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# BERGER ENTREPRENEUR BOOTCAMP

INNOVATING SUCCESSFULLY - GETTING IT RIGHT!

**October 13-14, 2023**

This free program is designed to immerse entrepreneurs in the skills and disciplines needed to successfully launch and grow a start-up business.

**NSU**  
Florida

Shepard Broad  
College of Law  
**NOVA SOUTHEASTERN  
UNIVERSITY**



## 2023 Berger Entrepreneur Bootcamp

October 13-14, 2023 | Nova Southeastern University

The Shepard Broad College of Law and the Sharon and Mitchell W. Berger Entrepreneur Law Clinic are hosting its fourth annual Berger Entrepreneur Bootcamp designed to immerse entrepreneurs in the skills and disciplines needed to successfully launch and grow a start-up business.

### First Day of Bootcamp - Friday, October 13, 2023

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8:00 AM - 8:45 AM	Sign in and Continental Breakfast	
8:45 AM - 9:00 AM	Welcome and Program Overview	<p>Dean José R. (Beto) Juárez Jr. Dean &amp; Professor of Law NSU   Shepard Broad College of Law</p> <p>Steven Kass, Esq. Berger Family Fellow and Director Sharon &amp; Mitchell W. Berger Entrepreneur Law Clinic NSU   Shepard Broad College of Law</p> <p>Mitchell W. Berger, Esq. and Sharon L. Kegerreis, Esq., Berger Singerman LLP</p>
9:00 AM - 9:30 AM	Panel 1: Innovation, Exclusivity, and Relevance	<p>Jon M. Garon, Professor of Law and Director, Goodwin Program for Society, Technology and the Law, NSU Shepard Broad College of Law</p>
9:30 AM - 10:45 AM	Panel 2: Key Business Law Concepts; Ownership; and Financial Planning	<p>Kristen A. Corpion, Esq., Partner &amp; Chief Innovation Officer, Trembly Law Firm</p> <p>Matthew E. Kohen, Esq., Partner &amp; Chair, Business Transactions Practice Group, Zebersky Payne Shaw Lewenz, LLP</p> <p>Meredith Tucker, CPA, Principal &amp; Entrepreneurial Services Practice Leader, Kaufman   Rossin cpa + advisors</p>
10:45 AM - 11:00 AM	Morning Break	

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## First Day of Bootcamp - Friday, October 13, 2023

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11:00 PM - 12:00 PM

Panel 3: Community Resources

Sandy-Michael McDonald, Director, Broward County Office of Economic and Small Business Development (OESBD)

Jackie Ramirez, MBA, Senior Business Consultant, Florida Small Business Development Center (SBDC) at FAU

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12:00 PM - 1:15 PM

Panel 4: Lunch and Learn -  
Business Planning

Jose Brache, Ph.D, Academic Director, NSU | H. Wayne Huizenga Business Innovation Academy

Michele Migliuolo, Ph.D, Instructor of Entrepreneurship, NSU | H. Wayne Huizenga Business Innovation Academy

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1:15 PM - 2:30 PM

Panel 5: Operating in a Digital World - Privacy, Cyber Security & Artificial Intelligence

Patricia M. Carreiro, Esq., Carlton Fields, P.A.

Professor Jon M. Garon

David Rothenberg, Associate General Counsel, Head of Product Legal, Snap Inc.

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2:30 PM - 2:45 PM

Afternoon Break

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2:45 PM - 4:00 PM

Panel 6: Trade Secrets, Restrictive Covenants & Employment Considerations

Sarah M. DeFranco, Esq., Akerman LLP

James A. Gale, Esq., Co-Chair, Intellectual Property Litigation, Cozen O'Connor

Jonathan E. Gale, Esq., Cozen O'Connor

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4:00 PM - 5:00 PM

Panel 7: Words of Wisdom from Members of NSU's Entrepreneur and Business Hall of Fame

Joseph McDonnell, Chief Executive Officer and Chairman, Great Innovations LLC

Mario Murgado, President and Chief Executive Officer, Murgado Automotive Group

Arlene Pecora, President and Chief Operating Officer of The Signature Grand

Moderated by: Andrew Rosman, Ph.D., CPA, Professor of Accounting and Dean, NSU | H. Wayne Huizenga College of Business and Entrepreneurship

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5:00 PM

VIP Reception

Sponsors, VIPs, and Speakers Reception

## Second Day of Bootcamp - Saturday, October 14, 2023

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8:00 AM - 8:40 AM      [Sign in and Continental Breakfast](#)

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8:40 AM - 8:50 AM      [Welcome and IP Introduction](#)      Professor Jon M. Garon

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8:50 AM - 10:00 AM      [Panel 8: Copyrights and Trademarks](#)      Paul D. Bianco, Ph.D., Fleit Intellectual Property Law  
  
Vicenç F. Feliú, Professor of Law and Associate Dean for Library Services, NSU | Shepard Broad College of Law  
  
Neda Lajevardi, Esq., Partner, Lott & Fischer  
  
Scott Logvin, President, Barkera Corp.

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10:00 AM - 10:15 AM      [Morning Break](#)

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10:15 AM - 11:30 AM      [Panel 9: Pathways for Innovation Success in Under-Served and Economically Disadvantaged Communities](#)      Jane Cross, Professor of Law and Associate Dean for Diversity, Inclusion & Public Impact, NSU | Shepard Broad College of Law  
  
Jaap Donath, Ph.D., Assistant Executive Director of Programs, Alan B. Levan | NSU Broward Center of Innovation  
  
Sharu Goodwyn, National Manager, Community Investment, The ODP Corporation (parent company to Office Depot)  
  
J.R. McFarling, Small Business Development Officer, Urban League of Broward County  
  
Kristin Reichman, Vice President of Marketing, Oversight, Inc.  
  
Moderated by: Terri-Ann Brown, Director, Miami Tech Works, Tech Talent Coalition

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11:30 AM - 12:30 PM      [Panel 10: Patents](#)      Katherine Koenig, DPM, Koenig IP Works, PLLC  
  
Scott Smiley, Esq., The Concept Law Group, P.A.

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12:30 PM - 1:30 PM      [Lunch](#)

## Second Day of Bootcamp - Saturday, October 14, 2023

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1:30 PM - 2:45 PM

Panel 11: Onboarding and  
Managing Human Resources

Arlene K. Kline, Esq., Akerman LLP

William "Bill" Kofahl, The Venture Mentoring Team

Marc Roberts, Managing Director, My HR Department

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2:45 PM - 3:00 PM

Afternoon Break

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3:00 PM - 4:15 PM

Panel 12: Being A Successful Innovator: A  
Discussion with Founders and Mentors

Aaron Chavez, Managing Partner, Argent Strategies

Ariana Pareja, President & Co-Founder, Pareja Family  
Foundation

Moderated by: Nelson Telemaco, The Venture  
Mentoring Team

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4:15 PM - 4:30 PM

Closing Remarks

Steven Kass

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# **2023 Berger Entrepreneur Bootcamp: Innovating Successfully – Getting it Right!**

## **Expanded Summary of the Panels**

**FRIDAY, OCTOBER 13, 2023**

### **1. Innovation, Exclusivity, and Relevance**

The key to business success is creating a demand for a firm's product or service that cannot be met by the competition. The more relevant the product, the stronger the demand. The more exclusive the product, the harder it will be for the competition to offer the firm's customers an alternative product or service. Intellectual property provides the most effective method of differentiating a firm's offerings from those of the competition. Market oriented founders who understand IP rights can better focus the process of transforming ideas into profitable business lines. As an introduction to this year's Bootcamp, Professor Jon Garon will explain how the legal and business attributes of exclusivity and relevance can help entrepreneurs build market share and maximize profitability.

