

## Built to Scale: A Masterclass in What It Takes to Win in Entrepreneurship

Saturday, Feb. 8, 2020

9:30 a.m. - 1:00 p.m.

LMU Playa Vista Campus  
12105 W. Waterfront Drive, Suite 200  
Los Angeles, CA 90094

### Speaker Information



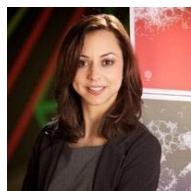
**Daniel Abas, LMU '01**

CEO and Founder, BOOST Inc.

Daniel Abas is a four-time founder and investor. He is recognized as an innovator and entrepreneur. Boost Inc., Abas' newest stealth startup, is an invisible e-commerce solution that enables transactions to occur everywhere using #hashtags. Boost powers transactions for hundreds of cutting edge brands including FootLocker, AEG (Lakers, Clippers, Kings) and RocNation.

Abas launched the digital marketing agency and first digital brokerage GHOST in 2011. In 2005, he launched Red Butler (acquired 2019), one of the first digital virtual assistant services. Red Butler's technologies have powered numerous productivity and loyalty programs across several Fortune 500 companies.

Combining 15 years of experience in technology, business development, e-commerce, marketing and global brand strategy, Abas continues to originate and deliver innovative solutions to cutting edge consumer and enterprise clients. Abas is also an advisory board member for the Fred Kiesner Center for Entrepreneurship at Loyola Marymount University.



**Celiena Adcock**

Vice President of Partner Marketing, Honey | Facebook Alum

Celiena Adcock is responsible for elevating Honey's presence in the industry, strategic partnerships and GTM strategy. Prior to Honey, Celiena was Industry Manager- Head of Streaming at Facebook, managing strategic partnerships with entertainment clients such as Netflix and Hulu. Prior to Facebook, Celiena spent more than a decade in brand management, holding various marketing roles at Unilever and Coors Brewing Company (now MillerCoors). A Colorado native, Celiena holds a B.S. in Business Administration from Colorado State University and an MBA from the University of Colorado. In her free time, Celiena can be found on a yoga mat or traveling the world.

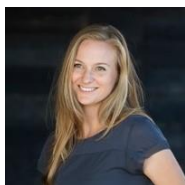


**Cassandra Bates, LMU MBA '95**

Startup CMO/CRO, Subject Matter Expert for NASA

Cassandra Bates has worked for start-ups in entertainment, tech, gaming, fashion/apparel and social media as well as for global brands such as Mattel, studying consumers and retail environments. She managed product innovation for six category lines from Fisher-Price to Girls Electronics. Bates earned her chops in strategy and business development at the Advertising Research Foundation, a global think tank for what works in marketing, advertising and promotion, where she worked with hundreds of global brands such as Target, Walmart and Amazon on retail supply chain strategy, digital content, consumer engagement and how to move product faster/smarter.

Bates started her career in rockets and aerospace at the Jet Propulsion Laboratory working in procurement and then project management with the Hubble Astronomy team. Realizing the value of strategy in creating compelling brand experiences, she started her own business in strategic branded promotions with clients like Discovery Kids, Seagrams and the Body Shop.



**Alexa Binns**

Principal, Halogen VC

Alexa Binns is an investor with a talent for spotting the latest consumer trends and technology. She is on Jesse Draper's team at Halogen Ventures where they invest in consumer technology startups with female founders. Previously, Alexa was at Maven Ventures, another seed stage venture fund focused on consumer tech.

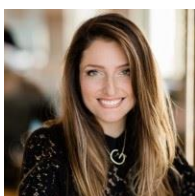
Alexa has an impressive track record as a startup consultant, consumer marketer and angel investor with firsthand experience bringing brands to market to achieve massive scale. She launched the Cheeky brand with Target as well as two national public health campaigns with MTV, Walgreens and the NBA. Alexa's specialty is deploying the latest marketing techniques: she wrote her master's thesis on how to build a brand on YouTube, was nominated for a Mashable Award for social media marketing with Foursquare and helped sell the Twitch influencer marketing platform NoScope.



**Michael Braun, LMU '99 & MA '08**

Vice President, People, Zwiift

Michael Braun started his career in the non-profit sector as an agent for change, leading organizations as they reimagined their future and set a new course. He served as the Dean of Students at Verbum Dei High School and as Executive Director at Jesuit Volunteer Corps. As one of The Honest Company's first employees, Michael saw the organization grow from 10 employees to over 600, and revenue exceed \$250 million in its fourth year. He was the first HR professional at Honest and served as the VP People and Workplace for almost five years. After The Honest Company, he joined Zwiift, as VP of People, where he implemented core HR functions and supported growth from 160 to 220 employees. Currently, he is advising startups on projects across People Ops.



