SAN DIEGO BUSINESS JOURNAL



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CODY BARBO Founder and CEO **TRUST & WILL**



NICK BELLANCA EVP, Group Benefits **GENOMIC LIFE**



INNESA BURROLA CEO, President **BOUTIQUE RECRUITING**



SORAYA CARRANCIO Director, Translational Development BRISTOL MYERS SOUIBB



BYUNG CHOI President & CEO MARCOMCENTRAL



LAWRENCE CHOU Founder & CEO PRINTIVITY LLC



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SEMA ZAVULUNOVA Vice President **BOUTIQUE RECRUITING**



WINNERS



SORAYA ALEXANDER

SVP Marketing & Customer Growth

Soraya Alexander serves as senior vice president of marketing and customer growth at Classy, a San Diego-based Public Benefit Corporation and Certified B Corp that creates software for nonprofits.

In the past three years, Alexander has driven record growth and retention for the company, which serves 6,000 nonprofits across the country, including Feeding San Diego, Father Joe's Village and Project Concern International. Classy's mission is to empower and mobilize the world for good, and Alexander 's work helps ensure nonprofits have access to best-in-class technology that allows them to raise more funds and drive more impact. Her work leading customer growth is geared toward helping Classy's nonprofit customers realize their full potential for online fundraising, showing how a seamless donor experience and frictionless technology can help them exceed goals. This was vital during a year when nonprofits struggled with an increased need for programming, often coupled with a strain on fundraising revenue when their cause was not directly linked to COVID-19 relief.

Alexander also serves on the board of Urban Surf 4 Kids, a nonprofit that uses the power of surf to empower foster and adoptive youth who have experienced complex trauma to become independent adults, community leaders and environmental champions.



SAN DIEGO'S 40 NEXT TOP





Estimating Manager

Adrian Ayala, estimating manager at PCL Construction San Diego is focused on leaving lasting legacies for future generations by helping to secure work for PCL's teams and partners, with the ultimate goal of building San Diego's next iconic project that will change our skyline. A major feather in his cap is his work on the International Arrivals Facility at San Diego International Airport. Completed in 2018, the project added 130,000 square feet and more capacity to accommodate international travelers. It also incorporates the latest technologies used by the U.S. Customs and Border Patrol to process travelers. Another landmark project Ayala led was the Universal Studios Jurassic World theme park.

Ayala's long list of professional accomplishments includes playing four years of Division 1 football as an offensive lineman for Arizona State University, owning an electrical contracting company and managing preconstruction/estimating activities for multiple high-profile construction projects. He plans on bringing others along his journey using a supportive leadership style that guides others on their path to success. Additionally, Ayala is involved with the San Diego Subcontractor Alliance. He is also the proud father of three boys, ages 4, 9 and 12 and enjoys spending time with his family at the beach.



California Buildings SAN DIEGO

BUSINESS LEADERS UNDER 40



ERIK ANDERSON

Associate Vice President

Erik Anderson, an Associate Vice President with NorthMarq's Investment Sales platform is consistently diligent in his follow through for clients, no matter the size of the transaction. Anderson has an encyclopedic deal memory, and can rifle off any portion of a deal that has happened in the past five years, knowing the buyer, seller, price per unit, and key metrics off the top of his head. Additionally, he has made a niche for himself by actively representing local and national developers in sourcing and purchasing multifamily land and assisting through the life cycle of the development.

Prior to joining NorthMarq, Anderson worked at CBRE specializing in private capital multifamily brokerage. He was a top three producing associate regionwide, a top 3 producing associate nationwide within the Capital Markets Sales Associate program and was promoted to Senior Associate within his first year. Outside of his brokerage, he is someone that puts time and resources back into the San Diego community. He serves on the council for Developing Leaders in NAIOP, specifically on the Give Back committee, is a member of ULI and is passionate about giving back to the San Diego Food Bank, San Diego Zoo Global and the EOD Warrior Foundation.



BUSINESS LEADERS UNDER 40



Founder and CEO

Cody Barbo is the founder and CEO of Trust & Will, a digital estate planning startup that revolutionizes an antiquated industry. Since starting Trust & Will in 2017, he has worked endlessly to make estate planning an affordable and inclusive option for all American families. Trust & Will is the most well-funded estate planning startup in history, with more than \$23M in capital to date. Before founding Trust & Will, Barbo was founder and CEO of Industry, a 'LinkedIn' for the service and hospitality industry.

As CEO of an emerging fintech startup, Barbo is passionate about creating equity in the financial services industry. He is a member of the Founders Pledge, a global community of entrepreneurs finding and funding solutions to the world's most pressing problems. Every member has a legally binding commitment to donate a portion of personal proceeds on liquidity to social causes. As a volunteer, he serves on the San Diego State University Alumni Board of Advisors and Phi Kappa Theta Fraternity's National Foundation Board. In 2021, San Diego Downtown Partnership awarded Trust & Will with their Innovation Award, recognizing the company's efforts to expand technological innovation and grow employment in our San Diego community.



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40 UNDER 40 • : WINNERS

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BOYS & GIRLS CLUBS OF GREATER SAN DIEGO

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BUSINESS LEADERS UNDER 40



NICK BELLANCA EVP, Group Benefits

Nick Bellanca, EVP, group benefits, is a founding member of Genomic Life and leads the growth and expansion of its group benefits division, focusing on benefit consultants, employer groups, associations and affinity groups.

Genomic Life's product offerings are designed to make genetic testing accessible and affordable to everyone in order to improve health, wellness, and longevity and reduce wasted healthcare dollars. He was heavily involved in the creation of Genomic Life's unique flagship program, Cancer Guardian, and his team has helped to onboard more than 350 employer clients who now make Cancer Guardian available as an employee benefit. Membership in Cancer Guardian has grown by over 300% in the past 18 months.

Additionally, Bellanca and his team have formalized partnership with more than 200 benefit consultants across the nation who are now introducing Cancer Guardian to their employer clients and prospects.

Bellanca is a regular speaker on benefits innovation at industry events and has written in many industry publications. He is involved with the American Cancer Society's Cancer Action Network, the nation's leading cancer advocacy organization that is working daily to make cancer issues a national priority.



INNESA BURROLA CEO, President

Innesa Burrola, president and CEO of Boutique Recruiting, worked her way through college and grew up in an immigrant family full of entrepreneurs. Her unstoppable devotion to a better life and strong work ethic was instilled at an early age.

As a refugee from Tajikistan in 1991, she and eight family members fled a country that was in the midst of civil war, poverty and persecution. Later, she earned a full scholarship from Arizona State University. After graduation, she was recruited into the staffing industry and since then has worked for three larger staffing companies in Southern California. While she established many valuable relationships during this period, she also wanted to provide a more personalized service to her clients. With sheer determination and a handful of business experience, she and her sister, who were in their 20s, boldly stepped out and launched Boutique Recruiting. While launching a business is hard enough, they persevered in one of the most competitive business sectors: personnel recruiting and placement. In seven years, Boutique Recruiting has served more than 4,000 companies in the greater San Diego area and has moved to a national level.

