

## Michael S. (Mike) Panesis

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## Executive Profile

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I am a creative, resourceful leader and educator, specializing in entrepreneurship, private capital, strategic planning and technology management. My background reflects consistent success in many industries and situations, including turnarounds and rapid growth. I have strong communication and staff development skills, with an ability to define a clear vision and follow through with elegant, common-sense solutions.

## Experience

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### California Lutheran University

Executive Director, Steven Dorfman Center for Innovation and Entrepreneurship  
and Steven Dorfman Professor of Practice

August 2014 to present

Thousand Oaks, CA

Started an entrepreneurship center and academic program for Cal Lutheran that has become the hub for a regional startup community. Responsibilities include teaching, event planning and operation, coworking space planning and oversight, startup community-building, curriculum development and faculty governance.

- Under my leadership, the Center received a \$6 million gift, including an endowed Professor of Practice chair, the first of its kind at Cal Lutheran. This gift was preceded by a \$300K gift from the NewCo Foundation to fund Cal Lutheran's New Venture Competition.
- Designing a grant program for local startups, seeded by \$1 million from Mr. Dorfman.
- Led the establishment of Hub101, a startup incubator and coworking space in Westlake Village for students and startup community members. Pre-pandemic, Hub101 had 120 community members. Hub101 members have raised more than \$60 million in strategic, venture capital and angel funding.
- Teaching MBA, Executive MBA, and undergraduate courses in entrepreneurship in the USA and Austria.
- Co-author of successful proposal to create a university-wide entrepreneurship minor.
- Established a popular monthly Entrepreneur Speaker Series (66 C-level speakers through 2022 school year).
- Organizer, participant and judge in numerous Startup Weekends and hackathons.
- Active participant in the Alliance for SoCal Innovation, including evaluation of funding applications for its Venture Pipeline.
- Plan, organize, raise funds for and host the annual Cal Lutheran New Venture Competition. In 2019, expanded the competition to include Cal Lutheran's Austrian students. In 2020, successfully pivoted the competition online for the pandemic. Student projects were viewed in 40 countries and 36 states. In 2023, hosted a record 68 participant teams from Cal Lutheran and local high schools.
- Organized and ran two online global conferences for the Society for Arts Entrepreneurship Education in November 2020 and April 2023.
- Regular speaker on entrepreneurship to local community and networking groups.

### Santa Barbara Angel Alliance

Founding Member

February 2016 to December 2020

Santa Barbara, CA

Part of the founding membership of an angel investor group, consisting of experienced angel investors with a bias for action. Participated in the formation of the group, establishment of deal flow guidelines and technology adoption.

### Tech Coast Angels (TCA)

President, Central Coast Network (since 2010)

Chairman Emeritus, Board of Governors (2014)

Vice Chairman, Board of Governors (2013)

November 2008 to December 2020

Camarillo, CA

Past Chairman of the Board of Governors of the largest accredited investor group in the country, and President of its northern-most chapter. Led the full investment life cycle, including identification of promising startups,

## **Michael S. Panesis**

investment screening, negotiation of terms, due diligence, and ongoing monitoring. Responsible for member and sponsor development, establishment of strategic partnerships and chapter administration.

### **University of California at Santa Barbara (UCSB)**

Entrepreneurial Programs Manager

December 2011 to July 2014

Santa Barbara, CA

For UCSB's Technology Management Program (TMP), led co-curricular and extra-curricular programs, events and activities. Ran the annual UCSB New Venture Competition (NVC) and managed external relationships between TMP and mentors, community groups, government agencies, investors and NVC sponsors. Part of UCSB's highly regarded College of Engineering, TMP teaches entrepreneurship and business principles to the entire campus.

