companies to integrate automation technology that accelerates Life Science industry, motivating biotech and pharmaceutical.

JERRY: Next, the winner for the Private Company Medium category is… Tom Gilman, Biosero. (111 Words) Tom is a changemaker in the development of JLab Audio. Through his product vision and innovation, JLab Audio has transitioned from wired, to Bluetooth wireless and now to true wireless products - Win was 6 months to 1.5 years ahead of the market and JLab Audio had the product assortment that consumers demanded. Under Win's leadership, JLab Audio has 30 plus wireless products - Win was 6 months to 1.5 years ahead of the product evolution or new category. As the headphones world tried knowledge Win ensures that JLab Audio is ready for the next transition to work from home and back to the office off and on. His energy, passion and support during that time were instrumental in keeping the company's inclusive, innovative culture strong.
JERRY: Next, the winner for the Private Company Medium category is… Tom Gilman, Biosero. (111 Words) Tom is a changemaker in the Life Science industry, motivating biotech and pharmaceutical companies to integrate automation technology that accelerates try knowledge. Win ensures that JLab Audio is ready for the next product evolution or new category. As the headphones world transitioned from wired, to Bluetooth wireless and now to true wireless products - Win was 6 months to 1.5 years ahead of the market and JLab Audio had the product assortment that consumers demanded. Under Win's leadership, JLab Audio has 30 plus employees who have been key in keeping the company's inclusive, innovative culture strong.

JERRY: Thanks Barb, the winner for the Private Company Small category is… Cody Barbo, trust & will. (50 Words) Cody is the founder and CEO of trust & will, a digital estate planning startup that revolutionizes an antiquated industry. Since starting trust & will in 2011, 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.
THE BOYS & GIRLS CLUBS OF GREATER SAN DIEGO CONGRATULATES THE SAN DIEGO BUSINESS JOURNAL’S

40 UNDER 40 WINNERS

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**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 300 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.

**SORAYA CARRANCO**
Director, Translational Development

Soraya Carrancio, director, translational development at Bristol Myers Squibb’s Oncogenes 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 25+ 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.”

**INNES ALEXANDER**
SVP Marketing & Customer Growth

Barb Alexander, SVP marketing and customer growth, 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.

**INNES A 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.

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 leadership 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 assists 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.
Congratulations, Rachael Medlin, JD, PMP!

Military spouses and veterans are the fuel to our workforce.

With great pride, we salute Rachael Medlin, Navy Reserve Officer and AVIVV’s Procurement Lead & Business Development Manager, for this remarkable, all-deserving recognition. Rachael represents the very best of our country as a service member, mother and community steward. Congratulations, Rachael!
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. He 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.

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.

Jason Egnew, executive director of 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.

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.
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Jared Radtkey
Director of Distribution

Kaylene Karim
Director of Social Media & Marketing

Michael Riga
Director of IT

Jasmine Khan
Director of Fulfillment
Heather England, chief compliance officer, COO, 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 formation 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.

JERRY: Thanks Barb, the winner for the Private Company Small category is…  Win Cramer, JLab Audio. (133 Words) Win lead JLab Audio to become the Number One accessible true wireless headphone brand under $100. He leads the product and innovation development of JLab Audio. Through his product vision and industry research, JLab Audio has been able to transition the product from wired, to Bluetooth wireless and now to true wireless products - Win was 6 months to 1.5 years ahead of the competition. With a goal of developing a product that would address the challenges of on-the-go consumers, JLab Audio recognized the market and JLab Audio had the product assortment that consumers demanded. Under Win’s leadership, JLab Audio has 30 plus product awards. Through the COVID-19 pandemic, Win led a team of JLab Audio employees on a multi-site basis to keep the company’s inclusive, innovative culture strong in keeping the company’s inclusive, innovative culture strong. 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.

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 Blooom California Board of Directors and Blooom DEI 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 boy’s varsity basketball. Farrington was born and raised in North County San Diego where he currently lives with his family.