Burrola is a successful Mompreneur who enjoys spending time with her husband and three children.



SAN DIEGO'S 40 NEXT TOP





BUSINESS LEADERS UNDER 40



BYUNG CHOIPresident & CEO

Byung Choi, president and CEO of MarcomCentral, started his career as a financial analyst at Verizon and LG Corporation, learning the best practices of the tech world. He's taken this foundation and worked diligently to become a leader within MarcomCentral. He joined the Marcom team as the Senior Financial Analyst and quickly made an impact with his business insight. Today, as President and CEO of MarcomCentral, Choi is looked up to by his colleagues as the leader needed to guide MarcomCentral into the future.

As Choi continues to grow within his career, he's creating meaningful change within MarcomCentral and the larger Ricoh organization by launching new MarcomCentral products and becoming more involved in Ricoh's digital business. His leaderships style is rooted in concepts of lean business, including Kaizen and 6 Sigma, and driving better decisions with data. Choi is the founder of a small network of CEOs in San Diego who focus on mentoring young business leaders. This network contributes to community growth and advises graduates with the goal of keeping young talent in San Diego. Additionally, Choi coaches and mentors high school volleyball players who are trying to play Division 1 college volleyball. He also dedicates his time volunteering to help clean up his community park and serving at local schools.



SORAYA CARRANCIODirector, Translational Development

Soraya Carrancio, director, translational development at Bristol Myers Squibb's Oncogenesis Thematic Research Center in San Diego, has been a key leader and scientific contributor in advancing the company's pipeline of novel therapies that may lead to new medicines that improve the lives of patients with hematological malignancies and other cancers.

As a 10-year veteran of Bristol Myers Squibb (BMS) and Celgene (acquired by BMS in 2019), the translational research from Carrancio and her team has generated insights that have helped several novel compounds and combinations reach clinical trials. Perhaps none have been more important than luspatercept, which was approved by the FDA in 2019 for the treatment of anemia in beta thalassemia and myelodysplastic syndromes.

Carrancio has quickly risen through the ranks since her work on luspatercept to become the leader of a team of 20+ researchers across two continents. Maintaining communication with a large, international team has been challenging during the pandemic, but Carrancio said she has learned to be more hands-off and trust her scientists. "We have tremendous people here," she said. "They have all the skills. My job is to keep them engaged and happy, empower them and ensure collaboration to make the most out of our resources."





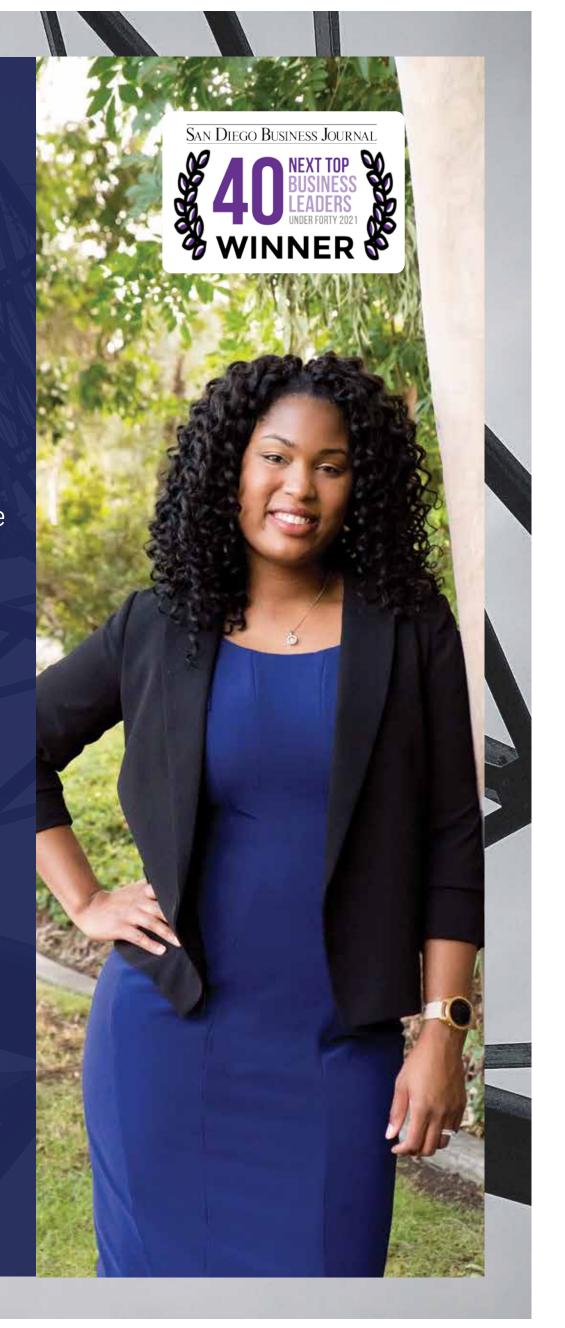
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BUSINESS LEADERS UNDER 40 UNDER FORTY 2021



Founder & CEO

Lawrence Chou is the founder and Chief Executive Officer of Printivity LLC. As the founder, Chou grew Printivity from a self-funded startup company into one of the largest online printing companies in United States. Printivity operates around-the-clock production facilities in both California and New Jersey, providing marketing and promotional materials for entrepreneurs and small businesses. Printivity's growth stands out due to its focus on serving a national customer base through its e-commerce platform, while still prioritizing customer service.

Chou's success goes beyond his success as a business owner, spending his time providing resources, time and talent to those needing support and looking for mentorship. He continually invests in the small business community as well as the Asian Pacific Islander small business owners. In addition to running Printivity, Chou serves on the board of directors for the Asian Business Association of San Diego. H helped to provide free printed collateral through his company to the San Diego and Imperial Small Business Development Center Network which was distributed to thousands of disadvantaged small businesses needing support throughout the pandemic. Chou also mentors young and aspiring executives and entrepreneurs. Prior to starting Printivity, he attended UCLA and majored in Economics.



SAN DIEGO'S 40 NEXT TOP





Executive Vice President, Head of Acquisitions

Dan D'Orazi is executive vice president and head of acquisitions for Breakthrough Properties, a fully integrated life science real estate investment and development company that leverages cross-sector collaboration to deliver environments that foster innovation and scientific breakthroughs.

Over the course of his 15-year career, D'Orazi has been responsible for more than 40 life science investments across multiple markets and totaling over \$6 billion in transaction volume. In his role with Breakthrough Properties, he is responsible for the oversight of all new investment activity and strategy for the firm globally, with a major focus on the San Diego market and building upon its well-established status as a life science cluster and hub for development and innovation in the field.

