



ENRICH Soft Landing Summit at SXSW 2022

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Sunday, Mar. 13, 2022

4:00 - 7:00 pm CDT

ENRICH in the USA is proud to organize its annual Soft Landing Summit during SXSW 2022. This live event will introduce a selection of 11 Global "scalin'up" innovators to a portion of our ENRICH in the USA Soft Landing Hubs i.e. US research university incubators and ecosystems (in Austin, TX, Berkeley, CA, Fairfax, Virginia, and Philadelphia, Pennsylvania), including the Austin, Silicon Valley and east coast investment community (e.g. business angel networks, early-stage VCs, corporate investors, equity accelerators, but also regional fund managers offering funding and other foreign direct investment incentives); on the top of top/reputed entrepreneurial ecosystems and industry experts.

Eventbrite -

Link for speakers and judges to register to participate (free)

Link for all other attendees to register (free): <https://www.euinaustin.org>

Thank you to our partners and sponsors!



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Who is ENRICH in the USA?

ENRICH is the European Network of Research and Innovation Centres and Hubs. Promoted by the European Commission through Horizon 2020, the ENRICH Network currently offers services to connect European research, technology, and business organizations with five global front-runner innovation markets: North America, South America, China, India, and Africa. The ENRICH in the USA initiative is led in the USA by Temple University SBDC.

Started in April 2017, ENRICH in the USA is an H2020 funded initiative whose mission is to establish a Network of European Research and Innovation Centers and Hubs throughout the United States of America and Canada. ENRICH in the USA acts as a central contact point for European research and innovation actors seeking to grow, reinforce collaboration, as well as find commercialization paths across the Atlantic.

The mission of ENRICH in the USA is to provide collaboration and commercialization support services to European researchers and innovators in the USA and Canada, while facilitating their access to university-centric soft landing ecosystems, including US investors, to maximize their chances of success in North America.

The ENRICH in the USA Network is built on local US experience and strong existing ties between the EU and US while providing new researcher- and entrepreneur-serving capabilities which address the resource gaps necessary to enable access for all EU Member States and Associated Countries, as well as every state in the US, and more lately Canada.

A variety of services have been proposed for researchers and entrepreneurs engaged by the Network during the pilot phase (2017-2020) then the Centers' pilot activities have been evaluated to inevitably retain the initiative's most successful components to ensure a sustainable plan for ENRICH in the USA in the future.

Piloted services targeted various, commercially viable technology maturity levels, both research-oriented and market-oriented, and included: research connection symposia, business matchmaking opportunities, working visits, immersion weeks, innovation tours to US organizations to explore technology/product partnerships and/or business development middle/long term opportunities, pitching to potential investors, entrepreneurial bootcamps, workspace access, mentorship/advisory, hands-on (pre-acceleration) enrichment programs, and more.

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Agenda

Saturday, March 12 starting at 4:00 pm - [ENRICH Invest & Innovate](#) - Kick-off Networking/cocktail event - Meet international delegates and leaders across investment, entrepreneurship, academia, policy, and philanthropy. Meet the startups that will be presenting on Sunday.

Sunday, March 13 from 4:00 - 7:00 pm - [ENRICH Soft Landing Summit](#) - Meet our innovation champions from the EU and US and top startups in healthtech, smart city, and social impact.

More events details:

Saturday, March 12 starting at 4:00 - [ENRICH Invest & Innovate](#):

- In partnership with the European Commission; the European Network of Research Innovation Centers and Hubs (ENRICH); Venture Atlas Labs; SWAN Impact Network and Fund; the World Affairs Council of Austin; Foster Global; and Innovation Bridge Europe, we're hosting a free, for-good afternoon to introduce our international guests to the local ecosystem--and our local ecosystem to wonderful leaders in investment, policy, academia, and innovation across Europe.
- It's sector-agnostic but with emphases on healthtech, cleantech, and social impact--and we have an incredible guest of honor, Dr. Maro Ohanian, who will speak about her research.
- No SXSW badge is required, but you need to register individually on [Eventbrite](#)
- You can see more details [on the website](#)
 - Schedule of events:
 - 4:00 | Doors open
 - 4:20 | Short talks from Elizabeth Jennings, SWAN Impact; Tomas Baert, Head of EU Delegation Trade and Agriculture; and Robert Loughran, Foster Global
 - 4:35 | Our guest of honor, [Dr. Maro Ohanian of MD Anderson](#), will speak on her groundbreaking leukemia research
 - 4:50 - 6:00 | Networking
 - 6:00 - 7:00 | We shift gears to unveil the French-German sculptures flanking the main stage
 - 7:00 - 9:00 | The official EU Reception begins with remarks by the EU Ambassador to the US, Stavros Lambrinidis, and the Executive Vice President of the European Commission, Margrethe Vestager.