**Glisten Cieslak, LMU '05**

Head of Strategy & Partnerships, FIMI Group LLC

Glisten Cieslak is responsible for guiding client and agency strategy and creating lasting partnerships as head of Strategy and Partnerships at FIMI Group LLC. For more than a decade, she's helped brands she represented through strategic marketing and long-term relationship building.

Prior to joining FIMI, Cieslak established the Creative Agency Partnership division at United Talent Agency (UTA), which connected creative agencies with premium content and creators at UTA. Collaborations with some of the industry's largest advertising, marketing and brand-building agencies included BBH, TBWA, Media Arts Lab, Droga5, Edelman, Ketchum, and Pereira & O'Dell.

Cieslak was a Vice President at Siegel+Gale, a global strategic branding firm, where she was responsible for driving client relationships and growth for brands including Acura, American Express, Baylor Healthcare, Caesars Entertainment, Disney, East West Bank, Google, Fandango, Warner Brothers and Wells Fargo.



**Steven Dunst, Berkeley '08**

Associate, Cooley LLP

Steven Dunst is legal counsel in the emerging companies and venture capital practices of Cooley, where he helped grow the firm from 15 attorneys to over 50. He concentrates his practice on the representation of emerging growth companies at all stages and the venture capital firms and strategic investors that finance and acquire these companies. In addition to providing strategic counseling, his practice encompasses venture capital financings, mergers and acquisitions, and general corporate matters. Steven is a former Sports Editor of The Daily Californian and remains a huge Cal fan to this day.



**Peter Loukianoff, Berkeley MBA**

Founding Managing Partner, Strawberry Creek Ventures

Peter Loukianoff has 20+ years experience as a business innovator, leader and investor in Silicon Valley, Europe and Asia. His core strengths are in driving new initiatives and creating growth opportunities by leveraging his unique combination of cross-border operating experience and relationships. Peter is a member of the Forbes Global CEO network, was a Senior Advisor to McKinsey, has served on numerous boards and done business in 40+ countries around the world. His notable deals include Yandex (Nsdq: YNDX), Xactly (Nsdq: XTLY), Qik (acq: Skype) and Silicon Valley Data Science (acq: AAPL).

Previously, Loukianoff co-founded and was managing partner of Almaz Capital, backed by Cisco. Earlier, he was a partner at Alloy Ventures in Palo Alto, CA. Pre-dating his venture capital experience, Loukianoff was a founding team member and operating executive with several start-ups, including Autonomy, Inc. (US), one of the pioneers in unstructured data applications and Ubiquinet, a provider of fleet logistics and asset management software.

He has been a contributing author to Forbes and guest lecturer at Berkeley, Oxford (Rhodes Scholar program) and Stanford.



**Logan Mulvey, LMU '08**

Chief Customer Officer, STRIVR

Logan Mulvey oversees executive sponsorship of Strivr's marquee customers as well as the company's Solution and Success organizations. Logan co-founded his first company, GoDigital Media Group, in college out of a deep passion for media and visual technologies. Of the six companies started under GoDigital Media Group's umbrella, five are still in business, and he successfully sold GoDigital Distribution to Millennium Entertainment in 2014. After the sale, he also served as the company's SVP of Digital Distribution, where he led growth strategies for sales, marketing and acquisitions. A serial entrepreneur with a passion for innovation, Logan's drive is to make startups succeed.



**Rochelle Webb, Berkeley MBA '14**

Clinical Assistant Professor of Entrepreneurship  
LMU College of Business Administration

Rochelle Webb specializes in global brand marketing across entertainment, retail and technology sectors. She has worked across brands such as Activision (Franchise: Call of Duty), Quiksilver (Brands: DC Shoes, Quiksilver, Roxy), Apple (Product: iPhone) and Visa. She is globally recognized for her record-breaking brand and product launches where she won media plan of the year and a Grand Effie for Call of Duty's Black Ops 2 and MW3 product launches.

Webb left corporate America to run her own marketing and business strategy consultancy, The Dialectic Compound, aiding start-ups with their growth strategy and execution. Recently, she launched a new venture, Optimist Made. It is the new world way of shopping around the world, without actually going there yourself. It makes the inaccessible, accessible. It gives developing fashion designers a destination where they can have a voice to be discovered. When product is sold, Optimist Made then gives back to productive charities around the world.

**Hosted by:**

LMU MBA Alumni Association, LMU Fred Kiesner Center for Entrepreneurship and Berkeley Haas Alumni Association.