Prior to joining Breakthrough, D'Orazi led BioMed Realty's investments team including all acquisitions, dispositions and development underwriting across the company's core life science markets in the United States and United Kingdom. Prior to BioMed Realty, D'Orazi worked at The Concord Group, a leading real estate consultancy providing strategic advice during all stages of the acquisition, financing, planning and development processes. D'Orazi received an MBA from University of California, Berkeley and a bachelor of business administration from Gonzaga University.





KRYSTA CORDILL
Partner and Director of Advisory Services

Krysta Cordill is a partner and director of Advisory Services with D'Arcy Capital Management and has helped grow the practice from 0 Assets under management to \$140 million today.

She possesses a unique combination of skills (CPA, CFA, and CFP) to assist ultra-high net worth individuals, families and institutions through complex financial issues. She has overseen an advisory services group at D'Arcy Capital that has grown over 50% in 12 months.

Cordill expertly guided the firm's clients through the COVID-19 pandemic to successful outcomes. She remained active in solving complex client issues and is continuing to grow firm assets. Her character and knowledge were a calming influence with firm clients.

She is a past president (2017) and board member of the San Diego Financial Planners Association. Cordill has also served as a trusted charitable advisor with the Jewish Community Foundation of San Diego and has been an Estates and Trusts council member since 2019 of the Rady's Children's Hospital Foundation.



BUSINESS LEADERS UNDER 40



JASON EGNEW
Executive Director

Jason Egnew, executive director at J.P. Morgan Private Bank, began his career with Moss Adams, LLP in Seattle where he valued privately-owned operating companies, family limited partnerships, closely held corporations, and pass-through entities. He worked at Morgan Stanley's San Diego downtown office as a successful advisor for six years prior to joining J.P. Morgan Private Bank. In both capacities, he advised San Diego's wealthiest families on personal wealth management matters including financial planning, portfolio construction, asset allocation, tax strategies, trust and estate planning, using leverage and philanthropic giving.

Egnew has served as an officer in the U.S. Army Reserve for the last 22 years. During his 22 years of military service, nine of which have been based out of San Diego, he has trained, mentored and developed thousands of special operations paratroopers to deploy around the globe in support of combat and diplomatic missions. His personal deployments as commanding officer have taken him from Iraq, Afghanistan, Kuwait, Korea and other locations within the Pacific region. Egnew is a graduate of the University of Washington and he graduated with a degree in Finance and Accounting. He also holds both a series 7 and series 63 license.













Cymbiotika is leveling up lifestyle movement, beyond a brand, empowering the collective to take ownership of their lives. Our Mission is to steward life-long learning, advanced knowledge, and optimum health. We want to change the world by empowering people to reclaim their health and unlock their fullest potential. We want to help people live longer, happier, and healthier lives.

For more information visit CYMBIOTIKA.COM





BUSINESS LEADERS UNDER 40



HEATHER ENGLANDChief Compliance Officer, COO, Partner

Heather England, chief compliance officer, C00, and partner with HoyleCohen, LLC, was instrumental in working with the Tech Ops, Client Service and Compliance teams in ensuring a smooth and safe transition to remote working in March 2020, when the whole firm had to pivot to a remote work environment overnight. In an industry that is extremely data security sensitive, this was no small feat.

In September, the company acquired its first out of state location and England was at the forefront to ensure the on-boarding of employees, contract changes, and client service/administrative operational transitions were successful. She also spearheaded the hiring of a senior human resources manager and the forming of the HR department which has on-boarded seven employees since January 2021. In April she became chief compliance officer and chief operations officer. She became a partner in June.

England is driven to excellence in everything she does and is not shy about advocating for her employees, departments and causes she believes in. She has been invaluable in the formation of several departments and the shaping of the organizational structure as the company becomes a larger firm with multi-state employees and locations.



SAN DIEGO'S 40 NEXT TOP





JAKE FIELDSCo-Founder, CTO

Jake Fields, co-founder and CTO of Platform Science, has been instrumental in leading the company to significant partnership and customer growth, industry accolades, numerous awards and company patents. He is passionate about transforming one of the most traditional industries through the use of open IoT technology, helping establish a more efficient and future-proof business model for transportation. Born with an entrepreneurial spirit, he co-founded his first tech company at the age of 22 and has since founded or helped launch eight additional companies spanning from industries such as connected vehicle, ride-share, industrial IoT remote device management, medical device, digital advertising and enterprise event management.

Over the past year, he has continued to push the boundaries of the supply chain to new levels even further, driving and securing a first-of-its-kind partnership between Platform Science and Daimler Trucks North America, the largest heavy-duty truck manufacturer in the world. Beyond Fields' professional advancements in the office, he makes it a priority to be involved with the local community. He frequently lectures on the topic of digital innovation while providing advanced career mentorship for university students at various colleges within the region, including San Diego State and University of California San Diego.





MICHAEL FARRINGTON
Vice President of Corporate Marketing,
Brand, and Communication

Michael Farrington is the vice president of corporate marketing, brand, and communication at NuVasive and has immense pride, passion, and love for his hometown of San Diego. He has helped shape and create brands at multiple, publicly traded companies here in San Diego — Cardinal Health, CareFusion, Becton, Dickinson and Company, and NuVasive — that are engaging and drive value for all stakeholders. A majority of his career has been focused in the medical device industry, where he has built brands that evoke the "why" behind a company's work and the impact people and products can have on changing patient lives. He is a leader who is deeply invested in the development, growth, and success of his people which has been instrumental to his career achievements thus far.

Farrington is dedicated to building a strong local community both personally and professionally. Currently, he is: a member of the Biocom California Board of Directors and Biocom DE&I Task Force, a member of the Point Loma Nazarene University Fermanian School of Business Marketing Advisory Board, and an assistant coach of the Santa Fe Christian High School boys' varsity basketball. Farrington was born and raised in North County San Diego where he currently lives with his family.



