

WOMEN INNOVATORS CONFERENCE

INCLUSIVE INNOVATION

OPENING KEYNOTE : *THINK LIKE AN
INNOVATOR: ACT LIKE AN ENTREPRENEUR*

Dr. Angelique Johnson

Dr. Angelique Johnson is CEO/founder of MEMStim LLC, a company that produces implantable electronics to treat neurological disorders. With a doctorate in Electrical Engineering from the University of Michigan, her work on microfabricated electrode arrays has resulted in several national and international patents, funding from the NSF and NIH, and a feature on the cover of Hearing Research. As an expert in Lean Startup Methodology, Dr. Johnson has educated several founders on how to build successful companies. She is an authority on innovation and entrepreneurship. Dr. Johnson has delivered a congressional briefing on Capitol Hill, served as a speaker for the eighth district of the Federal Reserve, and delivered several international talks. She has been featured on NBC Universal, National Public Radio, The Root news site, Louisville Insider, Business First, and other media outlets. Passionate about people as well as entrepreneurship, Dr. Johnson has led numerous outreach programs to promote tech careers to underrepresented minorities and women. One such program involved her traveling to Abu Dhabi to increase opportunities in STEM for Middle Eastern and North African Women. Dr. Johnson is CEO/Founder of Visionaireum, an organization that promotes, trains and equips underrepresented entrepreneurs.



PANEL #1 IDEA TO IMPACT: INNOVATORS SHARE THEIR JOURNEYS



Rui Li, Panelist

Rui Li is a 5th year PhD Candidate in Biomedical Engineering and specializes in cell cryobiology at the Biopreservation Core Resource, University of Minnesota. Together with her PhD advisor Prof. Allison Hubel, colleague Katie Hornberger and former COO of Be The Match Karen Dodson, she is working to launch a startup company, BlueCube Bio, to commercialize their innovations and make cell therapies more accessible and safer for patients around the world.

Yingling Fan, Panelist

Dr. Yingling Fan is Professor of Urban and Regional Planning at the Humphrey School of Public Affairs at the University of Minnesota and the Chief Executive Officer at Daynamica, Inc—a company she co-founded with research collaborators. Daynamica Inc. develops smartphone-human hybrid intelligent systems in which smartphone sensing collaborates with human input to generate accurate and comprehensive data on people's daily activities and trips. Using the Daynamica technology, she has pioneered the transportation happiness concept and developed systems to measure, analyze, and visualize individual- and population-level travel behavior and the associated emotional experiences.



Rowan Mahon, Panelist

Rowan Mahon PharmD is the managing director and a founder of RoundtableRx, a new start up that will help individuals be able to afford the medications that they need. She has extensive experience within healthcare as a medical lab scientist, a pharmacist, and as a data analyst.

Allison Ferro, Panel Commentator

Allison Ferro is a Technology Portfolio Manager in the Office of Technology Commercialization at the University of Minnesota where she works with university inventors to evaluate and protect new inventions. She joined the team in 2019 after almost two decades in different roles in the medical device industry. Most recently, she spent nine years managing the intellectual property and early stage technology development for ophthalmic diagnostics at Carl Zeiss Meditec, Inc in California. Allison enjoys working at the intersection of technology, business and law. She is experienced in evaluating early stage technologies, knowledgeable about intellectual property protection strategies, and understands what it takes to turn an idea into a product.



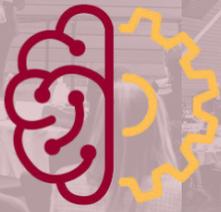
Mary MacCarthy, Panel Commentator

Mary MacCarthy MBA is the University of Minnesota's Venture Center Program Manager in Technology Commercialization. She launches healthcare startups, develops education and pitching events and markets her department. She previously held roles at Medtronic, Cardiovascular Systems Inc, Imation and 3M and has 20 years of medical device industry experience. She has also launched two startups. She serves on the Board of Directors of the Century College Foundation, RoundtableRx and Anatomic Corp.

Neela Mollgaard, Panel Moderator

Rui Li, PanelistRui Li is a 5th year PhD Candidate in Biomedical Engineering and specializes in cell cryobiology at the Biopreservation Core Resource, University of Minnesota. Together with her PhD advisor Prof. Allison Hubel, colleague Katie Hornberger and former COO of Be The Match Karen Dodson, she is working to launch a startup company, BlueCube Bio, to commercialize their innovations and make cell therapies more accessible and safer for patients around the world.





