

## CURRICULUM VITAE

### ERIC PAUL ROSE, NPDP, MBA

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#### SUMMARY

Over 40 years' experience in product innovation, product design & development, manufacturing, quality assurance, new product commercialization, and project management. Skills demonstrated through numerous new products conceived, developed, patented, commercialized, and new product development business processes improved. Product Innovation educator since 2009. Expert Witness since 2020.

#### PROFESSIONAL EXPERIENCE

**President, Founder, Pinnacle Product Innovation, Inc.** 1/2012 – Present

Product innovation and management consultant to startups and established manufacturing / distribution companies. Providing clients the expertise to create incremental revenue by moving new products from opportunity to market reality. Services offered include Market Research, Product Development, Manufacturing Sourcing & Support, IP Commercialization, Project Management, and Product Innovation Business Process Improvement. Client industries include consumer products, healthcare, and industrial safety (PPE) companies. Product Design & Development Expert Witness, including on the 3M earplug case, retained by two plaintiff side law firms.

**Director, Research and Development, Moldex-Metric, Inc.** 3/2007 – 12/2011

Led Research & Development (R&D) efforts for health and safety products (PPE) in the Respiratory and Hearing Protection markets. Created and managed new product development (NPD) processes that drove incremental earnings. Managed ISO 9001 Design Control compliance for the company's R&D department and acted as internal auditor to other departments. Key success was the simultaneous development and launch of two industrial respirators, the most significant NPD and launch in the company's 30+ year history, and the development of a new line of hearing protection earmuffs.

**Executive Director of Product Development, Devices, Discus Dental, Inc.** 3/2004 – 2/2007

Created and implemented new dental device product development processes. Led NPD efforts for market segments including Whitening, Oral Hygiene, Endodontics, Impressions. Key NPD successes included Zoom Advanced Power whitening lamp, Zen Cordless Prophy, and EndoVac endodontic irrigation system. Led the NPD team, designed, and launched into manufacturing new plastic disposable and durable dental devices. Had significant responsibility for the product design, development, prototyping, contract and internal manufacturing support, tooling design review, new product testing, and new product quality specifications. Supported the company's Quality Assurance (QA) department by acting as an ISO 9001 internal auditor as well as writing new product design and development procedures for the company's ISO 9001 certification compliance.

**Business Development Director, Interlink Electronics, Inc.** 7/2000 – 3/2004

Identified and executed against new business, technology, and innovation opportunities. Primary product offerings included infrared (IR) and radio frequency (RF) wireless remote controls for digital projectors and electronic signature tablets. Key successes included the NPD and launch of GoSpeak! portable PA system with licensed flat panel speaker technology and an innovative interactive TV gaming solution using a touchpad based remote control. Created and taught new product development project management to technical and non-technical staff.

**Mattel, Inc.** 1995 – 2000

Responsible for managing various business groups' product design, development, prototyping, contract manufacturing startup & quality assurance support, tooling design review, and technical specifications for injection molded plastic and rubber toys.

**Product Engineering Manager, Intel / Mattel Smart Toy Lab** 1998 – 2000

Managed NPD programs for Mattel's co-venture with Intel Corporation, Intel Play. Reported to company's Chief Strategy Officer. Supported the 1999 launch of the technology toy, the QX3 Digital Video Microscope. Worked with a global NPD team in North America, Europe, and Asia.

**Product Development Manager, Games** 1996 – 1998

Led technical development for a startup line of Puzzles and Games, sales growth to \$100+M accomplished within 2 1/2 years. Work included creation of NPD processes for this new business group including managing licensor product approvals from Disney, Nickelodeon, Children's Television Workshop (Sesame Street) and others.

**Product Development Manager, Disney Infant Preschool** 1995 – 1996

Managed domestic product development engineering team for Disney licensed Infant Preschool toys. Provided on-site development and manufacturing startup support for new products in Hong Kong, China, Malaysia, and Mexico.