March 13 from 4:00 - 7:00 - [ENRICH Soft Landing Summit](#):

- Announcing [ENRICH's new Austin hub](#)! This event is designed to introduce the top startups from the EU and across ENRICH's US hubs to our local ecosystem, this is at the same venue, the EU House (Native Hostel). This is a great event to meet fellow leaders in the local innovation ecosystem as well as those across the EU--and get to hear some pretty interesting quick startup presentations. Following this, there will be a lovely networking event with the EU Ambassador, Stavros Lambrinidis.
- No badge required--just RSVP at the link above.
 - 4:00 | Introductions and Presentations of organizers and partners, including on US-EU Collaboration on Research, Innovation, Trade, and Funding - 2022 status and future
 - Keynote from Kerstin Jorna, Head of European Commission's DG Grow

- Florent Bernard, Science Counselor at the European Union Delegation in Washington DC, the USA at European External Action Service
- Sebastien Torre and Blandine Chantepie-Kari from the ENRICH in the USA team, SBDC, Temple University - including updates from ENRICH entrepreneurs and ENRICH Ambassadors:
 - Danny Frietman, Co-founder, New Dutch Wave
 - Sara Hill, Head of Southern US & Mexico at Enterprise Ireland
 - Philippe Lachapelle, Director Technological Partnerships and Networks of Innovation (AWEX)
 - Alex Thalacker, National Business Investment Manager, Fairfax County Economic Development Authority, VA
 - Natalia Olso, Smart City Works, VA, Advisory Board Member
 - Frederick Rossi, Business France Director, North-America
 - Austin Simms, COO, Dayrize, Amsterdam, Netherlands
- Elizabeth Jennings, Global Innovation Labs (the University of Texas at Austin); Principal, Venture Atlas Labs; Board atSWAN Impact Network; and representative of the ENRICH Austin Hub:
 - Van Truskett, Executive Director of the Texas Innovation Center
 - Robert Pieroni, Executive Director of Downtown Launchpad (Houston)
 - Abdallah Mahmoud, International Program Manager at the City of Austin
 - Yaki Tsaig, Managing Partner at Blackrock
 - Maria Maso, Executive Director of the Business Angels Minority Association
- Robert Loughran, Immigration Attorney at Foster LLP

○ 5:00 pm | Rapid presentations from scaleups

The entrepreneurs' presentations start with a 15 min presentation from the ENRICH Hubs present, tech entrepreneurial ecosystem representatives, industry experts, and the investment community (local, east and west coast), followed by 12 tech entrepreneurs presenting - mainly "scalin'ups" from Europe and Horizon Europe associated countries. Format: 4 min of presentation + 2 min of Q/A + 1 min for transition (including for rating). Three tracks of 50 min each covering Tech for City, Tech for Health, and Tech for Good and Entertainment themes.

7:00 pm | Announcement of Awards

All the selected tech entrepreneurs participating will receive the following:

- Follow-up meeting requests from the judges
- Direct Applications to the ENRICH in the USA soft-landing programs to our different soft-landing sites at top research universities around the USA (12 months minimum) - with no interview; with a special offer from the Austin Soft Landing Hub.
- Special Free Access to Enterprise Europe Network transatlantic support services.

These universities include:

- | | |
|---|--|
| ● George Mason University (VA) | ● Temple University (PA) |
| ● Cal Poly University (CA) | ● Purdue University (IN) |
| ● Citris Foundry at UC Berkeley SCET (CA) | ● UT Austin (TX) - 2022 program in the works |

Selected Startups



AeroGuest - Århus, Denmark | Hospitality | AeroGuest catalyzes mobile adoption, conducts mobile guest user interfaces, and controls all payment transactions. They are an end-to-end SaaS mobile commerce platform connected to the entire hospitality industry. | <https://flow.aeroguest.com/> | **Martin Sponholtz**, CEO



Airgility - Reston, VA, USA | Aerospace | Airgility is a leading designer & manufacturer of unmanned aerial systems (UAS). Their flagship product, the HorseSHU, is a transitional VTOL aircraft capable of precision hover & high speed forward flight using its patent-pending thrust vectoring lifting body design. | <https://www.airgility.co/> | **Pramod Raheja**, Co-Founder & CEO



Cerebriu - Copenhagen, Denmark | Health | Cerebriu improves workflow efficiency, quality, and patient outcomes in diagnostic imaging. Their software solution, Cerebriu Apollo, achieves this by automating image acquisition protocols and triage during MRI brain acquisition providing decision support at key stages of the diagnostic process. Ultimately this results in improved productivity, prioritizing the right patients at the right time, and less stress for clinicians. | <https://cerebriu.com/> | **Robert Lauritzen**, CEO & Co-founder



