86

CEO & Co-Founder, HealthyOps, Inc.

SAN FRANCISCO

Matt has over 35 years of experience in financial services such as FINTECH, global banks like BofA, Wells; Intuit, one of its spin-outs and startups in the small business space. His passion is creating new solutions, products & services, GTM, new marketplaces, strategy. He is very active in the startup, venture and corporate leadership communities. He currently leads a Healthcare IT startup, mentors a number of startup CEOs and large company executives.

Expert Areas: Funding, Team Management, Technology, General Marketing, Marketing: Social Media, Resiliency, Negotiation, Creative Thinking, Strategy Formulation

<https://www.linkedin.com/in/mattweeks1/>