**Engineering Program Manager, Guardian Sunrise Medical** 1987 – 1995

Responsible for design, development, program and technical staff management for durable medical equipment. Company was largest U.S. manufacturer of aluminum crutches. Key successes included NPD and launch of company's first ever four wheeled rolling walker in collaboration with the Harrington Arthritis Research Center and industry's first ever injection molded quad cane base. Conceived and led the development and manufacturing launch of a line of injection molded bathroom safety products including commodes and shower chairs. Wrote, taught, and audited internal corporate ISO 9001 Design Control procedures, work instructions, and Design Review Checklists utilizing ISO 9001 guidelines.

**Design Development Engineer, Brown Jordan** 1986 – 1987

Responsible for the engineering design, development and implementation of new products for the consumer leisure and commercial contract furniture industry. Work included the research and development of the company's first ever blow molded patio chair shell in cooperation with GE Plastics.

**Staff Engineer, Everest and Jennings.** 1983 – 1986

Responsible for project planning, support, and development from concept through production start for durable medical equipment. Worked in various product areas including wheelchairs, UL listed hospital beds / controllers, home care beds, sit-to-stand recliners, and patient aids. Work included the development and launch of the company's first ever structural foam molded plastic battery box for power wheelchairs eliminating corrosion failures in prior aluminum battery boxes.

**Engineering Designer, Pharmaseal Division of American Hospital Supply** 1980 – 1983

Responsible for conceptual through final product design for high volume disposable plastic medical devices. New product target markets included Operating Room, Respiratory Therapy, and Nursing Services. Products designed used a wide variety of manufacturing processes including injection molding, blow molding, plastic extrusion, and expanded polystyrene foam molding.

## ACADEMIC EXPERIENCE

### TEACHING

**Entrepreneur in Residence.** California State University Northridge. Coach entrepreneurship students through the new venture startup and new product development process, 6/2018 – Present.

**Online Session Instructor.** Rice University, College of Business Administration. Management 580, MBA Marketing, 1/2019 – 10/2019.

**Part-Time Lecturer.** Loyola Marymount University, College of Business Administration. Entrepreneurship 4370: Product and Business Design. Responsible for content creation and lecturing. Collaborative course co-taught with the Otis College of Art & Design, 8/2014 – 12/2016.

**Adjunct Professor.** Pepperdine University, George L. Graziadio School of Business and Management. Marketing 661: Product Innovation and Management. Responsible for content creation and lecturing, 1/2009 – 8/2014.

### GUEST LECTURER

**California State University Northridge, David Nazarian College of Business and Economics**  
Numerous guest lectures on Product Innovation and Entrepreneurship, 2018 – 2022.

**University of Southern California, Marshall School of Business**  
Numerous guest lectures on Product Innovation and Entrepreneurship, 2014 – 2022. Partial list;  
Technology Commercialization BAEP 557: Professors Kathleen Allen, PhD, and Pai-Ling Yin, PhD.  
Venture Initiation BEAP 554: Paul Orlando, USC Incubator Director / Professor.  
Management of New Enterprise BAEP451: Professor Patrick Henry.

### Pepperdine University, Graziadio Business School

Feasibility of New Venture Ideas, Strategy & Entrepreneurship, Professor Kyle Murphy. Lecture, “Managing the 5 Key Tradeoffs in New Product Development.” May 2014.

### SPEAKING ENGAGEMENTS

Numerous guest speaking engagements on product innovation, product design, manufacturing, project management, details listed below. Audiences including trade groups, college and high school students.

### GUEST CRITIC / JUDGE

Numerous guest critic / guest judge engagements at California State University Northridge (CSUN), University of Southern California (USC), Pepperdine University, and the Network for Teaching Entrepreneurship (NFTE). 2012 – Present.

### MENTOR

CSUN David Nazarian College of Business and Economics Bull Ring New Venture Competition, 2018.  
Maseh Entrepreneurship Prize Competition, University of Southern California, 2013 – Present.  
Make in LA Accelerator, Chatsworth, CA. Startup mentoring and NPD training, 2015 – 2018.  
WE Global Studios, Los Angeles, CA. Product innovation mentoring and Board of Advisor member for women founded startups, 2022 – Present.