- Led the UCSB NVC, open to all UCSB students to give them an opportunity to develop their startup ideas. The NVC attracts 45-50 business ideas and more than 100 students in a broad range of disciplines, such as materials science, clean tech, consumer electronics, software, environmental science, and education.
- Advised teams that have gone on to further achievement, most notable of which is aPeel Sciences (<http://www.apeelsciences.com>) in the form of a \$100,000 grant from the Bill & Melinda Gates Foundation and almost \$400 million in angel and venture capital investment.
- Raised cash and in-kind prize money, and funds for running the competition, from local sponsors.
- Part of a Lean Launchpad teaching team, employing a flipped classroom approach to entrepreneurship education.
- Identified and maintained relationships with entrepreneurs and business executives to serve as mentors, lecturers, and sponsors for the TMP and NVC.
- Instrumental in the establishment of the Goleta Entrepreneurial Magnet (GEM) business incubator. Served on the GEM Executive Committee, recommended the GEM Executive Director, and led a \$500,000 fundraising campaign.
- Advised students and entrepreneurial-minded faculty on the creation of startups.
- Delivered TMP presentations and serves on panels for community and government groups related to entrepreneurship.
- Member of a team of ladder faculty and professionals performing market validation for a Master's Degree in Technology Management (MTM), in an effort to ensure that MTM recipients meet employer needs.

### **Whitestone Research**

Principal

February 2007 to February 2010

Santa Barbara, CA

Led day-to-day operations for a leading authority on forecasting building operations and maintenance costs.

Responsible for Whitestone's software and publishing product lines, new product development, business development, and operations.

- Introduced Whitestone's first new products in eight years. *The Whitestone Building Operations Cost Reference* doubled total book sales vs. prior year. BrickBits.com is Whitestone's first consumer service.
- Instrumental in re-positioning company focus from commoditized facility condition assessments to specialized analytical software and services. Strategy resulted in a 23% annual sales increase in a down market.
- Led Whitestone services expansion into the private sector. Developed innovative, do-it-yourself methods for facility cost data collection, replacing expensive consulting engineering services.
- Led the entire selling cycle, including identifying new sales opportunities, preparing proposals, and negotiating deals for large Federal, educational and private sector clients.
- Designed and implemented mail and online marketing campaigns.
- Organized and conducted events and symposiums for prospects and clients. Most successful event led directly to two long-term six-figure software deals.
- Performed administrative, financial, and human resources functions.

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### **Semtech**

Vice President, Information Technology

October 2005 to February 2007  
Camarillo, CA

For an analog and mixed-signal semiconductor manufacturer, led the worldwide information technology organization for 15 offices in 9 countries throughout North America, Europe, and Asia. Became Semtech's first VP of IT and Executive Committee member.

- Implemented a plan to improve global IT capability. Projects included intranet development (Sun Portal Server), Novell Netware to MS-Active Directory conversion and extension of a corporate data warehouse and analytical tool (DI-Diver).
- Led an initiative to reduce corporate telecommunication costs. Identified over \$250k (annualized) in savings across ISP, wireline, and cell phone usage. Saved as much as 80% in some countries.
- Negotiated global licensing contracts for Electronic Design Automation (EDA) software with Cadence, Mentor Graphics and Silvaco. Identified hundreds of thousands of dollars' worth of software that were underutilized. Chair of Global EDA Steering Committee.
- Developed an architecture for future systems development, replacing or modernizing legacy AS/400 and Lotus Notes systems and providing a framework for future systems using Unix, Java and J2EE.
- Worked with engineering design centers to design a framework for chip design and simulation.
- Developed requirements and business cases for Product Lifecycle Management (PLM) and Corporate Performance Management (CPM) systems.
- Led Sarbanes-Oxley IT compliance activities.

### **Whitestone Research**

Vice President, Product Development

October 2004 to October 2005  
Santa Barbara, CA

Led all product development, marketing, and software engineering functions for a leading authority on forecasting building operations and maintenance costs. Public sector client base included Federal agencies (DOE and DOD), state and local government, and educational institutions. Private sector client base included representatives from the Architecture, Engineering & Construction (AEC), Manufacturing and Telecommunications industries.