Crowdaa - Paris, France | Social Networking | Crowdaa is a "Wix for Community-oriented native mobiles apps". They enable non-developers to build, deploy and publish apps on iOS and Android in a few clicks and provide them with a 360-solution including e-commerce, CMS, CRM, geolocations, and data-collection tools to operate the apps, distribute their content, and manage their crowd. | <https://www.crowdaa.com> | **Vigile Hoareau**, CEO/CTO



Embodme - Paris, France | Software | Embodme is developing breakthrough sensor technologies for finger tracking and touchless interaction. They design new revolutionary sensors for the future of touchscreens. Their first product, the ERAE Touch, is the ultimate MIDI controller for expressive music creation. They focus on the most demanding application in gesture tracking, with a long-term strategy to embed our technology into everyday objects. | <https://www.embodme.com/> | **Edgar Hemery**, CEO & Co-founder



Equideum Health - Austin, TX, USA | IT | Equideum Health builds Web3 person-centered healthcare and research networks called Data Integrity and Learning Networks (DILNs). DILNs feature self-sovereign identity, fine-grained verifiable consents, advanced privacy preservation, and decentralized data liquidity across the enterprise and individual data silos. DILNs are implementations of the company's Elevated Compute™ platform, powered by Ethereum, tokenization, decentralized artificial intelligence (AI), and confidential computing. | <https://equideum.health/> | **Sean Manion**, CSO



FoodNotify - Austria, Vienna | IT | With FoodNotify, you have a reliable partner when it comes to the digital connection from farm to fork in your gastronomy, hotel, or catering business. Thanks to a dynamic database more transparency, more control, and more overview are ensured. Their customers experience streamlined processes that drive growth in their business. | <https://www.foodnotify.com/de/> | **Thomas Primus**, CEO & Co-Founder



greehill - Budapest, Hungary | Information Services | greehill digitizes entire urban forests and provides a platform that empowers cities to map, monitor, and analyze the current status of their urban forest and optimize the impact of urban trees on urban life. They enable data-driven decision-making to improve ecosystem services, thermal comfort, and operational efficiency. | <https://www.greehill.com/> | **Ananda Fowler**, US General Manager



Khora - Copenhagen, Denmark | Media Production | Khora is a leading Scandinavian Virtual Reality (VR) and Augmented Reality (AR) production studio, creating cutting-edge content within multiple application areas. They have made more than 300 productions for clients from the art, museum, healthcare, architecture, gaming, marketing, and several industrial and educational fields. | <https://khora.com/> | **Simon Lajboschitz**, CEO & Co-founder



Teton.ai - Copenhagen, Denmark | Health | Teton.ai is developing an AI and computer vision system, named Nightingale, that mimics the human understanding of behavior and events - for now specifically focused on neurological patients. The technology is based on computer vision and deep learning and consists of a high-resolution IR camera and an edge GPU device, in a neat little casing - eyes, and brain. | <https://www.teton.ai/> | **Mikkel Wad Thorsen**, CEO



Visikon - Copenhagen, Denmark | Health | Visikon's My Treatment™ is an award-winning digital health educator – an app that works across multiple devices – developed in close cooperation with clinical experts and enables symmetry in information, adaptable learning, and documentation to educate patients on everything – before, during and after treatment. My Treatment™ is provided to the patient as an app with individual access to the specific treatment the patient is about to face at the hospital or clinic. | <https://www.visikon.com/> | **Anders Nejsum**, CEO

Session Schedule

#	Selected Companies	Country	Time CT (PM)
5:15 - 5:57			
1	Crowdaa	Paris, France	5:15
2	Khora	Copenhagen, Denmark	5:22
3	Airgility	Reston, VA, United States	5:29
4	greehill	Budapest, Hungary	5:36
5	AeroGuest	Århus, Denmark	5:43
6	Embodme	Paris, France	5:50
6:10 - 6:45			
7	FoodNotify	California, USA	6:10
8	Equideum Health	Austin, TX, United States	6:17
9	Cerebriu	Copenhagen, Denmark	6:24
10	Teton.ai	Copenhagen, Denmark	6:31
11	Visikon	Copenhagen, Denmark	6:38

Biographies of the Judges, Speakers, and Sponsors

US Investors and Ecosystem leaders participating



Tomas Baert
Head of Trade and Agriculture
Delegation of the European Union to the United States

Tomas Baert is the Head of EU Delegation Trade and Agriculture in Washington D.C. Prior to joining the Delegation of the European Union to the United States, he was the Head of Trade Strategy and before that, he was the Negotiator, Directorate-General for Trade at European Commission in Belgium where he is a negotiator on trade in services in WTO (domestic regulation), EU-India and EU-Korea FTAs, a coordinator of EU-China and EU-US services trade policy, and a coordinator of EU investment policy (2008-2010) as the EU gained exclusive competence for Foreign Direct Investment under the Lisbon Treaty. Tomas earned his MSc in International Political Economy from The London School of Economics and Political Science (LSE).