### **EDUCATION**

Masters of Business Administration, Pepperdine University, 1996. Elective in Entrepreneurship.

Bachelor of Science, Industrial Design, College of Engineering and Applied Sciences, Arizona State University, 1980. Product Design and Engineering curriculum.

Numerous continuing education courses including product innovation, engineering management, product design & development, plastic product design & manufacturing, computer science, project management, leadership, public speaking, communications, creativity, team building, training for classroom leadership, and small business consulting.

### **ORGANIZATIONS**

Product Development and Management Association (PDMA), Los Angeles Chapter, President, 2007 – 2008, Chapter Co-Founder. PDMA New Product Development Professional (NPDP), Certified September 2008. Received PDMA-LA Distinguished Innovator award for a lifetime of product innovation, May 2011. PDMA member since 2005.

Society of Plastics Engineers (SPE), San Fernando Valley Chapter Chairperson, 1984 – 1986. Board of Directors member of SPE's Product Design and Development Division, 2022 – Present.

American Society for Quality (ASQ), member 2020 – Present.

Tempo Plastics Company, Inc. Member, Board of Directors, 1986 – Present. Tempo is a small business offering expanded polystyrene custom molding of medical, automotive, industrial, and consumer products.

### **PATENTS**

Named inventor on 50+ patents and pending applications published worldwide in healthcare, industrial safety (PPE), and consumer product goods (CPG) industries. Examples include Sunrise Medical's first ever four wheeled rolling walker (US 4907794), Discus Dental's curing light with improved heat sink (US 7581846), and Moldex-Metric's head harness for an earmuff (USD744171S). A more complete list follows below.

### **PUBLICATIONS**

Author, "Managing New Product Development Project Tradeoffs." PDMA Visions, December 2013.

Guest Blogger, California Women's Conference. Series on invention and new product innovation, 2012.

Acknowledged Contributor, The McGraw-Hill 36-Hour Course Product Development, Author, Andrea Belz, Vice Dean, Technology Innovation and Entrepreneurship at USC Viterbi School of Engineering, November 2010.

Co-Author, "Product Obsolescence: Removing Parasites From The Portfolio." PDMA Visions, March 2007.

**SELECTED PATENTS**

<b>Date</b>	<b>Assignee</b>	<b>Title</b>	<b>Patent</b>
09/15/2020	Byrnes, Debi	Applicator	United States Patent US 10772409 B2
08/05/2020	Discus Dental, LLC	Illumination System For Dentistry Applications	European Patent EP3278763 B1
09/17/2019	Half Deck Productions, LLC	Card Holder	United States Patent US D860326 S
08/06/2019	Byrnes, Debi	Applicator	United States Patent US 10368625 B2
12/26/2018	Discus Dental Impressions, Inc.	Dental Light Device Having An Improved Heat Sink	European Patent EP1776058 B1
02/28/2018	Discus Dental, LLC	Illumination System For Dentistry Applications	European Patent EP1612477 B1
08/16/2016	Discus Dental, LLC	Illumination System For Dentistry Applications	CA PAT 2511277 C
05/10/2016	Discus Dental, LLC	Light Guide For Dentistry Applications	CA PAT 2572537 C
03/15/2016	Rose, Eric Paul	Chopping and Stirring Device	United States Patent US D751353 S
12/30/2015	Discus Dental, LLC	Dental Whitening and/or Curing Lamp Control System	European Patent EP1773179 B1
11/24/2015	Moldex-Metric, Inc.	Head Harness For An Earmuff	United States Patent US D744171 S
07/28/2015	Moldex-Metric, Inc.	Outer Shell Member For An Earmuff	United States Patent US D735419 S
05/26/2015	Discus Dental, LLC	Illumination System For Dentistry Applications	United States Patent US 9039412 B2
04/28/2015	Discus Dental, LLC	Multi-Compartment Devices Having Dispensing Tips	United States Patent US 9016522 B2
02/03/2015	Rose, Eric Paul	Stirring and Chopping Device	United States Patent US 8944355 B2
09/02/2014	Discus Dental, LLC	Dental Light Devices Having An Improved Heat Sink	CA PAT 2572548 C
12/24/2013	Discus Dental, LLC	Illumination System For Dentistry Applications	United States Patent US 8613616 B2
01/02/2013	Discus Dental, LLC	Illumination System For Dentistry Applications...	KR PAT 101217568 B1
01/02/2013	Discus Dental, LLC	Illumination System For Dentistry Applications	KR PAT 101217568 B1 (KPA)
11/14/2012	Discus Dental, LLC	Light Guide For Dentistry Applications	European Patent EP1773232 B1
09/19/2012	Discus Dental, LLC	The Light Guide Part In Dental Applications	CN PAT 101014294 B (HUM)

