

FALL
2019



LECTURE
SERIES

14 Lectures. 14 Hours.
14 Ways to Improve Your Business Venture.



Meet Bruno Lima
(BYU alum) and
Richie Stapler
(UVU alum), Co-
Founders of Pura
Smart Home
Fragrance

presented by

UVU ENTREPRENEURSHIP
INSTITUTE

UTAH VALLEY UNIVERSITY

UVU TECHNOLOGY
MANAGEMENT

UTAH VALLEY UNIVERSITY



12 NOON TUESDAYS

CB 101c on the UVU Main Campus

- AUG 27** Building Tech Business Strategies in a Data-Driven World
Marta DeBellis, *Chief Marketing Officer of Instructure*
- SEP 3** Building A Company From Zero To A Billion Dollars
Tim Bean, *CEO of Fortem Technologies*
- SEP 10** To Be Announced
Alex Dunn, *President of Vivint SmartHome*
- SEP 17** Making the Leap From Startup to Contender
Dalton Wright, *Partner at Kickstart Seed Fund*
- SEP 24** Starting, Growing and Keeping the Family Business
Shelli Gardner, *Founder & CEO of Stampin Up*
- OCT 1** Are You Ready for Global Disruption?
Divya Modi Tongya, *Managing Partner & Founder of Interweave Ventures*
- OCT 8** 10 Lessons Learned From Writing About the Evolution of Silicon Slopes
Jeanette Bennett, *Founder of Utah Valley Magazine*
- OCT 15** Take Action: Every Day, Every Way And Every Moment
Cydni Tetro, *CEO ForgeDX and President Women Tech Council*
- OCT 22** Innovation With Impact
Joseph Grenny & Tim Stay, *Co-Founders of The Other Side Academy*
- OCT 29** Finding Your Why
Derek Maxfield, *Founder & CEO of Younique Products*
- NOV 5** The Pura Founding Story: Why Hardware is Hard
Richie Stapler & Bruno Lima, *Co-Founders of Pura*
- NOV 12** International Growth and the IPO
Jim Bramwell, *Executive Vice President of Avantor Sciences*
- NOV 19** The Journey is the Destination
Kristin Andrus, *Chief Culture Officer of Her Home*
- DEC 3** Starting and Growing a Food Business
Andrew and Shauna Smith, *CEO & Co-Founder | President & Co-Founder of Four Foods Group*

Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>



Welcome! Entrepreneurship and Management are exciting fields! Whether it's designing a better mouse trap or starting UBER, the process of problem solving and creating a business from scratch offers unlimited potential. Being an entrepreneur will test your personal skills, your determination and your patience. No matter the business or the set of challenges, there will be great satisfaction and disappointments along the way.

The Silicon Slopes Lecture Series is a class that puts you in direct contact with successful owners and experienced value creators. Listen to their experiences, their successes and failures, their unique challenges and what it took for them to launch and establish their businesses. This class offers inspiration, networking, team building, and challenges to get you thinking like an entrepreneur. Whether you already have an idea, or have started your own business, this is your chance to meet and learn from those who have made it. Our doors are open for your success and feel free to bring a friend to this inspiring class!



Mark Seastrand
Director
Entrepreneurship Institute



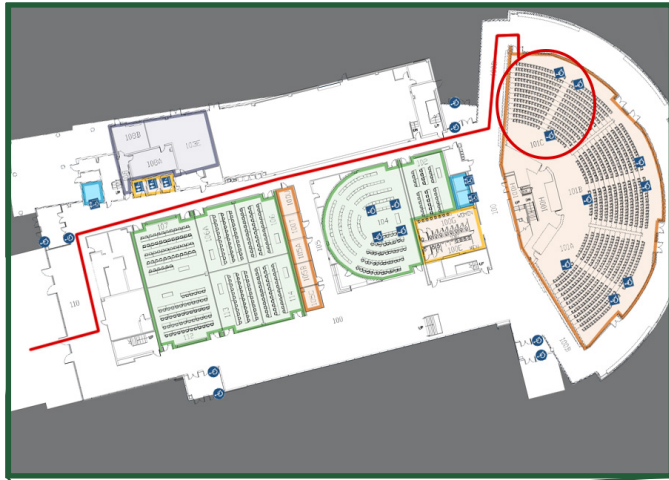
Dr. Susan Thackeray
Assistant Professor
Technology Management

LOCATION

The Silicon Slopes Lecture Series takes place weekly on Tuesdays at noon in the **Clarke Building, Room 101c**, on the Main UVU Campus. (See maps below.)

Guest Parking

Visitor parking is available in the parking garage for \$1 per hour. Pay for two and have lunch on campus.