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PANEL #2 INCLUSIVITY AND ACCESSIBILITY IN PRODUCT DESIGN



Rob Wudlick, Panelist

Rob Wudlick from Excelsior, MN is a project manager for the University of Minnesota's Department of Rehabilitation Medicine, design consultant for Abilitech Medical, and a cofounder and treasurer of Get Up Stand Up to Cure Paralysis Foundation. He graduated with a degree in Industrial Engineer at Montana State University in Bozeman, MT. While rafting down the Grand Canyon in 2011, Rob suffered a severe cervical spinal cord injury from a diving accident, leaving him a C4 incomplete quadriplegic. Since then he has been doing adaptive fitness in Minnesota and advocating for several years to improve the lives of others and himself for research, better access & insurance coverage for advanced therapy and fitness, improving funding for medical research, and enhancing support and services for the disability community. Rob is also the chair of the Minnesota Spinal Cord and Traumatic Brain Injury Research Grant Program and on the board for the National Institutes of Health National Center for Medical Rehabilitation Research.

Elisha Friesema, Panelist

Elisha is the Founder and Principle of EMF Consulting LLC, a Twin Cities firm that focuses on helping clients take scientific learnings and translating them into commercializable solutions, and Director of Clinical Operations for SynerFuse Inc, a local startup that is addressing chronic lower back pain. Over the last 15 years, she has developed a unique blend of strategy and operations expertise through her work in the provider, drug, biotech, and medical device sectors of the healthcare industry. Elisha's passion lies in addressing health disparities and the social determinants of health to ensure our most vulnerable patients continually access high quality and affordable care. She specializes in working with early-stage healthcare clients providing strategic and operational expertise in clinical trial design and execution, regulatory (FDA) strategy, and go-to-market business strategy. She is the Board President of the Medical Industry Leadership Institute (MILI) Affiliates, has an MBA focused on healthcare strategy from the University of Minnesota's Carlson School of Management, and BA in Psychology from the University of Michigan.



Eri O'Diah, Panelist

Eri O'Diah (She/Her) is a Minnesota based entrepreneur who is passionate about growing her brand and lending her platform to socially good causes. As the sole founder of Collective.ly Digital, a boutique digital marketing agency, Eri and her team offer simple marketing processes that help small to large organizations develop strategies, execution plans and accelerate growth. Inspired by the racial unrest over the last few years, Eri also founded SIID Technologies – a tech startup that develops AI SaaS solutions to mitigate biases within systems and institutions. Eri is a graduate of California State University Northridge. She has an extensive background in digital marketing strategy, social media, and technology solutions. A veteran in the Digital Space, Eri helps brands uncover the best ways to engage their audience and drive remarkable results. In her free time, Eri can be found on her yoga mat or volunteering as the regional director of BDPA-Midwest, a national organization focused on nurturing and developing diverse working professionals and future IT leaders in STEM and all digital technology fields. Most recently, she was awarded the NAWBO-Minnesota Chapter's 2020 Emerging Business Owner of the Year.

Molly Fuller, Panelist

Molly Fuller has a background in fashion design and human factors. She has worked in the healthcare industry for 10 years designing better patient and clinician experiences whether that be a physical product, service delivery or digital product at the Mayo Clinic and 2 startup healthcare companies. Through her work she found there was a lack of stylish and quality clothing options for people with medical conditions. Molly founded Molly Fuller Design to create stylish and functional clothing for people with medical conditions focusing first on teens with sensory processing disorder and autism spectrum disorder.



Jodi Rebuffoni, Panel Moderator

Jodi has more than 15 years of academic and industry-based experience in therapeutics development and translational research. Jodi is currently a Senior Program Manager at the University of Minnesota, Office of Discovery and Translation, where she manages funding programs that support promising innovations to improve human health. Jodi previously held positions at the Schulze Diabetes Institute and MGI Pharma, Inc.

OPENING KEYNOTE : "RISE TOGETHER! RAISING INFLUENCE IN SCIENCE AND ENGINEERING"

Dr. Jayshree Seth, Closing Keynote

Jayshree Seth is a Corporate Scientist at 3M and leads Applied Technology Development for Industrial Adhesives and Tapes Division. She has a PhD in Chemical Engineering from Clarkson University, New York and holds 69 patents for a variety of innovations. Jayshree was appointed 3M's first ever Chief Science Advocate in 2018 and is using her scientific knowledge, technical expertise and professional experience to advance science and communicate the importance and benefits of science in everyday life. She was recently awarded Society of Women Engineers (SWE) highest Achievement Award for her "visionary, sustainability-focused contributions to adhesives, release, and fastener technologies; for creating, championing, and teaching new methodologies for product development; and for deeply influential STEM advocacy." In 2019 she was inducted into the Carlton Society which is the 3M Science and Engineering 'hall of fame.' Jayshree is the 4th woman and 1st woman engineer to be inducted. She is also the author of the upcoming book, The Heart of Science - Engineering Footprints, Fingerprints, & Imprints, published by the Society of Women Engineers, and the sales proceeds will go to a scholarship for women of color in STEM. Jayshree has two adult children and her husband is also a 3Mer.