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<b>Date</b>	<b>Assignee</b>	<b>Title</b>	<b>Patent</b>
08/21/2012	Discus Dental, LLC	Light Guide For Dentistry Applications	KR PAT 101175172 B1 (KPA)
08/21/2012	Discus Dental, LLC	Light Guide For Dentistry Applications	KR PAT 101175172 B1 (MAT)
02/16/2012	Discus Dental, LLC	Illumination System For Dentistry Applications	AU PAT 2005202888 B2
09/29/2011	Discus Dental, LLC	Light Guide For Dentistry Applications	AU PAT 2005270015 B2
09/27/2011	Discus Dental, LLC	Light Guide For Dentistry Applications	United States Patent US 8025502 B2
07/21/2011	Discus Dental, LLC	Automatic Control For Dental Applications	AU PAT 2005270013 B2
06/02/2011	Discus Dental, LLC	Dental Light Device Having An Improved Heat Sink	AU PAT 2005270047 B2
12/16/2009	Discus Dental Impressions, Inc.	Dental Luminous Device With Improving The Radiator Air Outlet	CN PAT 100569194 C (HUM)
09/01/2009	Discus Dental, LLC	Dental Light Devices Having An Improved Heat Sink	United States Patent US 7581846 B2
03/03/2009	Discus Dental, LLC	Automatic Control For Dental Applications	United States Patent US 7499760 B2
01/02/2008	Discus Dental Impressions, Inc.	Prophylaxis Angles And Cups	European Patent EP20060738349
09/25/2007	Discus Dental, LLC	Curing Light	United States Patent US 7273369 B2
06/05/2007	Discus Dental Impressions, Inc.	Power Pack For Dentistry Applications	United States Patent US D543937 S
05/15/2007	Discus Dental Impressions, Inc.	Lamp For Dentistry Applications	United States Patent US D542947 S
04/03/2007	Discus Dental Impressions, Inc.	Support Structure For Dentistry Applications	United States Patent D539956
03/20/2007	Discus Dental Impressions, Inc.	Support Structure For Dentistry Applications	United States Patent US D538960 S
03/13/2007	Discus Dental Impressions, Inc.	Support Structure For A Lamp For Dentistry Applications	United States Patent US D538459 S
02/20/2007	Discus Dental Impressions, Inc.	Light Guide For Dentistry Applications	United States Patent D537192 S
06/29/2006	Mattel, Inc.	Spielzeugwerfer Zum Abschliessen Von Scheiben (Toy Launcher For Shooting Discs)	DE PAT 60113650 T2
06/15/2004	Interlink Electronics, Inc.	Transformer Remote Control	United States Patent US 6750803 B2
04/18/1995	Guardian Products, Inc.	Integrally Molded Stackable Shower Stool	United States Patent D357361