August 27, 2019

BUILDING TECH BUSINESS STRATEGIES IN A DATA-DRIVEN WORLD

MARTA DEBELLIS

Chief Marketing Officer



Monique Marta has over 25 years of experience in technology, digital, content, and partner marketing with international experience at Instructure, Adobe, MRM/McCann and Intel.

Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

September 3, 2019

BUILDING A COMPANY FROM ZERO TO A BILLION DOLLARS

TIM BEAN

CEO



Tim is the Chief Executive Officer of Fortem Technologies, bringing more than 25 years of global executive experience successfully building businesses and technology startups in Silicon Valley.





September 10, 2019

TO BE ANNOUNCED

ALEX DUNN

Founder

vivint.
SmartHome™

Alex Dunn is the president of Vivint Smart Home, a billion-dollar smart home company with more than 1.5 million customers.

Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

September 17, 2019

**MAKING THE LEAP FROM
STARTUP TO CONTENDER**

DALTON WRIGHT

Partner



Dalton is a Partner at Kickstart Seed Fund who loves entrepreneurship and is energized by teams of passionate people attempting to solve large, meaningful problems.





September 24, 2019

**STARTING, GROWING
AND KEEPING THE
FAMILY BUSINESS**
SHELLI GARDNER

Founder & CEO



For nearly three decades, Shelli Gardner has led Stampin' Up! through both growth and challenges—and it has been an amazing adventure.

Register to attend at
<https://f19-silicon-slopes-lectures.eventbrite.com>

October 1, 2019

**ARE YOU READY FOR
GLOBAL DISRUPTION?**

**DIVYA MODI
TONGYA**

Managing Partner
& Founder



Divya is an entrepreneur and investor with a deep belief in the power of disruption through entrepreneurship to challenge the old and bring in the new, helping bring benefit to a large cross-section of people.





October 8, 2019

**10 LESSONS LEARNED
FROM WRITING ABOUT THE
EVOLUTION OF SILICON
SLOPES**

**JEANETTE
BENNETT**

Founder

**UtahValley
Magazine**

Jeanette Bennett is the founder/editor of Utah Valley Magazine, BusinessQ Magazine, Utah Valley Bride and UtahValley360.com.

Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

October 15, 2019

**TAKE ACTION: EVERY DAY,
EVERY WAY AND EVERY
MOMENT**

CYDNI TETRO

President | CEO



Cydni is a leading expert in product validation, go-to-market strategies, product development, marketing and technology.





October 22, 2019

HOW 100 FELONS CREATED WORLD CLASS BUSINESSES THAT CHANGE LIVES

JOSEPH GRENNY & TIM STAY

Co-Founders



Joseph Grenny is a New York Times bestselling author of seven books on leadership, communication, and personal change.

Tim Stay was formerly the CEO, as well as a co-founder of Unitus Labs. Tim Stay started and ran Marketing Ally, which became one of the Top 50 Call Centers in the U.S.A and had over 1,110 employees.

Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

October 29, 2019

FINDING YOUR WHY

DEREK MAXFIELD

Founder & CEO



Derek Maxfield, a software developer by training, founded Younique in 2012 as the first direct sales company to operate exclusively through the use of social media.





November 5, 2019

**PURA FOUNDING STORY:
WHY HARDWARE IS HARD**
**RICHIE STAPLER &
BRUNO LIMA**

Co-Founders



Pura is a tech company in the non-tech industry of fragrance. Pura has created a patented smart-home diffuser & clean, premium fragrances.



Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

November 12, 2019

**INTERNATIONAL GROWTH
AND THE IPO**

JIM BRAMWELL

Executive Vice President

Jim Bramwell is the Executive Vice President, Strategic Partners and Global Channel for Avantor.



Entrepreneurship
Week!

November 19, 2019

**THE JOURNEY IS THE
DESTINATION**

KRISTIN ANDRUS

Chief Culture Officer

Kristin Andrus, the Chief Culture Officer in her home to six children and busy husband, is an exercise enthusiast, amateur chef, professional traveler and content creator.



Register to attend at

<https://f19-silicon-slopes-lectures.eventbrite.com>

December 3, 2019

**STARTING AND
GROWING A FOOD
BUSINESS**

**ANDREW AND
SHAUNA SMITH**

CEO & Co-Founder |
President & Co-Founder

**fourfoods
group**

Over the past decade, Andrew & Shauna Smith have created one of the largest restaurant operations companies in the nation.





Scan the QR code to register
to attend the Silicon Slopes Lecture Series.

“We are grateful to be partnered with our friends at Silicon Slopes. I am convinced that you will not find a more experienced, successful, and caring group of entrepreneurs in a single lecture series anywhere in the country.”



Norman Wright

Dean
Woodbury School of Business

UVU WOODBURY
SCHOOL of BUSINESS
UTAH VALLEY UNIVERSITY