- Defined and led the development of new releases of MARS, Whitestone's facility cost forecast system. Led all product development and information technology activities.
- Responsible for all marketing activities, including product and brand strategy, pricing, promotion, lead generation and contract negotiation.
- Introduced marketing and selling processes based on a Customer Relationship Management (CRM) system (Salesforce.com).

### **WebALG - now DealerTrack**

Vice President, General Manager & Chief Technology Officer

January 2001 to August 2004  
Santa Barbara, CA

For a joint venture of JP Morgan Chase and Automotive Lease Guide, led the development of PaymentTrack, the automotive finance industry's first Software as a Service (SaaS) for negotiating lease financing terms. Following an acquisition by DealerTrack, took divisional responsibility for product management, engineering, quality and business operations. Low-cost, web-based business model could not be matched by the competition, leading to DealerTrack's acquiring the niche market share leader. Managed an operating budget of \$5.5 million.

- Turned around the initial PaymentTrack development project and delivered the first release on time at a cost of \$5 million, half the original budget. Produced 7 major and 40 minor functional releases of two systems.
- Worked with DealerTrack's sales force on PaymentTrack national launch. Subscriber base grew an average of over 30% per month for the first two years.
- Business operations achieved 99.99% data quality rate with less than half the staff of competitors, enabling WebALG to offer the most comprehensive data guarantee in the industry. Extended operations to include call center customer support and inside sales.
- Identified, evaluated, modeled, and negotiated new business development opportunities. Conducted field due diligence for the acquisition of a Canadian subsidiary.
- Evaluated and negotiated with technology providers and hosting firms. Led the implementation of multiple clustered server complexes. Built a VPN for communication with partners.
- Performed local administration, including facilities, finance, and human resources.

## **Michael S. Panesis**

### **Charles Jones, LLC (CJ) – now Signature Information Solutions Superior Information Services, LLC (SIS) – now KnowX**

June 1999 to January 2001

Vice President, Chief Information Officer

Trenton, NJ

First information technology executive for sister companies. CJ is the dominant provider of upper court, tideland and flood hazard searches for law firms, lenders and title insurers in the State of New Jersey. SIS is a leading collector and distributor of public records information. Led the development and improvement of revenue-generating systems using a Software as a Service (SaaS) model. Executive Committee member.

- Developed a strategic plan for redeveloping existing systems and exploiting new business opportunities.
- Implemented a web-based customer self-service order entry, tracking and multi-channel certificate delivery system (C, HTML, and CGI). The system fed a custom-built search and workflow system, which used an enhanced Russell soundex algorithm to perform searches of court records by individual or company name.
- Developed the DocketSource SaaS platform, using a J2EE (WebLogic) agent-based architecture to collect and present civil court case information.
- Implemented Oracle Financials, replacing a custom-built legacy accounting system.
- Led a consolidation from thirty servers to a two (HP 9000, EMC), while increasing capacity. Consolidated multiple databases (Oracle, Informix SE, c-tree) into a single Oracle data warehouse. Introduced Informatica PowerMart for data warehousing ETL.
- Formalized IT infrastructure, introducing standards for PC's (Dell vs. custom-built), central directory, file and print services (Windows NT Server vs. multiple solutions), e-mail, calendaring and scheduling (MS-Exchange vs. Sendmail), system management (Big Brother vs. none) and security (Checkpoint firewalls vs. proxy).
- Managed an extranet for collecting data and images from field collectors and electronic exchange of information with suppliers and customers. Ran an ISP service (Cisco RAS) for clients.
- Participated in the identification, negotiation, and development of new business relationships.
- Introduced a staff-developed scripting language into the open-source community.

### **Church & Dwight Co., Inc. (C&D)**

April 1993 to May 1999

Director, Management Information Services (MIS)

Princeton, NJ

For a consumer products (ARM & HAMMER) and specialty chemicals manufacturer, headed corporate information systems, including software development, computer operations, local and wide area networking, PC support and voice telecommunications. Restructured corporate MIS, modernized IT infrastructure, re-engineered processes, and implemented several major systems. Achieved budget reductions of over 40% while improving service.