### **2. Key Business Law Concepts; Ownership; and Financial Planning**

Entrepreneurs face numerous legal issues when establishing and growing their businesses. At the outset, founders must choose an appropriate business entity (e.g., a corporation or LLC, although other organizational forms may be appropriate), agree upon how the organization will be governed, craft the core organizational documents, and address other important legal needs, such as contractual arrangements and business licensing. Likewise, founders must make important accounting and tax decisions, such as entity versus flow through taxation (e.g., C Corp. vs. S Corp.), payroll and state income taxes, and tax planning for non-cash compensation (e.g., equity for services). Two attorneys and a CPA who regularly counsel start-ups and their founders will discuss these fundamental legal and financial issues and provide founders with a knowledge base to intelligently engage with their legal and financial advisors.

### **3. Community Resources**

When starting a business, founders need all the help they can get. There are numerous governmental and non-governmental resources in South Florida that support entrepreneurs and can help you develop and grow your business. Today, representatives from Broward County's Office of Economic and Small Business Development ("OESBD") and the Florida Small Business Development Council (the "Florida SBDC") will tell you about the resources and opportunities their organizations provide as well as other important available community resources.

#### **4. Lunch & Learn - Business Planning**

The Small Business Administration describes a business plan as “an essential roadmap for business success.” As a business transitions from an idea to the implementation of that idea, a business plan serves as a tool for founders to address the key building blocks for a successful launch, including industry know-how, due diligence, the management team, other staffing needs, budgeting, and product pricing. During our Lunch & Learn session, our speakers will provide guidance on how to create a business plan, which will be followed by a hands-on business planning exercise for all attendees.

#### **5. Operating in a Digital World - Privacy, Cyber Security & Artificial Intelligence**

Internet and mobile technologies are essential for entrepreneurs seeking to scale their businesses. These technologies are rapidly evolving, as evidenced by the recent roll-out of ChatGPT and other AI systems. Entrepreneurs must anticipate how these technologies impact their operations and also understand how to meet regulatory requirements when adopting new technologies. Our panelists will introduce privacy, technology, and cybersecurity issues that entrepreneurs need to consider, including the importance of having appropriate business policies, privacy policies, cybersecurity protections, terms of use policies, and contractual arrangements with business partners who may be storing or processing data on behalf of the business.

#### **6. Trade Secrets, Restrictive Covenants & Employment Considerations**

Most businesses have valuable proprietary information they need to protect. To do so, businesses are required to take reasonable steps to secure that information, which often includes contractual restrictions on the disclosure and use of the information. A business may also use other types of restrictive covenants to protect its assets or goodwill (e.g., covenants not to compete, covenants not to disparage the business, etc.). And when a business hires a new employee, the business must consider any restrictions that may be binding upon that employee from a prior employer. Our panel of IP and employment lawyers will discuss these issues from both a business planning and a litigation perspective, including strategies to avoid or best position a business in the event of litigation.

#### **7. Words of Wisdom from Members of NSU's Entrepreneur and Business Hall of Fame**

In 1990, NSU's Huizenga College of Business and Entrepreneurship established an Entrepreneur and Business Hall of Fame, which annually recognizes three influential leaders whose business efforts benefit and leave a lasting imprint on South Florida's entrepreneurship community. During this panel discussion, you will meet and hear from recent Hall of Fame honorees in a discussion moderated by the Dean of the Huizenga College of Business and Entrepreneurship. The discussion will provide valuable insights into what contributed to their successes, and words of wisdom for you to consider as you proceed along your own entrepreneurship journey.



**SATURDAY, OCTOBER 14, 2023**

## **8. Copyrights and Trademarks**

Copyright provides protection for “original works of authorship,” including literary, musical, pictorial, and other creations, and gives copyright owners the exclusive right to reproduce, publicly display or perform, and distribute their works as well as prepare derivative works. Trademarks and service marks provide businesses with a powerful means to differentiate themselves from their competitors in the marketplace. In addition to providing an overview of these important types of intellectual property, our panelists will provide insight into the strategic decisions and practical impacts of creating, monetizing, and protecting these IP rights.

## **9. Pathways for Innovation Success in Under-Served and Economically Disadvantaged Communities**

All start-ups face difficult challenges when starting and growing their businesses. All too often, these common challenges lead to business failure. Start-ups and their founders in under-served and economically disadvantaged communities face those same challenges, and often more, such as: restricted access to capital, limited managerial experience and/or trained workers, inadequate support systems and networks, and societal stigmas. Our panelists will engage in a round-table discussion identifying the unique challenges these founders face as well as existing and desired resources, strategies, and initiatives to create or enhance pathways for innovation success in these communities.

## **10. Patents**

Through the patent laws’ grant of exclusive rights for a limited number of years, a patent owner has the potential to gain a dominant market position, depending on the scope and type of patent. Our speakers will discuss the basics of obtaining, monetizing, and enforcing utility, design, and/or plant patents, as well as the business and legal realities inherent in deciding whether to patent an invention.

## **11. Onboarding and Managing Human Resources**

A workforce is the heart of any organization. This panel of experienced human resource professionals and an employment lawyer will address the practical and legal considerations founders must consider when developing and managing a start-up’s team. Our panelists will provide important insights on assembling and managing your team as well as establishing practices to avoid or minimize practical and legal human resources issues.

## **12. Being a Successful Innovator: A Discussion with Founders and Mentors**

We close our Bootcamp with a panel of start-up founders and mentors who will share their experiences and insights in launching and growing their companies. Having “been there and back,” they will provide examples of the practical challenges they’ve faced, the learnings and wisdom gained from those challenges, and the sacrifices and rewards along the way. Their insights should be of great value to all founders and potential founders.

# SPEAKERS BIOGRAPHIES



José Roberto (Beto) Juárez Jr., is dean of NSU Shepard Broad College of Law. Dean Juárez serves as the chief academic and administrative officer of the college of law. Prior to joining NSU Law in 2020, Dean Juárez was a tenured professor of law and director of the Lawyering in Spanish program at the University of Denver Sturm College of Law. He served as dean of Denver Law from 2006 to 2009. Prior to 2006, Dean Juárez was associate dean for academic and student affairs and professor of law at St. Mary's University School of Law in San Antonio, Texas. He has taught courses in Civil Procedure, Employment Discrimination, Civil Rights, Conflict of Laws, Federal Courts, Professional Responsibility, and Remedies, as well as a seminar on Language Rights. His research interests include employment discrimination, language rights, legal history, race, and religion and the law, and he has published extensively, presenting his work throughout the United States and Mexico.

Dean Juárez earned an A.B. degree in History from Stanford University and a J.D. from the University of Texas School of Law in 1981. Dean Juárez co-founded the Deans' Diversity Council and the non-profit organization spun off from the Council: The Center for Legal Inclusiveness. He also chaired the Board of Directors of the Journal of Law and Religion, and its successor, the Council on Religion and the Law, and served on these boards from 2002 - 2020. He also served two terms as Co-President of the Society of American Law Teachers (SALT), one of the largest organizations of law professors in the United States.



Steven Kass is the Berger Family Fellow and Director of NSU's Sharon and Mitchell W. Berger Entrepreneur Law Clinic. As the Clinic, Steve is deeply engaged in teaching law students the practice of law while providing pro bono legal services to entrepreneurs, non-profits, and other business organizations.

Prior to becoming the Clinic's Director in 2018, Mr. Kass practiced as a business lawyer in Miami for more than three decades, primarily in the areas of corporate, securities, and insurance law (most recently, at Carlton Fields, P.A., where he was a Shareholder and Treasurer of the firm, and prior to that, at Jorden Burt LLP, where he served as the Firm's Administrative Partner and CFO). Steve received his law degree from the University of Miami School of Law, graduating magna cum laude, a bachelor's degree from the University of Pennsylvania, where he

attended The Wharton School of Finance and Commerce, and an M.B.A. degree from the University of Miami. Prior to law school, Mr. Kass worked for six years as a CPA (license no longer active) for both a public accounting firm and in private industry.