BUSINESS LEADERS UNDER 40



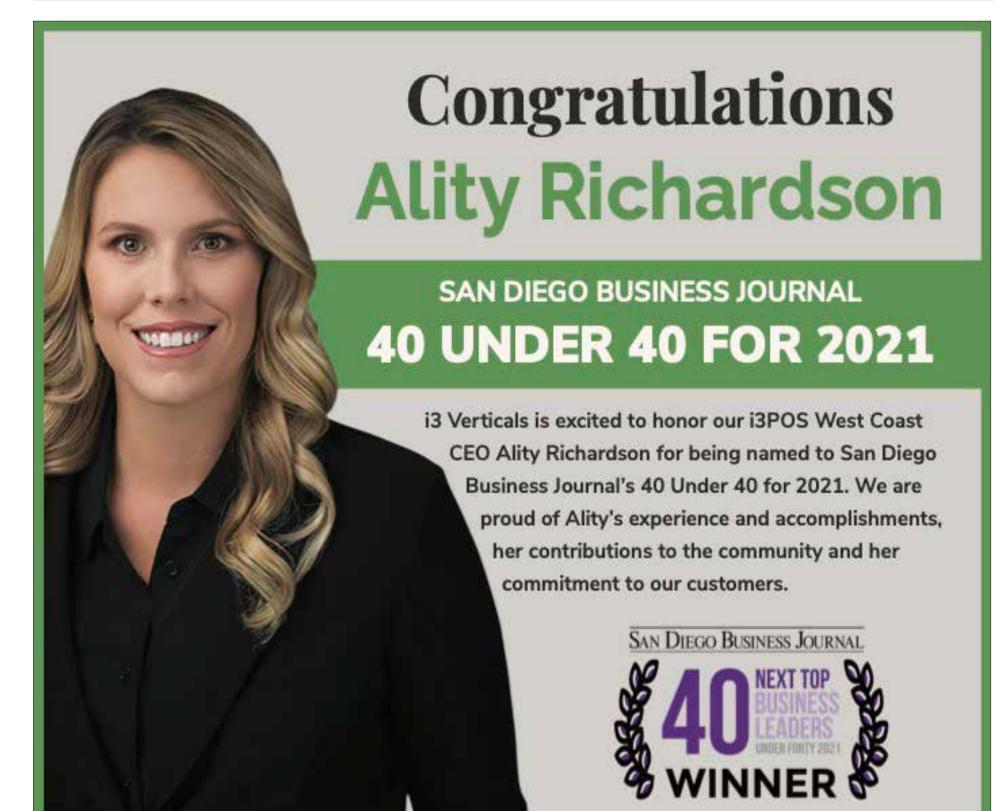
NICK FRASCOManaging Director

Nick Frasco is Managing Director at Longfellow Real Estate Partners, a role he has held for the past three years. Since the beginning of 2020, Frasco has led the expansion of Longfellow's West Coast portfolio in San Diego and San Francisco to its current total of 3.5 million square feet.

In San Diego specifically, Frasco and his team closed a series of acquisitions totaling over 650,000 square feet since the beginning of 2020, more than doubling Longfellow's portfolio in the region to over 1 million square feet. During that same time, he and his team also built Longfellow's San Diego active ground up development pipeline to over 1 million additional square feet of life science product set to deliver by 2024.

The course of the past year and a half of the pandemic underscored the importance of infrastructure for bio-innovation, and at this critical moment for the industry Frasco is spearheading the creation of state-of-the-art new lab space in dynamic centers for the life sciences sector on the West Coast. His vision for Longfellow in San Diego and the West Coast will help foster a thriving ecosystem and deliver much-needed supply for top biotech users in the market.





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BUSINESS LEADERS UNDER 40



Regional Vice President of Professional Staffing

Cassie Galiskis is regional vice president of professional staffing at Eastridge Workforce Solutions. After experiencing monumental success in 2019, Galiskis, was confident in her team's outlook for 2020, but once the pandemic hit, her goals and priorities shifted toward protecting her team's safety and headcount. This was a period of intense financial instability and uncertainty across all organizations and industries in response to COVID-19.

However, with Galiskis' leadership, not only did every member of her team stay onboard, but her division experienced unprecedented growth. She and her team have brought on new clients and team players even through the pandemic. Since the beginning of 2020, her team has achieved higher growth and revenue than in years prior, leading to the largest division headcount the team had ever had. As a result, 2021 is already proving to be one of the company's most prosperous years.

In addition to this rapid growth and resilience, Galiskis has elevated and formally promoted several of her team members through the pandemic. In the past six months, half a dozen of her team members were promoted to various levels of leadership roles in the eight divisions she leads.



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SAN DIEGO'S 40 NEXT TOP



TARA HAMMOND

Co-Founder & CEO

Tara Hammond is co-founder and CEO of Hammond Climate Solutions. In 2020 she launched the San Diego social enterprise to expedite positive change for a just and livable future. She is a member of the San Diego Green New Deal Alliance steering committee, Surfrider San Diego executive committee team and the Climate Defenders Action Fund board of directors. Hammond is also a member of the San Diego Power Community Advisory Committee and serves as vice chair and has been involved with projects that resulted in 208,540kW of new solar power being installed. In addition, she secured a CSR agreement with a leading international energy storage company.

Hammond became the manager of the San Diego Climate Hub in 2020 and launched quarterly Climate Hub events. Hammond also successfully managed the Solar Moonshot Program supporting 42 nonprofits, including four San Diego projects.

Hammond is regularly invited to speak on climate related panels with recent presentations made for the NAACP Hawaii/California, San Diego County Democrats for Environmental Action, San Diego Building Electrification Coalition, Encinitas – Environmental Commission, California Alliance for Community Energy, Electric Vehicle Association of San Diego, and the Center for Sustainable Energy. Hammond is also regularly interviewed by the media on clean energy topics.





HANNA GRENEDirector, Energy Industry, Americas

Hanna Grene, director for Energy Industry, Americas at Microsoft, is an energy and technology executive with over 13 years of leadership experience in strategic planning, operations, marketing, partnerships and business development. She has worked closely with federal agencies, governments, utilities and C&I clients worldwide to fund and execute renewable energy and grid resilience projects. At Microsoft, she leads strategy and partnerships across the Power and Utilities market and works closely with Fortune 500 executives and policymakers to accelerate investment and innovation in a decarbonized, secure, resilient and affordable energy system.

Prior to joining the Microsoft team in 2021, she was the Chief of Commercial Development for PXiSE Energy Solutions, a San Diego-based startup company and subsidiary of Sempra Energy that builds grid controls technology. As the Director of Policy at the Center for Sustainable Energy, Grene led corporate strategy and helped to secure critical legislation to secure \$1 billion in funding for solar, battery storage, and electric vehicles in California and Oregon with an emphasis on equity-focused programs. Grene has an MBA from the Rady School of Management at the University of California San Diego and a B.A. in International Relations from American University.



BUSINESS LEADERS UNDER 40



LAURA JOSH
Area President

Laura Josh, area president for Gallagher, led local and national affairs efforts for California Schools VEBA, a non-profit healthcare trust, which resulted in the passage of AB124 to develop a first -of-its kind direct contracting healthcare model for California. While there is an acknowledgement of a crisis in the healthcare system, there are few solutions that have emerged. This new direct contracting model will improve quality and transparency, while having the potential of saving more than \$100 million annually for participating employers.

Josh successfully redeveloped the business model for California School's VEBA's healthcare center in response to the COVID-19 crisis to transition from in-person delivery to virtual delivery – allowing the company to keep staff employed and making it possible to continue to serve their member population with the healthcare resources they need. She was also instrumental in doubling revenue over the past five years. She accomplished this through both strategic expansions of their existing clients, as well as the acquisition of new clients.