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<b>Date</b>	<b>Assignee</b>	<b>Title</b>	<b>Patent</b>
03/07/1995	Guardian Products, Inc.	Integrally Molded Stackable Shower Chair	United States Patent D355985
09/06/1994	Guardian Products, Inc.	Integrally Molded Stackable Commode Chair	United States Patent 5343573
03/01/1994	Guardian Products, Inc.	Commode Of Unitary Construction	United States Patent 5289596
03/30/1993	Guardian Products, Inc.	Commode Of Unitary Construction	United States Patent 5197152
09/18/1990	Guardian Products, Inc.	Foldable Rolling Walker	United States Patent D310646
03/13/1990	Guardian Products, Inc.	Foldable Rolling Walker	United States Patent 4907794

More complete list of patents at, <https://bit.ly/2UyCa4N>

Not Yet Retained

**SELECTED SPEAKING ENGAGEMENTS / GUEST LECTURES**

	<b>Date</b>	<b>Hosting Organization</b>	<b>Topic</b>
<b>2024</b>	4/4/2024	ProVisors Orange County Lawyer’s Affinity Group	“Proper Product Design & Product Liability”
	2/14/2024	Hosted by ProVisors Los Angeles Valley Distributors & Manufacturers Affinity Group.	"Unveiling Product Liability, Where Design Meets Insurance"
	1/11/2024	Bay Area Startup & Entrepreneurship Interest Group.	“Creating a Product the Market Wants – Customer Discovery & Product Market Fit”
<b>2023</b>	10/13/2023	California State University Northridge (CSUN) Entrepreneurship Speaker Series.	"From Idea To Reality: How To Find Your First Customers"
	9/20/2023	ProVisors Los Angeles Distributors & Manufacturers Affinity Group	"Reshoring, A PPE Case Study & Guidelines”
	6/13/2023	Stubbs Alderton & Markiles, LLP Preccelerator	“Creating a Product the Market Wants – Customer Discovery & Product Market Fit”
	6/8/2023	ProVisors Silicon Valley Lawyer’s Affinity Group	“Proper Product Design & Product Liability”
	4/5/2023	ProVisors Bay Area Middle Market & Bay Area Distributors and Manufacturers Affinity Group Affinity Groups	"Boost Innovation, Boost Business"
	3/31/2023	University of Portland's Business Innovation class & Professor Kay Molkentin, PhD	“Innovation Mashup”
	1/9/2023	ProVisors Innovation Affinity Group	"Asset Based Innovation – Leveraging your client’s existing assets for their growth"
	1/4/2023	ProVisors Ontario Distributors & Manufacturers Affinity Group	"Reshoring, A PPE Case Study & Guidelines"
<b>2022</b>	12/15/2022	ProVisors East Valley Lawyer’s Affinity Group	“Proper Product Design & Product Liability”
	11/17/2022	ProVisors Los Angeles Family Business Affinity Group	“Asset Based Innovation – Leveraging your client’s existing assets for their growth”
	10/24/2022	ProVisors San Diego Distributors and Manufacturers Affinity Group	“Reshoring from China to Los Angeles – A PPE Case Success Story”
	3/14/2022	ProVisors Innovation Affinity Group	“3 Keys to Successful New Products ®”
	2/28/2022	University of Southern California’s Venture Initiation class and Paul Orlando, USC’s Incubator Director	“3 Keys to Successful New Products ®”
	1/13/2022	California State University Northridge Artpreneurship Winter Bootcamp and Professor of Art & Design Dave Moon	“Entrepreneurship and Product Innovation”
<b>2021</b>	10/7/2021	Bay Area Startup and Entrepreneurship Group	“3 Keys to Successful New Products”
	7/29/2021	Los Angeles Valley College Manufacturing Academy	“3 Keys to Successful New Products”