Steve has been a member of the South Florida legal community since 1983, and has provided pro bono legal services through Legal Aid Service of Broward County and Dade Legal Aid's "Put Something Back" pro bono program. Steve also is active in Broward County's Jewish community and has previously served on the Board of Directors of the Jewish Federation of Broward County and as President of his synagogue. Steve is the proud father of a 2014 NSU Law School graduate, Lisa S. (Kass) Bour.



Mitchell W. Berger, a trial attorney and founder of full service law firm, Berger Singerman, amongst numerous community and political endeavors, is a member of the Board of Trustees of Nova Southeastern University (“NSU”) and a Board of Governors member of NSU Shepard Broad School of Law since 2010.



Sharon Kegerreis Berger is a trial attorney at Berger Singerman with extensive experience in a wide variety of litigation matters, including white-collar criminal cases, and complex commercial matters. Sharon has been a Board of Governors member of NSU Shepard Broad School of Law since 2014.

Mitchell and Sharon are generous supporters and advocates for NSU. Both serve on the Board of Governors of NSU Law and Mitchell serves on the NSU Board of Trustees while Sharon serves on the NSU Museum Board of Governors. They are members of NSU Fellows Society “Shark Circle,” having a cumulative giving to NSU of over \$1 million dollars. Through Sharon and Mitchell’s generous support, NSU Law created The Sharon and Mitchell W. Berger Entrepreneur Law Clinic which educates and trains law students to provide representation for entrepreneurs, innovators, and start-up businesses. NSU Law and The Sharon and Mitchell W. Berger Law Clinic host the Berger Entrepreneur Bootcamp, an annual program designed to immerse entrepreneurs in the skills and discipline needed to successfully launch and grow a start-up business.



Jon M. Garon is Professor of Law and Director of the Intellectual Property, Cybersecurity, and Technology Law program at Nova Southeastern University Shepard Broad College of Law, teaching Constitutional Law, Contracts, Privacy Law, Entertainment Law, and many other courses. He is a nationally recognized authority on entertainment law, copyright, information privacy, technology regulation, and free speech. He has published over 50 books, book chapters, and academic articles, and he has presented at more than 200 programs. A Minnesota native, he received his bachelor’s degree from the University of Minnesota in 1985 and his juris doctor degree from Columbia University School of Law in 1988.

Professor Garon served as dean for NSU’s Shepard Broad College of Law 2014-2020, providing strategic leadership on programming, curriculum, enrollment management, marketing, and finance.

Prior to joining Nova Southeastern University in 2014, Garon was the inaugural director of the Northern Kentucky University Salmon P. Chase College of Law, Law + Informatics Institute, serving from 2011-2014. The Law + Informatics Institute works to integrate specialized courses and training on technology and information

systems across legal disciplines. He also served as dean and professor of law at Hamline University School of Law in St. Paul, Minnesota from 2003 to 2008 and interim dean of the Graduate School of Management from 2005 to 2006. Before Hamline, Dean Garon taught Entertainment Law and Copyright at Franklin Pierce Law Center in Concord, New Hampshire and Western State University College of Law in Orange County, California. Professor Garon's books include Parenting for the Digital Generation - The Parent's Guide to Digital Education and the Online Environment (2021 Rowman & Littlefield); Law Professor's Desk Reference (2021 Carolina Academic Press); Intellectual Property Law and Practice: A Contemporary Approach (2022 West Academic); A Short and Happy Guide to Privacy and Cybersecurity Law (2020 West Academic); The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films (A Cappella Books, 3d Ed. 2021); Entertainment Law and Practice (Carolina Academic Press 2020); The Entrepreneur's Intellectual Property & Business Handbook (2d. Ed. Manegiere Publications 2018); and The Pop Culture Business Handbook for Cons and Festivals (Manegiere Publications 2017). Professor Garon is also the author of Burn Rate (2019), a cybercrime mystery novel.



**Kristen Corpion.** Legal advocate. Law school professor. And community leader. Award-winning attorney Kristen Corpion is the face of the modern lawyer. After graduating from Berkeley Law School and kick-starting her career at elite international law firm Greenberg Traurig, Kristen founded her own innovative law firm, CORPlaw which helped modern entrepreneurs grow and protect their businesses. Kristen is now a Partner at Trembly Law, and the Firm's Chief Innovation Officer, using her experience and legal prowess to continue protecting business owners

Florida native, practicing law almost a decade, Kristen is a Past President of the Dade County Bar's Young Lawyers Section. She is an avid supporter and proud Board Member of Aire Ventures, a non-profit venture studio that scales innovative, technology and ecosystem solutions to systemic gaps in access, opportunity, and racial equity; and

of Legal Services of Greater Miami, who provide free civil legal services for the low-income communities of Miami-Dade and Monroe Counties, of which she also served as President of their Young Professional's Committee.

She has been recognized for her efforts and innovations in the legal industry, earning various awards and distinctions including being selected by her peers as a SuperLawyers, Rising Star every year since 2019 to present and a Florida Legal Elite, Up & Comer (2022). She was also honored as a Prestigious Women, Innovator Award recipient by South Florida Business & Wealth (2022), a Rising Star by Miami Women Who Rock (2021) and as a Legal Trailblazer by the Daily Business Review (2019).

Kristen dedicates her spare time to mentoring students and educating business professionals about the role law plays in business. Kristen is passionate about transforming the legal profession, the perception the community has of lawyers, and using the law as a tool to help her local community grow. As the proud daughter of a single-mom who ran her own business, Kristen has a special respect for working with female and minority-led businesses.



**Matthew Kohen** is a Partner and Chair of Zebersky Payne Shaw Lewenz/s Business Transactions Practice Group. He focuses his practice on the representation of technology companies in emerging industries such as fintech, telecommunications, and cybersecurity. He regularly advises companies on issues related to capital formation, regulatory compliance, and general corporate matters.

Matthew also serves as co-chair of the firm's Blockchain and Digital Currency Practice, and counsels companies in this space on how to structure their blockchain businesses and products into existing regulatory



**Meredith Tucker** is a principal with Kaufman Rossin and Practice Leader of the firm's Entrepreneurial Services group. Her expertise is in providing accounting, tax, and consulting services to dynamic companies and their owners across a variety of industries. She collaborates with entrepreneurs to minimize taxes, understand operations, and reach greater efficiency and profitability.

Meredith's work includes tax planning, financial reporting and analysis, and complex federal and multi-state tax compliance. She serves as a frequent instructor within Kaufman Rossin and the community on accounting and tax matters. Her commentary on tax matters has been featured by national outlets including the Wall Street Journal, CNN Money and Bloomberg.

Meredith is a member of the firm's Inclusion and Diversity Advisory Council. In addition, she serves on the board of directors for Trustbridge Hospice Foundations in Broward and Palm Beach Counties. She is a Certified Public Accountant in the State of Florida and is a member of the American Institute of Certified Public Accountants and Florida Institute of Certified Public Accountants.



**Sandy-Michael McDonald** has been the Director of the Broward County Office of Economic and Small Business Development (OESBD) since June 2013. In alignment with OESBD's mission to stimulate economic development, Mr. McDonald is committed to supporting the growth and development of small businesses in Broward County, which are a great asset to our local economy.

Mr. McDonald also serves as Broward's designated Disadvantaged Business Enterprise Liaison Officer (DBELO) and works to support the County's commitment to the Federal Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Enterprise (ACDBE) programs that OESBD administers along with the County's local small business programs.

For the past 20 years, Mr. McDonald has worked in Community and Economic Development on both local and federal programs. His expertise includes initiating tax increment financing programs, providing supportive economic development services to local municipalities, brownfield redevelopment, small, minority and women owned business development and creating, monitoring and enforcing disadvantaged business enterprise opportunities.



