VENTURE MADNESS

FROM VISION TO VENTURE:
THE FOUNDERS ODYSSEY

9:00 AM– 9:45 AM
Thursday, April 4, 2024
The Clayton House, Scottsdale

<u>Moderator</u>

Mark Moeremans, The Journey Venture Studio

Mark has pursued a path supporting entrepreneurship as a way to lift others out of poverty while celebrating innovation and creating sustainable economies. Mark has worked with startups across four continents and consulted for Fortune 100 companies like Pfizer, Nike, and

After graduating from Stanford's Graduate School of Business with an MBA in 2017, Mark joined a private equity firm and moved to Arizona to lead one of their portfolio companies.

Before joining the Journey team, Mark worked at the Arizona Commerce Authority where he supported entrepreneurs and startups across the state by leading programs like the Arizona Innovation Challenge and the Venture Ready Accelerator.

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Panel Members

Bret Larsen, Chief

Bret Larsen is the CEO and Founder of Chief, the AI Operations Platform that helps growth stage, B2B SaaS businesses predictably drive growth, and decrease costs by enabling them to build, deploy, and manage AI trained on their business data.

Prior to Chief, Bret founded, and scaled eVisit where he currently serves as Chairman of the board. As CEO, he scaled eVisit to over 300 enterprise customers, was named market leader by Forrester, Gartner, and KLAS, and raised over $78M in venture and growth capital from Goldman Sachs, Kickstart Seed Fund, AZFF, UGF, and others.

He also led Marketing at CampusLogic (acq. by Ellucian), and StatDoctors (acq. by Teladoc). He is a 2x Ernst and Young, Entrepreneur of The Year Finalist, a Titan 100 CEO, and a Top 50 CEO in Healthcare Technology. The organizations he's built have repeatedly been ranked on the Inc. 5000, Deloitte Fast 500, and are recognized market leaders by leading analysts such as Forrester, Gartner, and KLAS.

Cindy Jordan, Pyx Health

After robust personal and professional successes in college athletics, law enforcement, presidential campaign fundraising, and executive marketing strategy, Cindy's entrepreneurial life took flight pioneering a breakthrough/novel solution in health technology with her first venture, Medical Referral Source (MRS), an innovative, proprietary tool for transforming healthcare operations and patient care experiences. Cindy took the national stage growing this high-value, disruptive enterprise and in 2013, the Advisory Board Company acquired MRS, now known as Crimson Medical Referrals, for $12.5 million.

Cindy's next ground-breaking venture was borne out of deep, personal motivation by a family member's struggle with a mental health crisis. With keen insight and awareness of the troubling gaps in healthcare she founded Pyx Health in 2017 and launched another breakthrough solution affecting profound change in the pervasive loneliness and social isolation epidemic. The Pyx Health platform is a new, inclusive paradigm of health and wellness that is improving health outcomes for the most vulnerable populations.

Pyx Health was named one of Inc. 5000's Fastest Growing Companies 2 years in a row, climbing to the top 15% in 2023, and Cindy was awarded a 19th annual Stevie® Awards for Women in Business, Most Innovative Woman Category. Cindy holds a Bachelor of Arts degree in Political Science and Government from George Mason University.

Kieran O'Brien, Shopgenie

Kieran O'Brien is the 24-year-old CEO and founder of Shopgenie, an all-in-one auto repair marketing platform. He is also the owner of the "Auto Shop Owners Hangout" Facebook group. Kieran is an industry leader in empowering auto shop owners to succeed in the digital landscape.

Salman Ahmad, Mosaic

Salman Ahmad is the co-founder and CEO of Mosaic, a construction technology company that provides institutional grade general contracting services to residential developers. He holds a PhD from MIT and a Masters from Stanford, both in Computer Science. Salman has founded and advised numerous start ups and also worked with Microsoft in developing data center solutions in the early days of the cloud. Previously, his academic research focused on programming languages, software systems and human-computer interaction. His dissertation centered around a series of new programming languages he created including Dog, a language for human computation, and Silo, a language for building distributed and scalable systems. Before that, Salman worked on machine learning systems for improving web design. Salman is the author of 20 technical publications and patents.