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	1/29/2021	Innovation Protocol, Inc.	“3 Keys to Successful New Products”
	1/13/2021	Global Research Institute of International Trade	“3 Keys to Successful New Products”
<b>2020</b>	9/9/2020	MADIA Tech Launch Meetup	“Creating a Product the Market Wants – Customer Discovery & Product Market Fit”
	8/4/2020	Small Biz Cast podcast	“3 Keys to Successful New Products”
	7/29/2020	818 Startups & Inventors’ Mastermind SoCal Meetups	“Manufacturing 101”
	7/28/2020	Executive Forums Inland Empire	“3 Keys to Successful New Products”
	6/9/2020	Stubbs Alderton & Markiles, LLP Preccelerator	“Creating a Product the Market Wants – Customer Discovery & Product Market Fit”
	<b>2019</b>	11/8/2019	ProVisors Silicon Beach 2 Group
11/4/2019		Adam Diament’s Patenting for Inventors podcast series	“3 Keys to Success New Products”
7/3/2019		California State University (CSUN) Summer Startup Incubator	“After Product Market Fit: Market Need to Product Design”
5/8/2019		Stubbs Alderton & Markiles, LLP Preccelerator	“Creating a Product the Market Wants – Customer Discovery & Product Market Fit”
4/22/2019		CSUN’s Entrepreneurship BUS410 class and Professor Lois M. Shelton, Ph.D.	“Stage Presence for Entrepreneurs”
3/3/2019		Inventors’ Mastermind SoCal and PDMA-LA	“Protecting Your Invention”
2/6/2019		Cislo & Thomas, LLP	“3 Keys to Successful New Products.”
<b>2018</b>	4/22/2018	Inventors’ Mastermind SoCal and PDMA-LA	“Prospecting & Pitching Your Invention”
	3/2/2018	ProVisors Silicon Beach Group	“Product Innovation Fundamentals”
	2/7/2018	University of Southern California’s Pai-Ling Yin, PhD, Professor, Marshall School of Business	“Managing NPD Project Tradeoffs”
	2/6/2018	CSUN’s Entrepreneurship Program’s Bullring	“Customer Discovery and Product Market Fit”
	1/28/2018	Inventors’ Mastermind SoCal and PDMA-LA	“Protecting Your Invention – Panel Event”
<b>2017</b>	9/19/2017	Make in LA Accelerator	“Customer Discovery & Product Market Fit”
	6/25/2017	Inventors’ Mastermind SoCal and PDMA-LA	“Manufacturing Principles”
	3/22/2017	Pepperdine University’s Graziadio School of Business and Management	“3 Keys to Successful New Products”
	1/15/2017	Inventors’ Mastermind SoCal and PDMA-LA	“Market Research on a Budget”
<b>2016</b>	11/15/2016	Make in LA Accelerator	“NPD Project Management”
	11/14/2016	Pepperdine University’s Managing Entrepreneurial Ventures class	“3 Keys to Successful New Products” & “Managing NPD Project Tradeoffs”

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	5/15/2016	Inventors' Mastermind SoCal and PDMA-LA	"Prototyping Your Invention"
	5/13/2016	Inventors Forum of Orange County	"Project Managing Your Crowdfunding Campaign"
	4/21/2016	Project Management Institute – Los Angeles Chapter	"Project Managing Your Crowdfunding Campaign"
	4/6/2016	Make in LA Accelerator	"3 Keys to Successful New Products" & "Managing NPD Project Tradeoffs"
	3/20/2016	Inventors' Mastermind SoCal and PDMA-LA	"Project Managing Your Crowdfunding Campaign"
	3/10/2016	Shaker LaunchHouse Seed Capital Fund & Business Accelerator	"Fundraising For Your Startup"
	2/18/2016	Project Management Institute – Los Angeles Chapter	"Managing NPD Project Tradeoffs"
	2/10/2016	University of Southern California's Kathleen Allen, PhD, Professor, Marshall School of Business	"Managing NPD Project Tradeoffs"
<b>2015</b>	11/5/2015	University of Southern California's Lloyd Greif Center for Entrepreneurial Studies	"3 Keys to Successful New Products"
	10/29/2015	Small Business Development Center	"Project Managing Your Crowdfunding Campaign"
	10/27/2015	Society of Manufacturing Engineers (SME)	"DFMA, Getting the Design Right The First Time" and "Design to Target Cost"
	10/18/2015	Inventors' Mastermind SoCal and PDMA-LA	"Pitching Your Invention"
	10/6/2015	Marketing Executive Networking Group (MENG)	"Managing New Product Development Project Tradeoffs"
	10/5/2015	Make in LA Accelerator	"New Product Development Project Management"
	10/2/2015	ProVisors Silicon Beach Group	"What is Disruptive Innovation?"
	10/2/2015	Make in LA Accelerator	"Managing NPD Project Tradeoffs"
	9/21/2015	ProVisors Los Angeles Innovation Affinity Group	"What is Innovation?"
	9/10/2015	Make in LA Accelerator	"3 Keys to Successful New Products"
	8/16/2015	Inventors' Mastermind SoCal and PDMA-LA	"Licensing Your Invention"
	8/14/2015	ProVisors Silicon Beach Group	"The Internet of Things (IoT), Promise and Pain of Smart Home Lighting"
	7/27/2015	Inventors Connection of Greater Cleveland	"Licensing Your Invention"
	6/9/2015	Strategic Medical Device New Product Development Conference	"Managing New Product Development Project Tradeoffs"
	5/31/2015	Inventors' Mastermind SoCal and PDMA-LA	"Packaging For Your Invention"
	5/25/2015	Product Innovation Educator Chad McAllister	"Managing New Product Development Project Tradeoffs"