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.
Congratulations
Ality Richardson

SAN DIEGO BUSINESS JOURNAL
40 UNDER 40 FOR 2021

i3 Verticals is excited to honor our i3POS West Coast CEO Ality Richardson for being named to San Diego Business Journal’s 40 Under 40 for 2021. We are proud of Ality’s experience and accomplishments, her contributions to the community and her commitment to our customers.

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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.

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 20,540kW 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 Greene, 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 Utilties 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 PGE 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, Greene 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. Greene 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.

Laura Josh, area president for Gallagher, led local and national affairs efforts for California Schools VEA’s, a non-profit healthcare trust, which resulted in the passage of AB104 to develop a first-of-its-kind direct contracting healthcare model for California. While there is an acknowledgment of a crisis in the healthcare system, there are new solutions that have emerged. This new direct contracting model will improve quality and transparency, while capturing the potential of saving more than $850 million annually for participating employers.

Josh successfully redeveloped the business model for California School’s VEA’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

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.

Thank you for your leadership of the firm’s commitment to San Diego and your tireless efforts in serving the people and businesses of our community.

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AARON RYAN
Executive Director, Chase Middle Market

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

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To learn more about the Private Bank in San Diego visit: privatebank.jpmorgan.com/san-diego

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companies to integrate automation technology that accelerates the move to work from home and back to the office off and on. His energy, passion and support during that time were instrumental. 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 PhD 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’S 40 NEXT TOP WINNERS

DAN KAGAN
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 SDBI recognized Scientist.com as the #1 Fastest Growing Private Large Company and the company also achieved profitability for the first time.

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 work as a reflection of how well her team excels. 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. Khan comes from an immigrant family who dreamed of giving her a life they couldn’t provide back in Pakistan. She was always told to follow her path and to push against 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.

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Eric von Bluecher

for being recognized as one of San Diego Business Journal’s 40 Next Top Business Leaders Under 40.

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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.

Nathan Story
MHM, Shareholder

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LOCAL EXPERTISE. INTERNATIONAL REACH. WORLD CLASS.
ELVIN LAI
President, 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 SOGO, 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.

JING LI
Attorney

Jing Li is an employment and business litigator at Solomon Ward Siddenswurm & 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 (PALSID) 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.

LAURA LAMANNA
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 year, Li has provided valuable input, resources, connections and volunteering time through mentorship and advice to other businesses on how businesses can pivot and adapt.

SVP Marketing & Customer Growth

SORAYA ALEXANDER

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.

JERRY: Next, the winner for the Private Company Medium category is… Win Cramer, JLab Audio. (133 Words) Win lead JLab Audio to become the Number One accessible true wireless headphone brand under $100. He leads the product and innovation development of JLab Audio. Through his product vision and industry experiences, JLab can thrive, diversify and thrive. Congratulations Win... [WIN CRAMER ACCEPTANCE]
Change a patient’s life every minute

This is our vision at NuVasive. As a team, each employee plays a part in helping transform spine surgery, advance the standard of care, and change the lives of patients around the world.

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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PCL CONGRATULATES ADRIAN AYALA

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!
RACHAEL MEDLIN, J.D., PMP
Business Development and Procurement Lead

Rachael Medlin, J.D., PMP, is the business development and procurement lead for AIVV, 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, AIVV’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.

DAN MEEH
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 Byorick 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.

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 Zeller 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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CHAD PATTERTON
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, ET, 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 150 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 top line growth over the past two years.
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PRESIDENT AND COO  
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companies to integrate automation technology that accelerates scientific discovery. Life Science industry, motivating biotech and pharmaceutical science.

Win Cramer, JLab Audio. (133 Words) Win led JLab Audio to become the Number One accessible true wireless headphone brand under $100. He leads the product and innovation category is…

Win Cramer, JLab Audio. (133 Words) Win lead JLab Audio to transition from wired, to Bluetooth wireless and now to true wireless products - Win was 6 months to 1.5 years ahead of the industry evolution or new category. As the headphones world transitions, Win ensures that JLab Audio is ready for the next development of JLab Audio. Through his product vision and industry knowledge Win ensures that JLab Audio is ready for the next product evolution or new category.