- Sold a systems modernization project to the Executive Committee and Board of Directors. Led a joint business/MIS team from strategic planning through project completion and maintenance for ERP (SAP R/3), supply chain planning (Manugistics), and data mart (Business Objects). Implemented a new server infrastructure (HP 9000, EMC) to support the new systems.
- Built a business liaison program. Relationship with ARM & HAMMER Marketing led to improved use of IRI's syndicated data. Relationship with Specialty Chemicals Division led to the introduction of sales force automation (ACT!). Relationship with R&D led to LIMS (Labware) and PLM (Auto-Trol) systems.
- Guided the development of eight brand-oriented web sites.
- Created C&D's first wide-area network (WAN) and introduced corporate e-mail and groupware (Groupwise). Built a corporate network and system management infrastructure (IBM Tivoli and HP OpenView).
- Responsible for the technical operation of two customer service call centers and PBX (NT Meridian).
- Received award for participation in computer operations outsourcing team (\$1 million annual savings).

### **Deloitte & Touche**

Parsippany, NJ

May 1989 to April 1993

Manager

### **IMI Systems (now Ajilon)**

New York, NY

February 1985 to April 1989

Senior Consultant

### **AT&T Network Systems**

Columbus, OH

March 1984 to February 1985  
Information Systems Associate

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### Education and Professional

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Rutgers University, M.B.A., Marketing (Beta Gamma Sigma), December 1989

DeVry Institute of Technology, B.S., Computer Science for Business, February 1984

*Angel Investments* More than 60 private investments through these groups and platforms:  
*Accredited:* Tech Coast Angels, Santa Barbara Angel Alliance, AngelList, Backstage Crowd  
*Reg CF:* Fundify, Masterworks, MicroVentures, Republic, StartEngine, SVX US, WeFunder

*Board Memberships*

<i>Commercial</i>	
Prismal (robotics)	February 2021 to present
Sensor Industries	March 2019 to present
Whistle Messaging (acquired)	December 2016 to June 2022
<i>Non-Profit</i>	
Kingsmen Shakespeare Company	January 2022 to present
Central Coast Innovation Awards, Steering Committee	November 2015 to present
Society for Arts Entrepreneurship Education (SAEE)	October 2019 to October 2022
West Ventura County Business Alliance	September 2018 to February 2022

*Affiliations*

- Academy of Management, Entrepreneurship Division
- Association for Computing Machinery (ACM)
- Global Consortium of Entrepreneurship Centers (GCEC) – Review award proposals
- Institute for Electrical & Electronics Engineers (IEEE) – Senior Member
- Society for Arts Entrepreneurship Education (SAEE)
- Startup Weekends Conejo Valley, Santa Barbara, UCSB & Ventura County – Organizer, Mentor & Judge – March 2019 Startup Weekend Conejo Valley one of the highest rated worldwide in 2019
- United States Association for Small Business and Entrepreneurship (USASBE)
- VentureWell – Review award proposals
- Ventura County Greek Festival, Steering Committee Member, Finance Chair (retired)

*Awards*

- San Fernando Valley Business Journal Most Influential List, 2017, 2018, 2019, 2020, 2021, 2022, 2023
- Founder Institute named Hub101 One of the Best Startup Accelerators & Incubators in Los Angeles, <https://fi.co/insight/los-angeles-s-22-best-startup-accelerators-incubators>, July 2019
- Hub101 voted One of the Best Places to Work on the Central Coast, Pacific Coast Business Times, May 2019
- School of Management Advisory Council Award, Community Service, September, 2019
- Finalist, Emerging Entrepreneurship Center Award, Global Consortium of Entrepreneurship Centers (GCEC), October 2016
- Clean Business Investment Summit, Legacy Award 2014
- Goleta Valley Educator of the Year (Higher Education), November 2013  
Accompanied by certificates of recognition from State Senator Hannah-Beth Jackson, Assemblyman Das Williams and Goleta City Council
- Tech Coast Angels Central Coast Network Member of the Year 2010