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	5/7/2015	Project Management Institute – Los Angeles Chapter	“Project Managing Your Crowdfunding Campaign”
	4/23/2015	Society of Physician Entrepreneurs (SoPE)	“Managing New Product Development Project Tradeoffs”
	3/29/2015	Inventors’ Mastermind SoCal and PDMA-LA	“Inventing Toys”
	2/18/2015	Pepperdine University’s Entrepreneurship Idea Generation class	Guest Panelist and Pitch Judge
	2/18/2015	ProVisors Los Angeles Branding, Licensing, and IP Affinity Group	“3 Keys to Successful New Products”
	2/11/2015	University of Southern California’s Kathleen Allen, PhD, Professor, Marshall School of Business	“Managing New Product Development Project Tradeoffs”
	1/18/2015	Inventors’ Mastermind SoCal and PDMA-LA	“Inventing Smartphone Apps”
	1/9/2015	ProVisors Silicon Beach Group	“New Product Marketability”
<b>2014</b>	12/9/2014	Network for Teaching Entrepreneurship. Transform LA Conf at the University of Southern CA	“Creating Meaningful Taglines for Your Business”
	11/30/2014	Inventors’ Mastermind SoCal and PDMA-LA	Open Mastermind Forum
	11/20/2014	Network for Teaching Entrepreneurship	“Entrepreneurship, Invention, and Product Development”
	11/15/2014	Product Camp SoCal	“Managing NPD Project Tradeoffs.”
	9/28/2014	Inventors’ Mastermind SoCal and PDMA-LA	“Finding a Manufacturer to License Your Invention.”
	8/19/2014	PDMA SoCal	“Managing New Product Development Project Tradeoffs”
	8/7/2014	Project Management Institute	“Managing New Product Development Project Tradeoffs”
	8/3/2014	Inventors’ Mastermind SoCal and PDMA-LA	“Protecting Your Invention”
	7/28/2014	Inventors Connection of Greater Cleveland	“Crowdfunding Your Invention”
	7/8/2014	Network for Teaching Entrepreneurship	“Entrepreneurship, Invention, and Product Development”
	5/25/2014	Pepperdine University Strategy & Entrepreneurship Class guest lecture	“NPD Project Pentagon (TM), a new paradigm in product development project management”
	3/23/2014	Inventors’ Mastermind SoCal and PDMA-LA	“Pitching Your Invention”
	2/5/2014	University of Southern California	“Managing the 5 Key Trade-offs in New Product Development”
	1/26/2014	Inventors’ Mastermind SoCal and PDMA-LA	“How to Prospect Licensees for Your Invention”

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