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Florent Bernard
Science Counsellor at the European Union Delegation in Washington DC, USA at European External Action Service

Florent is a Science Counsellor at the European External Action Service (EEAS). The EEAS is the European Union's diplomatic service. It helps the EU's foreign affairs chief – the High Representative for Foreign Affairs and Security Policy – carry out the Union's Common Foreign and Security Policy. At EEAS, Florent has the responsibility to liaise on science, research, technology, and innovation issues.

Prior to his current posting in the U.S., Florent was International Relations Officer for China at the European Commission's Directorate-General for Research and Innovation in Brussels. He also held the position of International Relations Officer for India, Innovation Policy Officer, and Scientific Officer at the European Commission.

Florent holds a Ph.D. in Molecular Biology from the Free University of Brussels, Belgium. He also studied in the US at the University of Georgia through the Georgia Rotary Student Program, and in Florence, Italy through the Erasmus program. He carried out post-doctoral research in Barcelona, Spain before joining the European Commission.

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Maria Brown-Spence
Founder
Hearts 2 Heal

Maria Brown-Spence is the Founder & CEO of Hearts 2 Heal, an Austin-based 501c3 nonprofit dedicated to designing and implementing community-based bereavement support & wellness strategies for underserved communities, including military service members, veterans & their families. As a Black-Latina, Maria knows the importance of creating dialogue and opportunities to perpetuate health equity and resources that efficiently treat mental health challenges in communities of color and within the military culture.

Hearts 2 Heal was incorporated in 2019 and officially launched in January 2020. Since launching during the pandemic, Hearts 2 Heal strategically and intentionally pivoted their organizational efforts to support COVID-19 outreach.

From April 2020 until now, Hearts 2 Heal has donated well over 2 million units of PPE and clothing to more than 7 states and 20+ community-based organizations. Provided mental health, bereavement, and overall wellness workshops and webinars to more than 200 participants, certified 50 mental health first aiders, launched a mentorship and wellness program to support Black teen girls, and most notably hosted a virtual awards ceremony, to recognize Black Vietnam Veterans.

In addition to programming efforts, Hearts 2 Heal distributed a community needs assessment, receiving over 150 responses from BIPOC community members, who openly shared insights into mental health needs and resources. This survey will allow Hearts2Heal to ensure we are building an organizational foundation that puts people at the center of all that we do.

Maria, is a certified Mental Health First Aider, Meditation & Life Coach, 200 hr Yoga Teacher in training, as well as additional certifications in the health & wellness space. In addition to her continued learning in the health equity space, she serves as a Board Commissioner for the City of Austin Veterans Commission and provides consulting services around social impact and strategy.

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Christy Cardenas
Managing Partner
Grit Ventures

Christy Cardenas is the Managing Partner at Grit Ventures, a venture capital firm that funds pre-seed and seed-stage deep tech investments in Robotics + AI + Energy startups that are disrupting major industries like construction, agriculture, transportation, and logistics. Besides, she is also the Chief Strategy Officer and Advisor at Mercury Ecommerce Acquisition Corp.

Christy has 10-years of experience and \$12 billion in investment banking, private equity, and venture capital transaction experience, including M&A, debt, equity, fundraising, and fund management. She earned her Master's degree in Accounting and Financial Reporting from Texas McCombs School of Business.

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Blandine Chantepie-Kari
Program Manager International Programs & ENRICH in the USA
Temple University - Small Business Development Center (SBDC)

Blandine Chantepie-Kari, the international strategist with 15+ years of experience, specializes in international trade, Foreign Direct Investment (FDI) attraction programs, and ecosystem building. In March 2020, Blandine joined Temple University – Small Business Development Center as an Instructor & International Business Consultant, and to support the new International Incubator. In March 2021, she became Program Manager, International Programs. She is managing the ENRICH in the USA – European Network of Research and Innovation Centers and Hubs – program funded by the European Commission. As a consortium partner, Temple SBDC leads the ENRICH initiative in the USA with the support of NCURA National Council of University Research Administrators.

Since February 2016, Blandine is also the Vice President, University & Entrepreneurship – Soft Landing Programs of the European American Enterprise Council, a member of the Enterprise European Network (EEN). As a grant writer, she has developed and contributed to different governmental funded transatlantic programs and initiatives.

Blandine received a Master’s Degree in Economics, majoring in International Business, from the International School of Business and Management of Lille (IESEG) in France. She researched and completed her Master’s thesis as a grad student in the Border Studies Department of the University of Texas at El Paso (UTEP). During her studies, she was also a Research Assistant at UTEP’s Center for Institutional Evaluation, Research & Planning. And she was part of a one-year Erasmus student exchange program at Corvinus University of Budapest, Hungary.