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### *Articles*

"The Equity Crowdfunding Revolution", Pacific Coast Business Times, February 2021  
"Startup Community Should Give First", Pacific Coast Business Times, September 2019  
"Affordable Space for Startups", Pacific Coast Business Times, January 2019  
"Our Own Sand Hill Road", Pacific Coast Business Times, September 2018  
"Martin Luther Was an Entrepreneur", Pacific Coast Business Times, October 2017  
"Why Tech Is Choosing Conejo", Conejo Chamber of Commerce, Fall 2017  
"Liberal Starts", Pacific Coast Business Times, September 2017  
"Navigating the Land of Trump-portunities", Pacific Coast Business Times, December 2016  
"Why a Startup Is an Act of Patriotism", Pacific Coast Business Times, February 2016

### *Patent*

"Building sensor network for monitoring environmental conditions", Mar 16 2021  
US 10948379

### *Radio Interviews*

"Why the South Coast Is Attracting Hundreds of Tech Companies", KCLU, September 2017  
"Big Money in the 805", July 2017  
"Founding Fodder – Supporting Early-Stage Startups", 805Conversations, October 2016

### *Selected Presentations & Seminars*

"Water in the Valley of Death: Creating a University Program for Early-Stage Startup Grants",  
Global Consortium of Entrepreneurship Centers, October 2022  
"Greek Startup Universe: Lessons Learned", European Startup Universe, February, 2022  
"Community & Arts Entrepreneurship", Pamoja Sanaa (Swahili for "Art Together") Conference,  
February, 2022  
"Design Thinking", Naval Surface Warfare Center, Port Hueneme Division Leadership  
Symposium, January 2022  
"The Racist Side of Entrepreneurship", UCLA Bruin Alumni Group, July 2020  
"Liberal Starts: How Entrepreneurship Benefits the Liberal Arts (and Vice Versa)", Global  
Consortium of Entrepreneurship Centers, September 2019  
"Forward-Looking Management and Scenario Planning", Saudi Technical Training & Vocational  
Corporation (TVTC), Vienna, August 2019  
"Angel Investing Seminar", Multicultural Angel Investor Network, May 2019  
"Angel Investing Masterclass", Austrian Angel Investors Association (AAIA), March 2019  
Panelist (with USA Ambassador to Austria Trevor Traina), AAIA Investors' Lounge, March 2019  
"Liberal Starts: How Entrepreneurship Benefits the Liberal Arts (and Vice Versa)", Society of  
Arts Entrepreneurship Educators, October 2018  
"USA Investment Landscape", Ideen Triebwerk Graz (Austria) Startup Spritzer September  
2018  
"Angel Investing Seminar", Cal Poly University HotHouse Incubator, September 2018  
"Entrepreneurship 101 for Engineers", IEEE Entrepreneurship Group, September 2018  
"SharEconomy", Conejo Future Foundation 10x10, November 2016  
"Entrepreneurship at Cal Lutheran", Global Consortium of Entrepreneurship Centers,  
September 2016  
"Confessions of an Angel Investor", Impact Hub Santa Barbara, July 2016  
"East Coast vs. West Coast: Comparing Lean Launchpad and Disciplined Entrepreneurship",  
VentureWell OPEN National Conference, March 2016  
"How to Make a Million Dollars with your Data Science Startup", Westlake Village Data Science  
Meetup Group, February 2016  
Cal Lutheran Mathews Leadership Forum, Moderator, October 2015, 2016 & 2018  
"Experimenting with the Lean Launchpad at UCSB", National Collegiate Inventors & Innovators  
Alliance National Conference, March 2014  
"Entrepreneurship @UCSB", UC Berkeley Global Venture Lab, November 2013  
"Lean Launchpad @UCSB", presentation to Steve Blank, July 2013

I give presentations on entrepreneurship to local community groups 6 to 8 times per year. I also participate in local Startup Weekends and hackathons as an organizer, mentor & judge.