Gallagher views her as a national leader in pooled purchasing options within an organization with more than 30,000 employees.



Celebrating leadership in the community



AARON RYAN
Executive Director. Chase Middle Market



JASON EGNEW
Executive Director, J.P. Morgan Private Bank

J.P. Morgan Private Bank and JPMorgan Chase are proud to congratulate Jason Egnew and Aaron Ryan on being recognized as 40 Next Top Business Leaders Under Forty of San Diego.

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BUSINESS LEADERS UNDER 40

work as a reflection of how well her team excels.



President, COO

As the company's President and Chief Operating Officer, Dan Kagan has played a pivotal role in transforming Scientist.com from an enterprise software provider into a fast-growing R&D marketplace that's changing the way medical research is done. His impact on the pharmaceutical industry in 2020 was nothing short of astonishing. He has almost single-handedly created an innovative business and legal framework that is now used by most of the world's leading pharmaceutical companies and contract research organizations (CROs) within the life sciences. In 2020, the SDBJ recognized Scientist.com as the #1 Fastest Growing Private Large Company and the company also achieved profitability for the first time.

By the end of 2020, Kagan established partnerships with 24 of the world's top $30\,$ pharmaceutical companies, over 100 biotech companies and the US National Institutes of Health. He graduated with a Ph.D. from UC San Diego's storied bioengineering program with 14 publications including nine first authorships. Kagan has four major passions research, entrepreneurship, education and health — each of which he has translated into contributions to the local life science community. While working full-time in the laboratory at UCSD, he also completed a mini-MBA in entrepreneurship, which he then directly applied by helping create and lead UCSD's \$100K Entrepreneur Challenge, an annual startup competition.



San Diego Business Journal INNERS





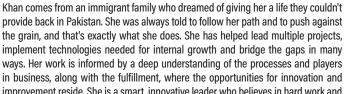


Partner

Lutfi Kharuf is a partner with Best Best & Krieger LLP. He advises clients on all aspects of public finance and is a recognized authority in California on establishing fees, charges, taxes and other revenue mechanisms in compliance with the state constitution. He has a reputation for harmonizing the revenue needs of public agency clients with ever-changing legal mandates and political considerations.

During the past two years he has worked up and down the state. Projects include representing 16 public agencies in the defense of a class action lawsuit that attempts to limit water purveyors from paying for firefighting infrastructure; helping the newly formed Santa Clarita Valley Water Agency get on its feet; taking the role as assistant general counsel at Helix Water District, helping the agency navigate COVID-19's impact on revenue and rates; and serving as disclosure counsel to the city of Vallejo in its issuance of \$42.6 million in bonds to fund water infrastructure.

Lutfi Kharuf is committed to advancing diversity in the workplace, including gender identity, sexual orientation and race. He volunteered to serve as a co-chair of his firm's new Diversity, Equity & Inclusion Committee. In addition, he serves on the board of the San Diego County Bar Foundation.



JASMINE KHAN

Director of Logistics and Fulfillment

Jasmine Khan is director of logistics and fulfillment at nutritional supplement maker Cymbiotika. She is a hardworking individual who has always strived to present her

During the last two years, she oversaw the expansion of Cymbiotika's team and helped

lead the project of bringing fulfillment from Boise, Idaho to San Diego.

the grain, and that's exactly what she does. She has helped lead multiple projects, implement technologies needed for internal growth and bridge the gaps in many ways. Her work is informed by a deep understanding of the processes and players in business, along with the fulfillment, where the opportunities for innovation and improvement reside. She is a smart, innovative leader who believes in hard work and daily growth. Khan is helping create a green culture that truly engages employees and helps minimize the footprint of her company, as she works with other local companies to source recycled and biodegradable packaging, promoting resource efficiency and a smaller footprint on our planet.



BUSINESS LEADERS UNDER 40



MIKE KIJEWSKI

Chief Executive Officer

Mike Kijewski, the CEO of MedCrypt, became an expert in medical physics and entrepreneurship and has founded two successful startup companies, Gamma Basics and MedCrypt. He realized the need for medical device cybersecurity prior to founding MedCrypt, and decided the industry needed a new solution to protect patients relying on all types of medical devices. His mission is to solve a greater problem in healthcare technology and he has assembled a team of medical device and engineering experts to tackle the complex issue.

After working as a high school physics teacher, Kijewski graduated from University of Pennsylvania with a Masters in Medical Physics and an MBA from the Wharton School. He founded his first company, Gamma Basics, a radiation oncology startup, which was acquired by Varian Medical Systems in 2013. MedCrypt raised \$10.4 million in funding and also won the Venture Connect prize at HIMSS18 Venture Connect startup competition.

Additionally, he volunteers for the Week of Code program, where he has the opportunity to attend local schools and give presentations on working in software. His family also supports Love Your Feral Felines (LYFF), a nonprofit organization in Northern San Diego that is dedicated to helping the San Diego County homeless cat population.







Congratulations Nathan Story

On your recognition as an under-40 business leader in San Diego. Thank you for your contributions to our business and our local community.

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Nathan Story MHM, Shareholder

MHM (Mayer Hoffman McCann P.C.) is an independent CPA firm that provides audit, review and attest services, and works closely with CBIZ, a business consulting, tax and financial services provider. CBIZ and MHM are members of Kreston International Limited, a global network of independent accounting firms.







BUSINESS LEADERS UNDER 40



ELVIN LAIPresident, CEO

Elvin Lai, who serves as president and CEO of Ocean Park Inn in Pacific Beach, is a fourth-generation owner-operator of the hotel. He also serves as chair of the Board of Directors for the San Diego Convention Center Corporation. He is the immediate Past President of the San Diego County Hotel-Motel Association and played a leading role in establishing the Pacific Beach Clean and Safe program. Recognized by the Asian Business Association as Outstanding Entrepreneur of the Year, Lai is a serial entrepreneur, with four businesses in three different sectors.

A graduate of the University of San Diego, Lai's greatest passions are building relationships, supporting the growth of San Diego's tourism industry and working to better our community for future generations. For his leadership in the community, Lai was also part of the San Diego Business Journal's SD500, a list of the most influential people in San Diego. He is continually put in leadership roles countywide and most recently, on Mayor Todd Gloria's Asian Pacific Islander Advisory Committee. Additionally, he serves on the Board of the Asian Business Association, San Diego, where he's provided valuable input, resources, connections and volunteering time through mentorship and advice to other businesses on how businesses can pivot and adapt.



SAN DIEGO'S 40 NEXT TOP





JING LI Attorney

Jing Li is an employment and business litigator at Solomon Ward Seidenwurm & Smith LLP. He has extensive experience defending California employers against claims of race/disability discrimination, sexual harassment, wage and hour disputes, class actions, government liability and other litigation issues. Li also has a broad range of real estate experience, including unlawful detainers, commercial and residential property management and real estate leasing issues.