Over the years, in Europe, Canada, and the United States, Blandine has acquired valuable experience in a wide range of industries, including Biotech/MedTech, CleanTech, IoT, SmartCity, Manufacturing, and Consumer Goods.

Since July 2018, Blandine is delighted to serve on the FACC – Philadelphia’s Board of Directors.

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Lidiya Dervisheva
Partner
Next47

As a Partner at Next47, Lidiya Dervisheva works in the areas of robotics, AI, and machine vision, as well as broader industrial and enterprise verticals. She supports sourcing, deal diligence, and industry deep dives. She is particularly interested in startups that combine software and hardware to solve challenging problems in a novel way.

Prior to joining Next47, Lidiya was an investor at G2VP in Menlo Park, California, where she focused on venture and growth investments in industrial verticals including mobility and transportation, manufacturing and IoT, logistics, and supply chain, energy, and agriculture. During her time there, she invested in Scoop, an enterprise mobility solution, Carbon, a 3D printer for plastics, Fictiv, an on-demand manufacturing company, Luminar (NASDAQ: LAZR), a high-resolution LiDAR, Shift Technologies (NASDAQ: SFT), an online platform for used cars, and Turvo, a logistics collaboration platform.

Prior to that, Lidiya was a project manager and engineer at Synergy Efficiency Solutions, a commercial and industrial energy efficiency company based in Indonesia. There she led large energy audits, helped run operations and sales, and pioneered the first Indonesian ESCO (Energy Performance Contract). Previously, she held positions at Vattenfall Offshore Wind in Germany, London Sustainability Exchange in the UK, and Braemar Energy Ventures in New York City.

Lidiya grew up in Bulgaria and earned a B.S. in Electrical Engineering from Yale University and an MBA from Harvard Business School.

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Gwen Echols
Angel investor at SWAN Impact and SVP Dallas

Gwen is an experienced professional with a record of driving progress in both nonprofit and corporate business environments. She is currently a nonprofit advisor and board member and actively works in social innovation as a coach, mentor, and angel investor with the SWAN Impact Network.

Her professional career includes 20 years of experience in corporate banking, with Bank of America and Barclays Bank. Her most recent career role was with Bank of America, where she was Senior Vice President, in Corporate Treasury Services. During her tenure, she worked with a large breadth of business sectors, creating technology-based payment and disbursement solutions to improve client businesses.

While at Bank of America, Gwen's sales achievement benchmarked in the top 20% of her worldwide peer group. She was nationally recognized for the ability to turnaround difficult client relationships and was selected for the Bank's Leading From The Front executive management development program. To help promote employee volunteerism, she served as the executive advisor to the Bank of America Volunteer Board, helping lead the volunteer efforts of 20,000 employees in the region.

Gwen has supported nonprofit agencies for over 30 years, with a wide range of work across the community spectrum, including social services, arts and culture, healthcare, and public media. Her work has included initiatives in board governance, strategic planning, risk management, grant stewardship, and capacity building.

Her current work includes mentorship through the Social Innovation Accelerator Program at the United Way of Metropolitan Dallas, and through Social Venture Partners. She is active with numerous nonprofit boards and works as an evaluator and steward for grant and social impact investment funding for foundations and community partners.

Gwen has an MBA in Finance from the University of Dallas and a BA in Communications from the Bloomsburg University of Pennsylvania.

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Danny Frietman
Co-Founder
New Dutch Wave

Danny Frietman is an independent advisor, moderator, entrepreneur, and key driver of new initiatives in the enterprise mobile & digital market. With a key focus on sharing knowledge and creating partnerships between public and private organizations, he has created an eco-system that is tailored to address specific needs in this challenging market.

Danny is the co-founder of the New Dutch Wave during SXSW and organized Dutch pavilions during Mobile World Congress and Smart City Expo. He is also co-founder of GovTechNL and an investor in multiple ventures.

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Laura Hill
Angel Investor and Board Member
SWAN Impact

Laura Hill is an angel investor based in Austin, TX. She is a board member and investor with SWAN Impact Network (www.swanimpact.org), a social impact angel investing group based in Austin. She is also a member of 37 Angels (www.37angels.com), a network of women investors based in New York City.

Laura has made 28 angel investments since 2013, including 12 with female leaders and five with founders from underrepresented groups. Her portfolio includes startups in HR/Tech, ClimateTech, Healthcare, SaaS (B2B) solutions, consumer, and FinTech.

In her now occasional day job, Laura is a career coach and personal branding expert. Her clients have included CEOs, Wall Street and corporate executives, and entrepreneurs. Earlier, she had a banking career at JPM Chase, was an executive recruiter for 12 years, and led human resources for a tech startup.