JERRY: Thanks Barb, the winner for the Private Company Small category is…

Tom Gilman, Biosero. (111 Words) Tom is a changemaker in the Life Science industry, motivating biotech and pharmaceutical science.

Tom Gilman, Biosero. (111 Words) Tom is a changemaker in the Life Science industry, motivating biotech and pharmaceutical science. His energy, passion and support during that time were instrumental to transition to work from home and back to the office off and on.

JERRY: Next, the winner for the Private Company Medium category is…

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SVP Marketing & Customer Growth SVP Marketing & Customer Growth SVP Marketing & Customer Growth

SORAYA ALEXANDER SORAYA ALEXANDER SORAYA ALEXANDER

TRISTAN RIBAR TRISTAN RIBAR TRISTAN RIBAR

ALITY RICHARDSON ALITY RICHARDSON ALITY RICHARDSON

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.

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Del Sur with his wife and two children. During his down time he enjoys beach volleyball, snowboarding and golf.

ALITY RICHARDSON Chief Executive Officer

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Virbela

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!

Thank you for your compassionate leadership and dedication to the Virbela team.

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JERRY: Next, the winner for the Private Company Medium category is…  Win Cramer, JLab Audio. (133 Words) Win lead JLab Audio to become the Number One accessible true wireless headphone brand under $100. He leads the product and innovation category is…  Win Cramer, JLab Audio. His energy, passion and support during that time were instrumental in keeping the company’s inclusive, innovative culture strong and thriving. Congratulations Win... [WIN CRAMER ACCEPTANCE]

JERRY: Thanks Barb, the winner for the Private Company Small category is…  Tom Gilman, Biosero. (111 Words) Tom is a changemaker in the Life Science industry, motivating biotech and pharmaceutical companies to integrate automation technology that accelerates scientific discovery.

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, IaaS, and DaaS.

Riga has worked as a professor teaching network engineering, project management, data science, cybersecurity and virtualization courses for multiple universities including Westcliff University, ICWIS 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 governmental organizations.

SVP Marketing & Customer Growth

Michael Riga
Director of Information Technology

CYNAMBOTIKA

SAN DIEGO’S 40 NEXT TOP WINNERS

Executive Director, Chase Middle Market

AARON RYAN

Aaron Ryan is the executive director, Chase Middle Market at J.P. Morgan Chase. He is the San Diego market leader for the firm’s Middle Market Banking Specialized Industries (MMBSI). He serves businesses with $20 million to $500 million in revenue.

Ryan leads a team of commercial bankers that delivers the firm's global capabilities to local businesses including credit and financing, treasury and payment services, 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 businesses and support San Diego’s dynamic economy.

San Diego’s 40 Next Top Business Leaders Under 40

SAN DIEGO’S 40 NEXT TOP BUSINESS LEADERS UNDER 40 WINNERS

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 undergrad and graduate degree.

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 now a Board member of Climate Action Campaigns, and Board President of the Greater Golden Hill Community Development Corporation. As a recent UC San Diego alumnus, he also engages in campus-related events that impact the community.

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

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

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.
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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NEXT TOP BUSINESS LEADERS UNDER 40

2021 WINNER

Brett Pernicano
CFA, CFP®, CDFA®, CHFC®, CLU®

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Lutfi Kharuf
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Sheena Peoples
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Andrew Rhodes
Mortgage Capital Trading

Tristan Ribar
NuVasive

Ally Richardson
@ POS-West Coast

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Cymbiotika, LLC

Desiree Roughton
Customer Experience

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Skrewball Peanut Butter Whiskey

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Skrewball Peanut Butter Whiskey

Sema Zavulunova
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