**Jackie Ramirez** is a certified business consultant assisting clients with strategic planning, business development and communications. She is a highly regarded speaker on the development of effective organizational working relationships through communications, a facilitator and a certified emotional intelligence coach.

Ramirez began her career with Zenger-Miller in Tampa, Fla., designing the merger of three competing sales forces and the realignment and mapping of a new customer relationship process. She has more than 25 years of experience in an organizational redesign, team design and leadership development that encompasses the banking, high-tech, finance, publishing, manufacturing and services industries. She holds a

master's in business administration from Florida Atlantic University and a bachelor's degree in economics from Inter-American University in Puerto Rico.



**Dr. Jose Brache** is an economist with a master's in applied economics from Georgetown University, and a PhD. in Management from Adolfo Ibanez University. His research interests include international entrepreneurship, open innovation, inter-firm cooperation, SME's internationalization, technology commercialization, geographic co-location, and innovation management. He has published in renowned academic journals and has extensive business experience at the management level in the hospitality industry. Before joining the H. Wayne Huizenga College of Business and Entrepreneurship, Dr. Brache served as the Director of the Master of Commercialization and Entrepreneurship at the University of Auckland, New Zealand.

Dr. Brache's passion is to assist both established and aspiring entrepreneurs in the challenging task of value creation.

He strongly believes in building and nurturing innovation and entrepreneurship ecosystems as a pathway towards stronger and better economies.



**Dr. Michele Migliuolo** is an advisor, coach, and investor to pre-seed and seed-stage startups. Dr. Migliuolo has co-founded five high technology companies in the semiconductor, medical device, and energy sectors.

Migliuolo received a Doctorate in Physics from the University of Rome (Italy), and M.A. and Ph.D. degrees in Physics from the University of Rochester. He has decades' experience as an executive in manufacturing and sales of scientific capital equipment and analytical instruments.

He has launched foreign products in the United States including mass spectrometers, and imaging chemical microscopes and has launched American products abroad, including thin film deposition systems and surface analysis systems. His expertise is with worldwide customers

ranging from academic-government research laboratories, to medical device, semiconductor, superconductor, data storage, electro-optic, microscopy, and analytical chemistry industries.

Michele is a Professor of Entrepreneurship at Nova Southeastern University and a Commercialization Expert at LifeX Labs, Pittsburgh's newest Life Sciences Venture Firm. He is active in the entrepreneurial ecosystem, taking Entrepreneurs and University students to events hosted by Blue Tree Allied Angels, Innovation Works, The Innovation Institute, The Swartz Center, Ascender and others. Michele continues to coach and mentor startup CEO's. Through his network, Michele brings internship and other technology-based employment opportunities to students.

In economic development roles, Michele was an Executive in Residence at TechGROWTH Ohio, Innovation Works, and the Pittsburgh Life Sciences Greenhouse. In 2008 in the private sector, he co-founded NeuroInterventions, an ischemic stroke therapy company. Earlier he was Senior Director and Special Assistant to the Senior Vice President of Research at Seagate Technology's Research Center, and Vice President of FireFly Power Technologies, now Powercast.

In previous entrepreneurial endeavors, Michele was Founder, President and CEO of Verimetra Inc., a bioMEMS company; President of XACTIX, Inc., a manufacturer of MEMS process equipment, and Founder and President of MSR Technologies, Inc. which successfully flew the first MEMS experiment on the Space Shuttle. Prior to these positions, Dr. Migliuolo was VP of Sales and Marketing for E.A. Fischione Instruments, and held various management positions with Kurt J. Lesker Company including VP of Technology and Analytical Division Business Director.

Michele is fluent in multiple languages, and is a member of the APS, the ASMS, and the IEEE, and has published over eighty papers, including patents, refereed publications, contributed proceedings, and invited presentations.



**Trish Carreiro** is an experienced cybersecurity and privacy litigator with Carlton Fields, P.A., who advises clients on privacy, cybersecurity, and artificial intelligence. She is certified by the International Association of Privacy Professionals (IAPP) as a certified information privacy professional (CIPP/US), certified information privacy manager (CIPM), and fellow in information privacy (FIP), and is co-chair of the IAPP's South Florida chapter.

Trish is experienced in high-stakes litigation and has particular depth of experience in: Privacy and cybersecurity program management in highly regulated industries, such as insurance, health care, and financial services; privacy compliance for large retailers and other organizations seeking broad privacy compliance; and proactive risk management regarding new and emerging technologies, such as artificial intelligence, website technologies, and digital advertising.

Trish serves as outside privacy and cybersecurity counsel to companies of all sizes, tailoring her advice to her clients' particular legal needs and risk tolerance. Her clients range from Fortune 500 companies to small universities and health care startups.

As a recognized privacy and cybersecurity thought leader, Trish uses her litigation perspective to guide clients to both avoid, and effectively handle, privacy and cybersecurity litigation. Her insights have been featured in publications including Bloomberg Health Law & Business, Law360, Law.com, Corporate Counsel, Today's General Counsel, InsideCounsel, The Cybersecurity Law Report, Data Breach Today, Health IT Security, Healthcare IT News, Healthcare Infosecurity, Life Annuity Specialist, Fierce Healthcare, Daily Business Review, Miami Herald, Dark Reading, STAT, and Tampa Bay Business Journal.

A frequent speaker and author, Trish has written dozens of articles on cutting-edge topics such as: Class action breach litigation; the use of big data, machine learning, and AI in the life insurance industry; and the health care industry's use of health apps and wearable technology, and challenges surrounding HIPAA compliance for work-from-home and telehealth programs.

When COVID-19 struck, Trish was one of the first to begin writing about the privacy and cybersecurity challenges facing the health care industry, and how to navigate them. She has represented health care providers in class action breach litigation, executed data breach response for numerous health care providers, represented health care providers throughout post-breach Office for Civil Rights and attorneys general investigations, and drafted comprehensive HIPAA compliance programs for HIPAA-covered entities.

Trish's experience with emerging technologies has developed into a niche practice in the life insurance industry. She has helped numerous life insurers navigate the morass of state and federal privacy laws to market their products in new and innovative ways, streamline their privacy compliance, adjust to changing laws, digitize their application process, increase consumer engagement, and apply new technologies and data to underwrite their risk. From drafting the necessary notices and consents, to developing the process for presenting and recording authorizations, Trish has used her expertise to help propel the insurance industry forward.

Her prior experience includes time with the U.S. Department of Justice Criminal Division's Fraud Section, the U.S. Securities and Exchange Commission Division of Enforcement, the New York State Attorney General's Medicaid Fraud Unit, and the Connecticut Commission on Human Rights and Opportunities. She is proficient in Spanish and Portuguese.



David Rothenberg is Associate General Counsel and Head of the Product Legal team at Snap Inc., the maker of the Snapchat app. He leads a team working on cutting-edge legal, privacy, safety, and policy issues across Snap's products and services. In his 8 years at Snap Inc., David has worked on myriad key technological areas, including augmented reality, artificial intelligence, machine learning, ad tech, user generated content, messaging, hardware, and more. Prior to Snap, David was a Product & Privacy Counsel at LinkedIn Corp. David graduated from Berkeley Law School and received his undergraduate degree from Dartmouth College.





**Sarah DeFranco** is a partner at Akerman, LLP, and draws from over fifteen years' experience to provide on-call counseling to employers operating in Florida, Illinois, and New York regarding compliance with federal, state, and local employment laws, such as the FMLA, ADA, Title VII, ADEA, and FLSA. Additionally, Sarah has vast experience drafting employee handbook policies and state law addenda for employers of all sizes, and providing employers guidance regarding properly classifying workers as independent contractors.