Laura has an MBA in finance from NYU Stern School of Business and a BBA in marketing from The Red McCombs School of Business at The University of Texas. She is an avid golfer and traveler.

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Sara Hill
Senior Vice President, Head of Southern US & Mexico
Enterprise Ireland

Sara Hill is the Senior Vice President of Southern US & Mexico at Enterprise Ireland who has a demonstrated history of working in innovation consulting, business development, and tech startups. She is skilled in strategy, business development, marketing, lean startups, business innovation, and venture capital. Sara is a driven professional that is passionate about empowering intrapreneurs and entrepreneurs, socially responsible businesses, and digital transformation for a more equitable future. She received her B.A. in Communication Studies & Business Administration with Honors from San Francisco State University and MBA with Distinction from Imperial Business School, London.

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Mitch Jacobson
Executive Director, Austin Technology Incubator
The University of Texas at Austin

Mr. Jacobson is the Executive Director of the Innovation & Entrepreneurship at the University of Texas at Austin. He leads three distinct organizations under the Office of the Vice President of Research. The Austin Technology Incubator is all about building companies, NSF SW I-Corps Node assists faculty and researchers in commercializing their inventions and the Blackstone LaunchPad (powered by TechStars) focuses on UT Austin students around innovation and entrepreneurship. At ATI he leads a team of professionals that consult with hundreds of early-stage companies with the ultimate goal of getting them funded and commercializing their technologies/solutions. The UT Blackstone LaunchPad is the "Center of Gravity" for entrepreneurship at UT Austin for all students. And the SW I-Corps node covers UT Austin and partner universities including Texas A&M, MD Anderson, Rice University, and Texas Tech. Mr. Jacobson's career spans over 38 years and includes extensive experience in executive management, sales management, sales, marketing, operations, venture investing, and entrepreneurial consulting.

Prior to starting at ATI in 2009, Mr. Jacobson served in various senior positions at Tech Data Corporation, Dell Technologies, and Tandy Corporation. At Tech Data he was General Manager and Vice President of Sales and was responsible for a \$7b P&L. At Dell, he served as Director of Rest of World, Director of European Sales & Expansion, and Director of Dell Direct US Sales. In-between Tech Data and ATI, Mr. Jacobson founded the first angel investment group in Austin, TX - The Eyes of Texas Partners which he ran with his partners for 8 years.

Mr. Jacobson serves on the Board of Directors of the ACC Foundation, Pecan Street, and TFIC. He also serves on the Advisory Boards of The Greater Austin Asian Chamber of Commerce, the National Association of Corporate Directors & the Austin Forum. He has also received numerous awards including being selected as a Fellow of the World Confederation of Productivity Science, Austin Chamber's Volunteer of the Year in Economic Development, Austin's Mentor of the Year, and Who's Who in Energy.

Mr. Jacobson received his B.A. from the University of Florida Warrington Business School, graduated with honors, and participated in the MBA Program at the University of South Florida.

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Elizabeth Jennings
Principal, International Commercialization
Venture Atlas Labs
SWAN Impact Network board member

Elizabeth Jennings is the Founder and Principal of Venture Atlas Labs, a global consultancy specialized in commercial optimization and risk mitigation in emerging markets. Leveraging experience launching new technologies in Healthcare and Life Science in some of the most complex and challenging regions worldwide, she now focuses on applying proprietary methodologies and frameworks to develop the most successful commercial and market scenarios for international trade organizations, venture capital, and private equity. Alongside her team on three continents, she also supports clients through building strategic international partnerships and collaborations among university, government, and private sectors.

In addition to several advisory roles with various accelerators and institutions, such as MassChallenge Texas and the Texas Medical Center Accelerator (TMCx), she frequently speaks on investment and innovation within regulated industries and hosts community events with institutions like Dell Medical School. She is an avid supporter of the IC² Institute at the University of Texas at Austin, an industry advisor for the National Science Foundations I-Corps, and a board member for a handful of medical device, in-vitro diagnostics, and AI startups. She also supports a number of organizations addressing critical international development and neglected tropical disease issues.

With nearly a decade living in South America and Europe, she speaks Spanish and Italian reasonably well, and Portuguese, French, and Dutch with good intentions.

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Kerstin Jorna
Head of European Commission's DG Grow
European Commission

Since 1 April 2020, Kerstin Jorna has been the Director-General of the Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs. Immediately prior to her current role, she was Deputy Director-General of the Directorate-General (DG) for Economic and Financial Affairs where her areas of responsibility included, amongst others, macroeconomic surveillance of EU Member States, structural reforms, finance matters including the European Investment Plan and coordination with international financial institutions. Before that, she was a Director for Single Market Policy, Regulation, and Implementation, and for Industrial Property, Innovation and Standards at this DG, as well as a member of several cabinets in different policy areas. She was also appointed a non-resident board member at the European Investment Bank and at the European Investment Fund.