Fluent in Mandarin, Li helps attract foreign business to California and with the help of his firm assists them with their legal needs in the state, including trademark registration, corporate formation, employment advice and counseling and when necessary, litigation. An expert in his field, he has written extensively on California's continuously developing employment law and presents seminars on California's employment law to employers statewide. He also works in collaboration with non-profits like the Pacific Asian Consortium in Employment (PACE LA) to assist small business owners in Southern California. An active member of the Pan Asian Lawyers of San Diego (PALSD) and the San Diego County Bar Association's ACC Diversity Fellowship Program, Li mentors local law students and advises law students on how to succeed both in school and in their first legal position.





Chief of Staff

Laura LaManna, chief of staff at Eastridge Workforce Solutions, leads the team in building internal and external connections, supporting the executive team's strategy, and assisting the organization's ultimate mission: providing individuals with opportunity and enrichment through work.

Among her accomplishments year to date, LaManna oversaw the development of a sourcing center with Eastridge's Mexico team that serves candidates and clients globally, maximizing growth for their international division. What started as a team of three members quickly grew to a team of 70 members. This significant increase in international employment expansion came under LaManna's management and guidance.

Eastridge has experienced rapid growth across the organization during the pandemic that directly impacted the recruiting industry. This growth allowed the company to boost its national and international presence, generating numerous opportunities for employees within the company. Through LaManna's supportive initiatives for the executive team from a strategy perspective, new divisions and service lines have also been created at Eastridge.

Over her seven-year tenure at Eastridge, LaManna was highly involved in the acquisition of the northeast division. She helped the organization lauch its prominent Arizona division as well, serving as manager and supporting all initiatives related to the division's roll out.



BUSINESS LEADERS UNDER 40



EVAN MCDONALD

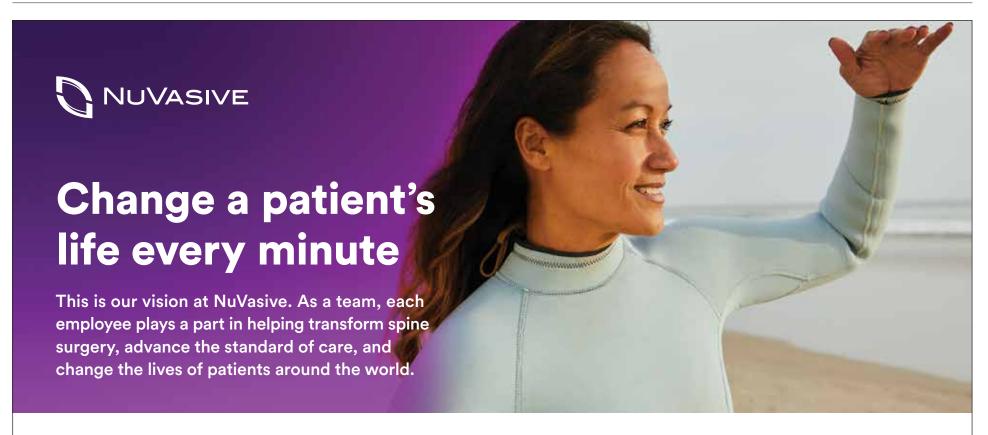
Senior Vice President

Evan McDonald is a senior vice president with Colliers International in the San Diego region. He specializes in the sale and leasing of industrial/R&D properties with an emphasis in the Central San Diego submarkets.

McDonald has superior market knowledge and experience in all aspects of the commercial real estate cycle. Clients ranging from institutions, private capital, investors, owners and users rely on his strong site selection, marketing, market trend analysis, deal processing and negotiation skills. He has provided his clients with the highest level of service excellence, helping them achieve their individual business and financial goals. McDonald has consistently been one of the top producers in the San Diego region year after year.

In 2020, McDonald completed his term as president of the San Diego chapter of the Society of Industrial and Office Realtors, the leading professional office and industrial real estate association. He led the organization's chapter officers and local members, while planning educational and networking events and activating strategies to grow membership. During his presidency, McDonald grew overall membership by more than 20%. He is actively involved in National Association of Industrial and Office Properties and UCSD Alumni Network. He has also volunteered as a coach for Solana Beach Little League.







Congratulations, Michael Farrington and Tristan Ribar, on being named a 2021 Next Top Business Leader Under 40. Thank you for helping lead our team to fulfill our vision.

Join our team at nuvasive.com/careers

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WE ARE PROUD OF YOU FOR BEING NAMED A NEXT TOP BUSINESS LEADER UNDER 40 WINNER!

As Estimating Manager at PCL Construction San Diego, Adrian brings his "best" every day—he is making a difference for PCL, our employees, his community, and the industry. We are proud he is receiving this well-deserved recognition for his efforts to help PCL and San Diego thrive!



California Buildings SAN DIEGO



BUSINESS LEADERS UNDER 40



RACHAEL MEDLIN, J.D., PMP

Business Development and Procurement Lead

Rachael Medlin, J.D., PMP, is the business development and procurement lead for AVIVV, an engineering professional services firm based in San Diego serving the energy industry throughout the United States. She was one of the company's first hires after it was founded in February 2020. She expertly designed the firm's procurement process, created its procurement department and now oversees two large accounts serving clients in California and New Jersey.

In addition to her project management duties, Medlin was tasked to support the growth of the firm and lead the charge for Impact Now, AVIVV's social responsibility program focusing on hiring military-connected employees.

Raised in a military family, Medlin now serves in the U.S. Navy as a reserve information warfare officer. She has been a dedicated military spouse since 2014 and is part of the support system for the wider military community. Like many working mothers, Medlin's personal and professional life was deeply impacted by the global pandemic.

Medlin is a rising leader at a diverse firm servicing the gas and electrical distribution and transmission industry in a field that traditionally has few people of color and even fewer women. She is an example of selfless service to her family, local community and broader military community.





SAN DIEGO'S 40 NEXT TOP



BARDIA MOAYEDI

Partner and Co-Chair, Technology Industry Group

Bardia Moayedi joined Snell & Wilmer's San Diego office as a corporate and securities partner in March of 2021. He is co-chair of the firm's Technology Industry Group, with a primary emphasis on advising emerging growth and public companies throughout their life cycles, particularly in the life sciences, high-technology, financial technology, food and beverage, and clean-technology industries. Moayedi has significant experience representing companies and financial firms in a broad range of general corporate governance and transactional matters, including venture capital financings, mergers and acquisitions, debt offerings, spin-offs/divestitures, joint ventures, IPOs, follow-on offerings and tender offers. He is a trusted advisor, often serving as the go-to outside counsel or lead counsel to his clients.