Sarah regularly drafts executive employment agreements, non-competition and non-solicitation restrictive covenant agreements, retention agreements, and separation agreements. She also assists clients with designing, drafting, and implementing bonus plans and equity awards. Sarah frequently supports corporate clients on mergers and acquisitions by providing labor and employment review of due diligence materials, guidance on employment-related disclosures and acquisition agreements, counseling regarding potential red flags under reps and warranties insurance (RWI) review, drafting consulting and employment agreements for post-closing continuation of key personnel, and counseling on post-closing employee transition matters.

Sarah also represents employers in employment litigation and administrative proceedings arising under federal, state, and local discrimination, harassment, retaliation, whistleblower, and wage and hour laws, as well as in litigation of claims involving the enforcement of non-competition, non-solicitation, non-disclosure, and employee raiding restrictive covenants.



**James A. (Jim) Gale** is a co-chair of Cozen O'Connor's Intellectual Property Litigation Department and focuses his practice in the area of intellectual property counseling and litigation. He is a registered patent attorney with over 36 years of experience and is Chambers Band 1 ranked in Florida, Martindale AV Preeminent© rated, Board Certified in Intellectual Property by the Florida Bar, an AAA Arbitrator and the former inaugural chair of the IP Board Certification Committee. Jim has handled hundreds of cases involving patents, theft of trade secrets, restrictive covenants, trademarks, unfair competition, and internet disputes. He has appeared in over 400 federal cases in more than 48 federal district and circuit courts, as well as handled hundreds of injunctions in over 35 different states around the nation.



**Jonathan Gale** is a member of Cozen O'Connor's Intellectual Property Department and focuses his practice on intellectual property litigation including restrictive covenants and related employment law. Jon also handles trademark prosecution and commercial litigation. Jon works with a variety of clients including technology, telecommunication, and e-cigarette.



**Joseph A. McDonnell.** Entrepreneur, inventor, and holder of more than 40 US and international patents, Joseph A. McDonnell, J.D., is the founder, president and CEO of For Life Products, Inc., Great Innovations, Inc., Heat Innovations, Inc., Italy Direct, RevitaDerm, Inc., Invent JAM, Inc., Valuty, Inc., and Brand Innovations, Inc.

It started while he was still in law school, with his invention of the first of its kind microwave oven leakage detector card for which he holds a US patent. From there, McDonnell created an entire line of home safety testing products and was the first to invent, develop and market carbon monoxide detectors globally, which later grew to a \$20 billion industry annually.

In 1998, Joe founded iShopSecure, Inc., around an on-line identity authentication technology that he developed and patented to prevent online identity fraud. He worked in collaboration with the FBI and US Secret Service to prevent terrorism.

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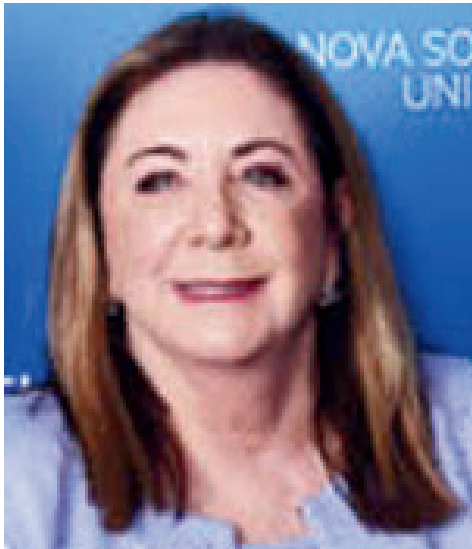
**Mario Murgado** serves as President, CEO and owner of Murgado Automotive Group Inc. The company operates automotive dealerships throughout Florida including Brickell Buick & GMC, Brickell Honda, Brickell Luxury Motors, and Brickell Mazda near downtown Miami. Luxury brands Audi, Alfa Romeo, Infiniti, and Maserati are featured at the company's campus in Stuart, Florida, and Ocean Cadillac serves customers in North Miami.

Mario's holdings have grown to include a Honda and Volkswagen dealership in Downtown Chicago, Ferrari and Bentley dealership in New Jersey, and a Bentley and Maserati dealership in Jacksonville, Florida. Murgado was formerly senior managing partner of the Braman organization in both Miami and Palm Beach.

In 2001 he purchased his first, almost barren, Brickell Honda and Brickell Pontiac GMC dealership and turned it into a successful and profitable venture. Murgado strongly believes, "To whom much is given, much is expected," and leads by building the morale of his associates, raising the organizational culture and mindset to one of excellence in service to the client.

Murgado has served as chairman of the Florida Automobile Dealers Association, chairman of the American Honda National Dealer Advisory Board and as a member of the General Motors advisory boards for marketing and fixed-operations dealers, among other industry service.

He is an active supporter of numerous charitable and civic organizations, and has received the South Florida Business Journal's Business of the Year and Entrepreneur of the Year awards among many others.



**Arlene Pecora** is President and Chief Operating Office of Signature Grand, a premier venue for weddings, special events, charity galas and business meetings in Broward County. Under her leadership, Signature Grand has set the standards for memorable events and over-the-top customer service.

In keeping with her strong values of community service, Arlene has served on many nonprofit boards and committees in Broward County, including Women in Distress, Community Foundation of Broward County, the Greater Fort Lauderdale Alliance and others.

She has also received many accolades for her leadership including being inducted into the Junior Achievement Laureate and earning the Sun Sentinel's Excalibur Award. Arlene is a two-time alumna of NSU's Huizenga College having earned her B.S. in Hospitality Management in 1999 and an MBA in 2001.



**Andrew Rosman, Ph.D.** joined NSU as the dean of the Huizenga College of Business and Entrepreneurship in September 2019. Dean Rosman leads the development and enhancement of the college's strategic initiatives, long-term planning and policy setting. He collaborates with the faculty and staff in curriculum development, institutional assessment and improvement, and cultivates relationships with alumni and donors.

Dr. Rosman most recently served as dean and professor in the Silberman College of Business at Fairleigh Dickinson University, overseeing programs at its two New Jersey campuses (Metro and Florham) and the Vancouver, British Columbia campus. He led the development of new academic minors targeted to non-business majors and new online graduate degrees. In addition, Dr. Rosman worked with faculty to create minors addressing specific industry needs and business courses tailored for the arts

Prior to joining FDU in 2014, Dean Rosman was the Dean of the College of Management at LIU Post (2012-2104) and a faculty member at the University of Connecticut (1989-2012). While at UConn, he was the founding director of the MS in Accounting Program and served as director from 1998 to 2012. In 2002, this program became the University of Connecticut's first asynchronous online graduate degree.

Dean Rosman's primary research focus has been on how decision makers use information with the objective of identifying ways to improve decision behavior. He has published research in the Journal of Accounting and Economics; Journal of Accounting, Auditing and Finance; Auditing: A Journal of Theory and Practice; Academy of Management Journal; Journal of Behavioral Decision Making; Journal of Business Venturing; Journal of Business Research; Issues in Accounting Education; Behavioral Research in Accounting; Review of Accounting and Finance; and Research in Accounting Regulation.

The United States Distance Learning Association (USDLA) has recognized Dr. Rosman for developing best practices in online education (2007) and for excellence in distance learning teaching (2011) and he was awarded UConn's highest teaching distinction, University Fellow, in 2001. He earned his BBA from Hofstra University and his Ph.D. from the University of North Carolina at Chapel Hill.



**Paul Bianco, Ph.D.** In addition to serving as an Adjunct Professor at the NSU Shepard Broad College of Law, Paul Bianco is a patent and trademark attorney whose practice is focused on patent and trademark transactional work. His patent work is primarily in the areas of materials, mechanical and biomedical technologies. Paul's practice includes patent and trademark prosecution, licensing, transactional and opinion work, and client counseling. Prior to relocating to South Florida, Paul worked in the Washington D.C. office of Pennie & Edmonds LLP. Paul graduated Cum Laude from the University of Pennsylvania with a B.S. in Bioengineering. He also earned his M.S.E. and his Ph.D. in Bioengineering from the University of Pennsylvania. After finishing his Ph.D., he completed a fellowship at the Center for Devices and Radiological Health at the Food and Drug Administration in Washington, D.C. Paul received his J.D., Cum Laude, from the Georgetown University Law Center.