Links:

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Philippe Lachapelle
Director Technological Partnerships and Networks of Innovation
AWEX

Since July 2004, Philippe Lachapelle has been Director of Business Development and Partnerships in the Wallonia Foreign Trade and Investment Agency (AWEX) and works directly under the supervision of the Administrator General of the Agency.

He is in charge of expanding the global network of innovation of AWEX in order to attract a new flux of High-Tech Companies in Wallonia and make Wallonia innovative companies grow abroad through the network.

He holds a Bachelor's Degree in Human Resources management and a specialized degree in European Affairs from the Catholic University of Louvain as well as a Master in International Trade of George Mason University and a Ph.D. in European Law from the University of Lyon in France. He is President of TiE Brussels and on the board of several other public institutions supporting innovation.

Links:

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Stavros Lambrinidis
EU Ambassador to the US

Stavros Lambrinidis is the Ambassador of the European Union to the United States, as of March 1, 2019. From 2012 to 2019, he served as the European Union Special Representative for Human Rights. In 2011, he was Foreign Affairs Minister of Greece.

Between 2004 and 2011, he was twice elected Member of the European Parliament (MEP) with the Greek Social Democratic Party (PASOK). He served as Vice-President of the European Parliament (2009-11), Vice-President of the Civil Liberties, Justice and Home Affairs Committee (2004-09), and Head of the PASOK Delegation (2005-11).

Between 2000 and 2004, he was Director-General of the International Olympic Truce Centre, an International Olympic Committee organization. He served as Ambassador ad personam of the Hellenic Republic (1999-2004) and as Secretary-General of the Greek Foreign Ministry responsible for Diaspora Greeks (1996-99). Between 1988 and 1993, he was an Attorney at Wilmer, Cutler & Pickering in Washington, D.C., specializing in international trade, transactions, and arbitration.

He has received numerous recognitions for his work on human rights and privacy, including the Electronic Privacy Information Center's "Champion of Freedom Award" in 2020 and the Boston Global Forum's "World Leader in Artificial Intelligence Award" in 2021. He is a member of the President's Council on International Activities at Yale University and a former president of the DC Bar Association's Human Rights Committee.

Mr. Lambrinidis received his B.A. degree in Economics and Political Science from Amherst College (1984) and his J.D. degree from Yale Law School (1988), where he was also Managing Editor of The Yale Journal of International Law.

Links:

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Robert Loughran
Immigration Attorney
Foster Global

Robert Loughran is a partner at Foster LLP in our Austin office. Named “Lawyer of the Year” again in 2022 in Austin, TX by Best Lawyers in America and recently recognized as a Thought Leader in Corporate Immigration by Who’s Who Legal, his practice is concentrated in the areas of corporate immigration, emigration to third countries, and related international law.

Robert graduated from South Texas College of Law and received his undergraduate degree from The University of Texas at Austin.

Robert is an active member of the community and is involved with more than fourteen different councils, committees, and organizations including the British-American Business Association, the Association of Business Immigration Lawyers, and the Texas State Bar Standing Committee on Laws Relating to Immigration and Nationality. He also presents frequently before legal, professional, and academic organizations on the topics of U.S. and foreign work authorization, employer sanctions, maintenance of status, and changes in government proceedings.

Robert is Board Certified in Immigration & Nationality Law by the Texas Board of Legal Specialization and is licensed to practice in the State of Texas. Robert is also an active member of the American Immigration Lawyers Association’s (AILA’s) National Committee on Business Immigration and Austin Bar Association.

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Abdallah Mahmoud
International Program Manager
City of Austin

Abdallah manages the International programming development and implementation focused on business retention and expansion as well as partnerships to lead the department's food initiatives and circular economy programs.

Recently, Abdallah served as a Small Business Division Training and coaching Program Manager with a focus on creative industries. Prior to that, he served as a Business Process Consultant supporting international business expansion initiatives with the Global Business Expansion Division.

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Maria Maso
Executive Director
Business Angels Minority Association

Maria Maso is a business-oriented entrepreneur and investor. Combine her passion for innovation, and her solid technology global expertise, to support early-stage start-ups and small&medium businesses to scale up. She has more than 10-years of experience in corporate IT Strategy, IT Service Management, M&A, and IT International Program management for several Fortune 500 companies, focusing on finance process improvements from an international perspective.

Maria is the CEO of the Business Angel Minority Association- baMa, bridging the investment gap in minority-led start-ups or start-ups targeting minority-driven markets and building a growing business angel network and community. She is also the CEO at Building Bridges, where she supports immigrant entrepreneurs to access the USA.