In addition to his normal areas of practice, Moayedi is a member of the firm's Coronavirus (COVID-19) Response Team, an interdisciplinary team of lawyers, formed quickly after recognizing the complex legal issues that businesses would confront as a result of the coronavirus. In addition to his professional work, Moayedi is an advisor for the University of California, Irvine Applied Innovation Incubator, San Diego State University ZIP Launchpad and University of California, Hastings Startup Legal Garage. He is also a member of the San Diego Venture Group and Business Forum International.

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Chief Estimator

Dan Meeh serves as chief estimator for Swinerton San Diego where he is responsible for all preconstruction activities in the design phase of the project, working directly with Swinerton estimators and project teams to provide accurate and detailed information to ensure prudent business decisions. His responsibilities include tasks required in the preparation of programs and budgets, delivery strategies, consultant team selection and managing the design and construction process. He has worked at Swinerton for seven years and served in his current position since 2019. Previously he worked as an estimator for Bycor General Contractors and as a project engineer for AECOM.

In addition to his work at Swinerton, Meeh is a member of the National Association of Industrial and Office Properties (NAIOP) San Diego chapter. Meeh holds a master's degree in Real Estate from the University of San Diego and an undergraduate degree in Geology from Wheaton College in Illinois. Meeh, his wife Lauren, and their four children reside in Encinitas.



BUSINESS LEADERS UNDER 40



Executive Vice President

Chad Patterson is an executive vice president of global marketing at Dexcom. During the COVID-19 pandemic, the FDA allowed use in hospitals of the Dexcom continuous glucose monitor for the safety of healthcare workers and Patterson led in informing the public in a responsible way.

For overall awareness, Patterson has cultivated a one-of-a kind customer loyalist network known as Dexcom Warriors ranging from everyday people to pop star Nick Jonas, who has Type 1 diabetes. Jonas starred in a groundbreaking commercial during the Super Bowl LV in January 2021. This was Patterson's brainchild and the first of its kind. It was implemented in less than two months and broke new ground for medical devices in primetime and placed diabetes at center stage.

Through this and many other efforts, Patterson is also responsible for PR achieving 1500 media placements and more than 27 billion impressions in top-tier outlets, including The Today Show, USA Today, AdWeek, E!, Forbes, People, Men's Health, Allure, Wall Street Journal, The New York Times, CNBC, and Sports Illustrated.

In March of 2021 Patterson was promoted for the fourth time in four years. In 2020, he and his 130 person marketing team helped Dexcom, grow more than 30 percent. Under his leadership, the company has exceeded new patient and revenue goals by more than 25%, delivering more than \$800M in topline growth over the past two years.







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Congratulations Cody Barbo!

We are thrilled to congratulate our Founder and CEO on this achievement! Thank you for your leadership and dedication to making Trust & Will the leading online estate planning company in the U.S.

Selected as a 2021 Winner of the San Diego Business Journal's 40 Next Top Business Leaders Under 40!





SHEENA PEOPLES

Senior Vice President, Call Center

Sheena Peoples is the senior vice president of the Call Center at San Diego County Credit Union (SDCCU). Over the course of her 15-year career in management of the Call Center at SDCCU, Peoples has been instrumental in her involvement and leadership in many projects that have led to the monumental growth of San Diego County Credit Union. When she started in the call center, there were roughly 20 employees and today her team has now grown to nearly 100 employees across two states. Much like SDCCU's branches, the Call Center is on the frontline, helping members navigate their banking needs. Peoples has been at the forefront of member's banking and improving the experience for both members and within the Call Center for her entire tenure at SDCCU.

She has played a role in initiatives that have positively impacted SDCCU and its members including the rollout and launch of new technology such as SDCCU's revamped Touch Tone Teller system and online banking platform and the implementation of dashboards and systems which offer real-time data, allowing for greater insight into activity and increased team synergy as well as improved customer service. Additionally, teal pom poms, coupled with a megaphone, are a staple in her hands on the SDCCU float at every San Diego LGBT Pride parade the credit union has participated in.



SAN DIEGO'S 40 NEXT TOP





Vice President of Finance

Tristan Ribar is a vice president of finance at NuVasive and has nearly 15 years of experience at large, publicly traded companies here in San Diego. He has quickly established himself as a valued strategic advisor to executives and assumed increasing levels of leadership responsibility early in his career. Having dedicated his career to the medical device industry, Ribar previously held roles at Alere, Abbott Laboratories, CareFusion, and Becton, Dickinson and Company.

Ribar has a proven ability to define and execute financial strategy and objectives that drive positive impact. For example, he helped raise \$900 million in convertible debt and amended NuVasive's revolver to solidify the balance sheet and access to cash in the first half of 2020, during the early stages of the COVID-19 pandemic.

Ribar recognizes the importance of building a strong community where he lives and works and is frequently involved in charitable donations that support the homeless, food insecure, and youth sports. Currently, he serves as the Chief Financial Officer for the NuVasive Spine Foundation, a non-profit organization dedicated to facilitating medical missions that bring life-changing spine surgery, technology and training to medically under-resourced communities around the world.



BUSINESS LEADERS UNDER 40



BRETT PERNICANO

Principal, Lead Advisor

Brett Pernicano is principal, lead advisor with Dowling & Yahnke. Pernicano became a principal with Dowling & Yahnke in June of 2020. He had an integral part in the acquisition of D&Y by CI Financial and onboarded a new options trading platform, Spiderrock, to be used by the company's largest clients.

Since 2005, he has obtained five professional certifications. He holds the CFA, CFP, Certified Divorce Financial Analyst, Chartered Financial Consultant, and Chartered Life Underwriter designations. He received his undergraduate degree in business administration with an emphasis in finance from the University of Washington.

Pernicano regularly sits on industry expert panels and gives presentations on divorce planning.

With more than 15 years of experience in the financial services industry, he has provided clients with financial guidance in areas including asset management and comprehensive financial planning.

A third generation San Diegan, Pernicano has deep roots in the community. He lives in Del Sur with his wife and two children. During his down time he enjoys beach volleyball, snowboarding and golf.



BUSINESS LEADERS UNDER 40



Chief Executive Officer

Ality Richardson is CEO of i3 POS-West Coast. Richardson led the largest NCR Hospitality channel through the COVID pandemic which ravaged the restaurant industry and posed a real threat to the future of the business and made the tough decision to reduce staff by 20% to weather the storm -- all while keeping a positive work culture to ease the worry of 80 employees and their families. Richardson converted a 54-year-old traditional business model to a subscription-based offering, while preserving the founding core values and providing five-star customer service.

She provided guidance to NCR leadership from one of the world's best markets, while participating on NCR's North America Partner Advisory Board.

Richardson also shifted the company's market demographics toward enterprise opportunities as a boutique services organization consulting in multi-unit restaurant operations. She expanded sales and services offerings from Southern California, Oregon, Washington, and Alaska across the Pacific to the Hawaiian Islands.