**Dean Vicenç F. Feliú**, Associate Dean for Library Services & Professor of Law. Dean Feliú was most recently the Associate Dean for Library Services and Professor of Law at Villanova University's Charles Widger School of Law in Pennsylvania where he taught Advanced Intellectual Property/Cyber Law and Copyright Law. Before that Dean Feliú was Director of the Law Library and Professor of Law at the University of the District of Columbia David A. Clarke School of Law, where he also taught International Human Rights and Advanced Legal Research.

Dean Feliú teaches Intellectual Property and Trademarks and Unfair Competition Law. Prior to entering academia, Dean Feliú served as a Major in the United States Marine Corps and as a Special Agent with the Federal Bureau of Investigation.

Dean Feliú received a B.A. in Linguistics from California State University, Fullerton, both a J.D. and LL.M. in Intellectual Property, Commerce & Technology from the Franklin Pierce Law Center, and a M.L.I.S., with a Law Librarianship Certificate, from the University of Washington.



**Neda Lajevardi** is a partner at Lott & Fischer. Ms. Lajevardi is a Phi Beta Kappa graduate of Emory University, where she earned a Bachelor of Arts degree in Philosophy and a minor in Persian Language and Literature. She received her Juris Doctor cum laude from the University of Florida Levin College of Law. Ms. Lajevardi is trilingual in English, Spanish, and Persian.

While in law school, Ms. Lajevardi concentrated her studies on intellectual property law and received top grade awards in European and International Copyright Law, Legal Drafting and Negotiation and Mediation. She was a Teaching Assistant for her law school's Legal Research and Writing and Appellate Advocacy courses as well. Ms. Lajevardi was also an executive board member of The Florida Moot

Court Team and awarded Best Oralist at the Charleston National Moot Court Competition in South Carolina.

Prior to joining Lott & Fischer, Ms. Lajevardi was a fellow at the World Intellectual Property Organization at the United Nations in New York City, where she experienced firsthand the intricacies of international intellectual property law. She has clerked for private law firms, gaining experience in discrimination law, disability law, employment law and commercial litigation. Additionally, Ms. Lajevardi has worked at a law firm in Madrid, Spain.

Ms. Lajevardi is active in the intellectual property community, serving as a member of her local bar associations as well as the Florida Association of Women Lawyers. She is also highly involved with the International Trademark Association ("INTA"). She has presented at INTA Conferences in Barcelona, Spain and Orlando, Florida and currently serves as a Subcommittee Co-Chair of INTA's Young Practitioners Committee, where she helps educate young lawyers about INTA and trademark law.



**Scott Logvin** is an innovator, inventor, industry disrupter and serial entrepreneur whose lifelong passion for business has led him to create a platform designed to elevate pet ownership by bridging the gaps in the pet industry by uniting industry experts to revolutionize petcare standards.

Based in South Florida, Scott is the President of Liquid UPC, Founder of Virtual Travel Hub and President of Barkera Corp.™ As a forward thinker possessing a uniquely innovative approach to business, Scott has successfully created the vision, deployment, execution and growth strategies for numerous multinational companies. He has assisted countless startup ventures in building a productive online presence.

Scott served on the client advisor board for GoDaddy, Digital River, and currently consults with multiple privately owned North American startups. Scott also led sales, lead and marketing automation efforts for a 4,000-member sales team, and innovated the B2B eCommerce channel as Head of eCommerce for Citrix, taking the business solutions company to innovative heights.

Scott is a graduate of the State University of New York at Buffalo with a degree in Business Management, with an emphasis on Marketing and Entrepreneurial Leadership. He attended Florida Atlantic University with courses in Hospitality, Tourism and Management, and has been a featured speaker at multiple universities, including Terry College of Business - University of Georgia, University of Buffalo, Nova Southeastern Huizenga Business Innovation Academy, and the Alan B. Levan | Broward Center of Innovation.

At the Center of Innovation, Scott advises hundreds of entrepreneurs and has developed an innovative Internship Program providing a foundation of education for future pet industry business leaders. Scott is dedicated to redefining the pet industry by utilizing his many years of business and technology expertise.



**Jane E. Cross** is a Professor of Law and Director of the Caribbean Law Programs at Nova Southeastern University (NSU) College of Law. She received her B.A. with Honors in International Relations from the University of California Davis and her J.D. from the University of Michigan. While in law school, she was Note Editor for the Michigan Yearbook of International Legal Studies. Before entering legal education, she practiced corporate and banking law in New York City and Chicago.

Professor Cross regularly teaches the Caribbean Law Seminar, Legal Research & Writing and UCC: Negotiable Instruments. Furthermore, she has taught various courses in NSU's Online Master of Science in

Law program including Administrative Law, Electronic Commerce and Digital Trade, Federal Privacy Law, and Legal Research and Methods.

Professor Cross acts as faculty advisor to the Black Law Students Association (BLSA), the Caribbean Law Students Association, and the Nova Human Rights Organization. She also supervises the BLSA Competition teams and coaches the BLSA team for the Nelson Mandela International Negotiation Competition.

She is immediate past President, and currently an Executive Committee Member and an Advisory Board Member for the American and Caribbean Law Initiative (ACLI). In conjunction with the ACLI, she coordinates the Caribbean Law Clinic for NSU College of Law. She has taught Comparative Caribbean Legal Systems: A Human Rights Approach as part of ACLI's Winter Break Program at Cayman Islands Law School. She also served as the Faculty Chair of the Goodwin Seminars and organized a seminar series entitled "Tradewinds in Caribbean Law: Evolution of Legal Norms and Quest for Independent Justice."

She is the author of various pieces including *Testing in Black and White: The Use of Standardized Tests in Bar Examinations* and *the Implications for Minority Admissions to the Legal Profession* published in the *National Black Law Journal*. She also authored *Caribbean Law and South American and Central America: Other Colonial Laws* published in *The Oxford International Encyclopedia of Legal History*, and *A Matter of Discretion: The De Facto Abolition of the Mandatory Death Penalty in Barbados – A Study of the Boyce and Joseph Cases* published in the *University of Miami Inter-American Law Review*.

Professor Cross has been involved in a number of other professional organizations. She has served as the Director of Human Rights Awareness Projects for and was a member of the Board of Directors for the Inter-American Center for Human Rights. She was a founding member of the Human Rights Action Network. In addition, she serves as the treasurer and a board member of the Southeast/Southwest People of Color Legal Scholarship Conference. Professor Cross has coordinated programs and presented at regional, national and international conferences for many organizations including the American Association of Law Schools, the Legal Writing Institute, the Association of Legal Writing Directors, the Southeast Association of Law Schools, the Global Legal Skills Conference, Southeast/Southwest People of Color Legal Scholarship Conference, the National People of Color Legal Scholarship Conference, and the Jamaican Bar Association. Professor Cross's recent honors include being recognized in 2017 as one of the top black educators in South Florida and being selected in 2018 as one of the top 100 black lawyers by the National Black Lawyers. In 2014, she received an award from the American Society for Public Administration for being Outstanding Community Servant in South Florida. She is admitted to the Bar in New York, Illinois and Florida. She volunteers as a beginning tai chi instructor for the Taoist Tai Chi Society.



**Jaap Donath** is Assistant Executive Director for Programs at the Alan B. Levan NSU Broward Center of Innovation where he oversees the four pillar programs, Ideate, Incubate, Accelerate and Post-Accelerate as well as other programs. Jaap has close to 30 years of economic development experience, including over 25 years with the Miami-Dade Beacon Council, the economic development partnership for Miami-Dade County as Senior Vice President, Research & Strategic Planning. In this role he has been involved in the entrepreneurship and innovation ecosystem in South Florida, including BioFlorida Southeast Chapter leadership, Life Science South Florida Executive Committee and past member of the eMerge Americas Steering Committee. He also participated in tech tradeshows such as CeBIT (was the world's largest IT tradeshow) in Germany and MEDICA (world's largest medical device tradeshow) and BIO International Convention.

In addition, he was an Adjunct Professor at Barry University teaching "International Business" and "Business Consulting" in the MBA program and member of the Business School's Strategic Planning Committee and taught "Research & Inquiry" in the MBA program at Johnson & Wales University. He also taught at Florida Atlantic University, Florida International University and St. Thomas University.

Jaap Donath, a native of the Netherlands, received a Ph.D. in International Business and International Relations from the University of Miami. He received a M.A. in International Relations from the same institution and a B.A. in Education for History and Dutch Language at the Christelijke Hogeschool Windesheim in the Netherlands. He is fluent in English, Dutch, and German.

He has been a speaker at national and international economic development and business conferences. He has published internationally 26 articles, book reviews, and op-ed articles and lectured and presented papers at conferences in the Netherlands, Sweden and the United States. In addition, he has been interviewed by national, regional and local media, including Time Magazine, Bloomberg News, Florida Trend, and the Miami Herald.

His recent community involvement included being a member of the 21st Century Schools Bond Advisory Committee (Miami-Dade County Public Schools) overseeing a multi-year, \$1.2 billion capital improvement project and being a member of the Miami Dade College Hialeah President Campus Advisory Committee.



**Sharu Goodwyn.** I am passionate about developing & leading high-impact philanthropic programs. I believe that education & economic empowerment are two key drivers in creating a more equitable society.

As a Community Investment Manager at The ODP Corporation (parent company to Office Depot, ODP Business Solutions, Veyer and Varis), I lead Elevate Together – a nonprofit initiative that aims to accelerate the creation, growth and prosperity of Black and Hispanic-owned small businesses through education, access and aid. Since launching in January 2021, Elevate Together has raised \$5.8 million from POS retail and ecommerce customer donations, employee

giving and corporate sponsorships; awarded 332 grants to minority-owned small businesses in 12 U.S. markets; and provided funding to support the technical assistance programming of the nonprofit partners in the initiative's ecosystem. Elevate Together has been honored by the South Florida Hispanic Chamber (DEI Champion of the Year Award 2022) and the Hispanic Entrepreneurship Initiative (American Dream Award 2022).

Prior to joining the Community Investment team at The ODP Corporation, I spent 20 years in the nonprofit sector as an advocate for diverse, underrepresented communities managing communications and community relations for a number of South Florida and New York based organizations. I believe that my experience in the nonprofit sector and work with historically underserved communities has positively influenced my perspective and approach to philanthropy, grant making and strategic partnerships.

I proudly serve on the board of the Central County Community Development Corporation (CCCDC) & chair the Marketing Committee. The CCCDC (an affiliate of The Urban League of Broward County) is recognized as a Community Housing Development Organization (CHDO) & certified as a Community Development Financial Institution (CDFI). I am also the Business Development Lead for the Women of Color Associate Resource Group and a D&I Captain at The ODP Corporation, and a member of the CSR Board.

I received my MPA degree from Columbia University, Bachelors degree in Communications from the University of Pennsylvania and a Diversity, Equity & Inclusion in the Workplace Certificate from the University of South Florida.

My specialties include: program management, philanthropy, strategic partnerships, community relations, grant making, charitable contributions, sponsorships, strategic planning, public relations, event planning, social media, writing and editing, media relations, marketing, brand management, budget management



**J.R. McFarling.** As Small Business Development Officer at the Urban League's Entrepreneurship Center, J.R. creates alliances within the community while supporting the needs of underserved small business owners. Through his daily activities, JR creates programs and services that support the growing needs of the small business in the community. JR is able to uncover pain points from local small minority businesses to then pinpoint resources including training and capital that is appropriate in assisting their growth as a business owner.

All services offered through the Entrepreneurship Center under J.R.'s guidance are designed to help foster growth of businesses and business ideas. His work is accomplished by community outreach, advanced training programs and technical assistance offered at the Urban League's Entrepreneurship Center. His mission is to help establish, structure, strengthen, empower and grow minority owned businesses while helping to create wealth in the community. J.R. has over 20 years' experience in business development and is passionate about his work in the community.





**Kristin Reichman** is responsible for the ideation and execution of Oversight's marketing, branding, and messaging strategy. Kristin has over 20 years of experience in marketing, sales enablement, leadership development, and corporate learning.

An energetic and results-driven leader, Kristin inspires those around her to engage in independent thought, take risks, and deliver innovative marketing solutions. Prior to Oversight, Kristin spent time at Apple, focusing on corporate sales and marketing; expanded her knowledge in the FinTech space working for Bank of America Merchant Services; and gained considerable marketing experience working for digital advertising giant Hibü.

Kristin holds a Bachelor of Science degree in Telecommunication from the University of Florida, attended Harvard University's Executive Education program, and has Paralegal Certification from Emory University.



**Terri-Ann Brown** is an Entrepreneur and Ecosystem Builder who strives to connect early stage startups and small businesses with the resources the founders need to grow their business. Over the last eight years, she worked to launch the Founder Institute in South Florida, participated in Babson College's Women Innovating Now (WIN) Lab inaugural cohort, served as a mentor for Startup Quest, Startup Now, and judged for accelerator programs. As the Director of Community Partnerships for the Venture Mentoring Team, she now leads a team of over 180 mentors to support Black and Hispanic small businesses through the Office Depot Elevate Together initiative. Additional partnerships include Alan B. Levan Nova Center for Innovation, Target Forward Founders Accelerator, Hispanic Unity of Florida, Urban League of Broward County, Rural Innovation of America, Sea Worthy Collective and more. Ms. Brown's professional experience includes Human Resources and Organizational Development focusing on technology process improvement.



**Alexander Brown.** Mr. Brown manages the litigation department of the Concept Law Group, an Intellectual Property boutique law firm. Mr. Brown has lectured to various groups, and has appeared on a variety of nationally syndicated television and radio shows to discuss cutting edge intellectual property issues in sports, entertainment, and media law.

In the courtroom, Mr. Brown has achieved more than \$60 million in jury verdicts, settlements and final judgments in intellectual property matters, including a \$24 million patent infringement verdict and a \$25 million copyright infringement verdict. These two trial victories garnered Mr. Brown the recognition of Most Effective Lawyer in 2010 and 2012. And, in 2013 Mr. Brown was named among the top 40-under-40 in the Daily Business Review's 2013 recognition of the top 40 lawyers under the age of 40.

In addition to his trial work, Mr. Brown has handle several appellate cases. Mr. Brown's skills as an appellate lawyer emanate from his serving as a staff attorney for Nova Law Alumnus, The Honorable Melanie G. May, a judge with Florida's Fourth District Court of Appeal. Mr. Brown also served as law clerk for The Honorable Linnea R. Johnson, a Federal U.S. Magistrate Judge with the Southern District of Florida.

Mr. Brown holds a law degree, magna cum laude, from Nova Southeastern University, where he graduated in 2004 in the top four percent of his graduating class.



**Scott Smiley:** In addition to serving as the Adjunct Professor of Patent Law at NSU's College of Law, where he has taught for over a decade, Scott is the founder and managing partner of The Concept Law Group in Fort Lauderdale, FL, where he concentrates on Intellectual Property law. Scott is a Registered Patent Attorney and holds a degree in Electrical Engineering. Before entering the field of law, Scott, working as an electrical engineer, designed antennas for military and commercial aircraft communication systems, the Harrier Vertical Take-Off Jet being one of his biggest projects. Mr. Smiley also served as an Adjunct Professor of Engineering and Computer Programming a local South Florida college.