Richardson led her company to be recognized as the leading sales organization in the world for NCR's new Aloha Essentials bundled property offering. She is also a member of NCR's North America Advisory Board.





Congratulations Alex Howland,
President and Co-Founder of Virbela, for being
named one of San Diego Business Journal's
Next Top 40 Business Leaders Under 40!

San Diego Business Journal



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BUSINESS LEADERS UNDER 40



MICHAEL RIGA

Director of Information Technology

Michael Riga is director of information technology for Cymbiotika, bringing to the job nearly 20 years of experience in information technology including engineering and deploying data centers around the world. He previously served as director of engineering for D-Link Systems in Fountain Valley and as a project director for San Diego-based Sentek Global. Riga has also programmed and developed custom solutions for Fortune 500 companies.

Riga started working for Cymbiotika in early February with a notion to implement new technologies based on his past business and technology experiences. Projects include a very large migration, developing and deploying three e-commerce stores in less than a month, with new subscription software management, and advising the company's founder on how to design, create, edit and market his podcast, which has been ranked No. 1 in the world in the Fitness & Nutrition category.

His experience gives him a firm grasp on cloud technology, including SaaS, PaaS,

Riga has worked as a professor teaching network engineering, project management, data science, cybersecurity and virtualization courses for multiple universities including Westcliff University, ICOHS College and Coleman University. As a professor, Riga has taught more than 900 students. Many of them are now upper executives for multinational companies and government organizations.



SEBASTIAN SARRIA Policy and Programs Manager

Sebastian Sarria is the Policy and Programs Manager for San Diego Community Power,

the second largest public power agency in California. Without Sarria, this new agency

would not have launched successfully, and San Diegans would not have competition

and choice in energy. Sarria graduated with his Master of Public Policy in Energy and

Environment from the School of Global Policy and Strategy at UC San Diego. He helped

launch San Diego Community Power first on behalf of the City of San Diego supporting

four other cities and now as a company's second employee in the role of Program

and Policy Manager. With this degree, he became the first in his family to receive an

Also, within the last year, he was accepted into the 38-member national cohort of the

Clean Energy Leadership Institute, a nationally-recognized leadership development

organization focused on developing and connecting young clean energy professionals

focused on decarbonizing our energy system. He is a current Board member of

Climate Action Campaign, and Board President of the Greater Golden Hill Community

Development Corporation. As a recent UC San Diego alumnus, he also engages in

undergrad and graduate degree.

campus-related events that impact the community.

SAN DIEGO'S 40 NEXT TOP



JPMORGAN CHASE & CO.

businesses and support San Diego's dynamic economy.



SEMA ZAVULUNOVA

Vice President

 $Sema\,Zavulunova, vice\,president\,of\,Boutique\,Recruiting, was\,instrumental\,in\,the\,launch$ of her company and is a trusted partner and colleague to her sister, CEO Innesa Burrola.

Zavulunova's contributions to Boutique Recruiting have directly impacted the growth of the company, which expects to exceed \$7 million in revenue this year.

1991 and was raised in a refugee, hardworking and entrepreneurial family. Zavulunova started working at the age of 14 and never shied away from hard work. She consistently maintained a full-time job while attending Arizona State University; she graduated at the top of her class with honors. Shortly after graduating, she landed a position with a staffing company. She quickly understood how the industry works and what it takes

Zavulunova has the ability to build immediate connections with her candidates. Her genuine, enthusiastic and determined approach has helped her find thousands of candidates new jobs. She has maintained relationships with people from the beginning and continues to have excellent associations within her network of professionals. Zavulunova manages a team of recruiters and enjoys her time teaching, mentoring and engaging with her staff.





international banking, asset management and investment banking. He is a San Diego native and feels fortunate to share his passion for serving his hometown community.

Ryan strives to implement the vision of his clients, while driving innovation for San Diego.

For over 20 years, Ryan has spent his entire career in banking in Southern California.

He started off as a teller in Orange County and served in a variety of roles focused on $helping\ businesses\ access\ capital\ and\ technology\ solutions\ to\ help\ scale\ business\ and$

streamline banking. In all these positions he learned how to connect with customers.

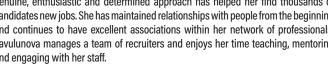
He worked his way up through lending, small business, and various leadership roles where he eventually moved back to his native San Diego assuming his current role

at JPMorgan Chase in 2019 where he now helps innovative companies grow their

BUSINESS LEADERS UNDER 40



She is a first-generation American. She immigrated with her family from Tajikistan in to make successful employer/candidate matches.





CONGRATULATIONS TO



LAURA JOSH

San Diego Business Journal 40 Next Top Business Leaders Under 40

Our team at Gallagher couldn't be prouder of Laura Josh!
In addition to her 40 under 40 recognition, Laura was recently
named Area President of Gallagher and leads a team of nearly
80 employees that oversee the California Schools Voluntary
Employee Benefits Association (VEBA). Congratulations Laura!

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Sarah Bacerra Sarah Bacerra Consulting



Cody Barbo Trust & Will



Emily Barlage Tri Pointe Homes San Diego



Nick Bellanca Genomic Life



Kristi Blackwell Tyson & Mendes LLP



Eric von Bluecher Lee & Associates



Amanda Bonds Words Alive



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Platt/Whitelaw Architects



Michelle Jordan Bunn The Energy Coalition



Innesa Burrola **Boutique Recruiting**



Soraya Carrancio Bristol Myers Squibb



Jonathan Castillo PATH (People Assisting the Homeless)



Cameron T Celeste District Attorneys Office



Josh Chesnut C2 Building Group



Byung Choi MarcomCentral



Lawrence Chou Printivity LLC



Paul Claxton Reciprocity ROI, LLC, Fornux, Inc. and The Robotics Hub



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Maegen Curry ID Studios, Inc.



Melinda Dicharry Paradigm Mechanical Corp.



Mark Dominguez Mitchell International



Shawnda Dorantes, RN, BSN, FNP-S Medical Spa



Daniel D'Orazi **Breakthrough Properties**



Kelly DuFord Williams Slate Law Group



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Genia Enders Journey With G



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Michael Farrington NuVasive



Jake Fields Platform Science



Paul Fisher Inovio Pharmaceuticals



Adam Francis Host Healthcare



Amber Frankhuizen AFMKTG



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Ality Richardson i3 POS-West Coast



Michael Riga Cymbiotika, LLC



Desiree RoughtonCustomer Experience



Aaron Ryan JPMorgan Chase



Guillaume Ryon Le Parfait Paris



Sebastian SarriaSan Diego
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Chris ScheppmannEnSight Technologies



Cristin SmithSaffron & Sage



Veronica H Speck Escada



Michelle St Clair
Elite Lifestyle
Management



Andrea Steinbrenner Exit Consulting Group



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