Scott has served as outside patent counsel to Motorola, IBM, FordDirect, Tire Kingdom, and the Seminole Tribe of Florida, just to name a few.

Mr. Smiley has litigated numerous cases involving issued patents and trademarks. He handles trademark oppositions and cancellations as well as patent reexaminations and inter partes reviews. In fact, Mr. Smiley was one of the first attorneys in the country to emerge victorious in an inter partes review at the United States Patent and Trademark Office, which has since become a primary method of invalidating patents. Mr. Smiley has also successfully assists clients with securing domain names from cyber squatters through the use of the Uniform Domain Dispute Resolution Policy (UDRP).

Scott proudly sits on the NSU Ambassador's Board and was selected as one of 2022's Super Lawyers, by Super Lawyer Magazine.

Scott was born and raised in Kansas City, Missouri, and is the father of four children. At one time, he was the Missouri State Champion go-kart racer.



**Arlene Kline** is a veteran litigator at Akerman, LLP, defending labor and employment matters on behalf of banking, hospitality, healthcare, manufacturing, media, distribution, transportation, software, law firms, and non-profit sector clients. Clients value her comprehensive practice, including policy development, compliance audits, preventative measures, litigation, and appeals. A significant aspect of her practice also includes counseling on compliance with the public accommodation provisions of the Americans with Disabilities Act (including its application to websites and mobile apps), and avoidance of such claims. In addition, she also routinely advises and trains clients on issues involving discrimination (including harassment) and retaliation (including whistleblower

claims). Arlene litigates in state and federal courts across the nation, with experience defending claims involving Title VII, Section 1981, ADEA, FLSA, ADA (Titles I and III), FMLA, PDA, and the Florida Civil Rights Act, including the defense of class actions. Clients also turn to her for appellate matters in state and federal courts, as they relate to employment claims.

As part of a broader practice, Arlene litigates unfair competition, restrictive covenants and trade secrets, and defends legal malpractice claims. She also assists our corporate team in employment due diligence matters with regard to the sale of businesses.



**William "Bill" Kofahl** is a Human Resources Executive Business Partner known for developing and leading international HR strategies and teams in changing and dynamic environments in technology, engineering, manufacturing and consulting organizations.

Recognized for driving cross-organizational collaboration while managing the design and execution of solutions that receive outstanding endorsement in matrixed organizations.

Leverages deep business acumen and organizational savvy to achieve desired business results.

Experienced in providing hands-on HR leadership in North America, Latin America, Europe, India, and the Middle East & Africa.



**Marc Roberts** is recognized as a senior executive whose leadership style effectively balances a pragmatic management approach with strong creative and innovative skills. Throughout his career, Marc has proven that he can achieve results regardless of the challenges before him.

Marc's early career was in accounting with BDO Seidman and then he moved over to corporate finance with companies like Kraft Foods, Adidas USA, and Continental Grain. Marc left the corporate world moving into consulting for several years prior to forming his own executive search organizations, Infinity Partners, and Search Support Group. Over the years, working closely with CEO's and Entrepreneurs, Marc saw the need for Concierge Human Resource services for the small to mid-sized business, which all have Human Resource needs but not the full-time staff on board.

Marc holds an MBA in Corporate Financial Management from Pace University and a BS Degree in Accounting from Lehman College. Marc serves on the Advisory Board of the Westchester Biotech Project and is a frequent speaker at the Woman's Enterprise Development Council. He is also Co-Chair of Networking Professionals of Westchester, a business networking group.



**Aaron Chavez** comes from a Wall Street background and served as an analyst and associate at Barclays Investment Bank in Manhattan. His work centered around equity capital markets and investor engagement for businesses across multiple industries including Financials, FinTech, and Special Purpose Acquisition Companies (a cross-sector product) where he supported the raise of billions of dollars of capital over his tenure.

After leaving Barclays, Aaron founded Argent Strategies in 2019 which serves as a growth consulting firm focused on supporting startups & small businesses across business planning, financial strategy, and capital raise preparation.

In early 2021, Aaron cofounded Dinerazo which provides financial literacy, investment education, and relevant financial solutions for the Hispanic community globally.

Aaron graduated with a degree in Finance from the W. P. Carey School of Business & Barrett, The Honors College at Arizona State University in 2016. While at Arizona State, he was selected as a Tillman Scholar, an active member of the Investment Banking Industry Scholars, and a founding father of the Pi Kappa Alpha Fraternity chapter.



**Ariana Pareja** is an entrepreneur, investor, and founder with over 18 years of business experience in starting, operating, and exiting three SMB businesses. Ariana's primary expertise has centered around recruiting, training, and growing enterprise sales teams. Ariana Pareja attended George Washington University School of Business and is currently serving as President and Co-founder of the Pareja Family Foundation whose mission is to provide disadvantaged women and minorities a career in tech.

Pareja is a mentor for the Venture Mentoring Team a non-profit dedicated to fostering the South Florida start-up community and SCORE.org In addition to mentoring, and consulting start-ups,

Ariana has routinely spoken at several industry conferences & Establishments such as DEV CON 2022, Consensus 2022, IT EXPO, Nova Southeastern University, George Washington University, Harvard Business School South Florida's Pitch Competitions, MRED, Houston Association of Realtors, Miami Association of Realtors, MIBOR Association of Realtors, on the subjects of Technology, Entrepreneurship, and Fundraising and sits on the boards of minority-led startups.



**Nelson Telemaco** is a visionary leader with a successful track record leading, building, and transforming domestic and international businesses towards optimal performance. Nelson has served in a variety of roles with some of the world's largest financial institutions where he was responsible for building or re-engineering 8 business units impacting results across over 100 countries and generating cumulative growth revenue in excess of \$2BB. Nelson is highly experienced leading business units with multi-disciplinary teams spanning product development, underwriting, marketing/sales/distribution, operations, legal, finance, compliance, and several other specialized functions.

Nelson's contributions and influence has spanned leading and consulting for top global companies, launching and coaching start-ups, and mentoring the next generation of leaders. Nelson founded and is currently CEO of Proximity Works, a private equity and consulting firm and (co)founder of a number of start-ups. His portfolio of clients, private investments, and mentees includes businesses in multiple arenas including: financial services, risk management, education, technology, health & wellness, entertainment, consumer products, manufacturing, real estate, telehealth, payment platforms, marketing, food & beverage, and retail. Nelson also serves as board member of several organizations including corporate, public service, and nonprofits and is active with a number of charitable and educational organizations including the Venture Mentoring Team, the Arthur B. Levan | NSU Broward Center of Innovation, and Founders Institute.

Nelson is a graduate of the University of Pennsylvania with a bachelor's degree in Economics, minor in Psychology, with a concentration of studies in Marketing and Communications.

# Notes

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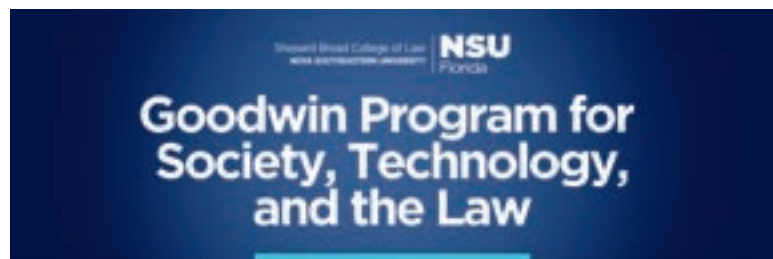
## Quadracci Cabrera

FAMILY

### Steven & Susan Kass



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UNIVERSITY





Berger Singerman proudly supports the 2023 Sharon and Mitchell W. Berger Entrepreneur Boot Camp and salutes all of its participants' entrepreneurial spirit.