Additionally, Maria is a Business Advisor at HCC and an associate professor at Aula Magna (Ethics and Sustainability) helping entrepreneurs scale up their companies. As Executive non-director from the Diversity Investors Academy, she aims to educate and activate new Business Angels in the USA and Europe.

She has the availability to listen with care and identify everyone's strengths. As a leader, she encourages people to become better than they ever believed possible, cultivating trust from the first day one.

Maria has received different awards in the USA: (1) Solo Mujeres Magazine with the Mujer Latina 2020: Soporte a la inversion" award, (2) by the Houston Business Journal with the Women who Inspire 2020 award, and (3) by the Houston Exponential Listees being the DEI Houston Champion 2020. "

Maria has lived in five countries (US, UK, NL, SPN & FR), and holds double citizenship (US & SPN). Her objective is to support European and American innovation ecosystem development with her extensive international background, professional experience, and global network.

Links:

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Maro Ohanian
Assistant Professor Clinical Faculty - Department of Leukemia
MD Anderson Cancer Center

As Assistant Professor Clinical Faculty in the Department of Leukemia at MD Anderson Cancer Center, Dr. Maro Ohanian is board-certified in Internal Medicine, Medical Oncology, Hematology, and Integrative Medicine. Her focus is clinical care and research of patients with acute and chronic leukemia. She is studying toxic and essential metals in acute myeloid leukemia (AML) and other hematologic malignancies. She is the PI of an ongoing study (PA15-0302) to analyze results of toxic and essential metals and copper isotopic abundances in leukemia patients and controls in cohorts at MD Anderson and Hospices Civils de Lyon (Hopital Sud in Lyon France). She has strong collaborations with world leaders in leukemia, hematopathology, metal toxicology, geochemistry, inductively coupled plasma mass spectrometry (ICP-MS), and isotopic abundance analysis. To solidify her understanding of metal toxicology, she has collaborated with expert-toxicologist Dr. Arch Carson of the School of Public Health and Dr. Francis Albarede, Dr. Philippe Telouk of The Geochemistry Lab at École Normale Supérieure de Lyon, France, and Dr. Cin Ty Lee of Earth Sciences at Rice University. She is initiating a clinical trial of metal monitoring and metal detoxification during AML therapy (AML).

Links:

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Natalia Olson-Urtecho
Founder
The Disruptive Factory
Advisor
European American Enterprise Council

Natalia Olson-Urtecho is a serial entrepreneur with more than 20 years of experience working with international, regional, and local entities in the U.S., Latin America, Europe, and Asia. She has professional experience in operations, venture capital, digital transformation, blockchain, smart cities, finance, government contracting, international diplomacy, commercialization of technologies, environmental planning, sustainable building, land use, mobility, public engagement, and infrastructure development.

She was the Regional Administrator for the U.S. Small Business Administration, serving as Obama's Presidential Appointee from 2011-2017, responsible for delivery and management of small business programs, development initiatives, and financial assistance & lending, throughout the Mid-Atlantic region. Olson-Urtecho oversaw 180 SBA offices; Business Development Centers and other resources while managing a field staff of finance, business, and community outreach specialists.

She worked with local lenders and successful firms across the region, overseeing more than \$34 billion yearly in federal government contracts. Managed the region's loan program supporting \$8 billion in small business loans and \$2 billion in grants.

She was appointed to the U.S. Innovation Advisory Board to advise Congress & the White House on competitiveness and innovation.

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John Paulos
Board Chair
Central Texas Angel Network

Since 2018, John Paulos has been the Board Chair of Central Texas Angel Network. Also being an independent consultant and Angel investor, John Paulos serves as a Director for six start-up companies in Austin, Texas. Dr. Paulos left Cirrus Logic in August of 2008 after serving as Vice President and General Manager of the Industrial Products Division after rejoining the company in 2004. There, he was responsible for application-specific and general purpose precision ADC's, ARM-based microcontrollers, and legacy communications products. Also, during his tenure as VP/GM, Dr. Paulos championed the acquisition of Apex Microtechnology, a provider of precision power solutions, and took principle responsibility for the integration of Apex into the Industrial Products Division, bringing annual revenue to over \$100M.

Prior to rejoining Cirrus Logic, Dr. Paulos served as Vice President of Engineering for Cicada Semiconductor, where he was responsible for the development of GigaBit Ethernet and T3 transceivers. Introduced in 2002, the Cicada line of single and quad GigaBit Ethernet Phys set industry standards for system performance and power dissipation, leading to the acquisition of Cicada by Vitesse in early 2004.

Dr. Paulos first joined Cirrus Logic through its Crystal Semiconductor subsidiary in 1993 as Design Manager for professional and consumer audio converter products. In 1996, he became Vice President and Business Unit Director for Consumer Audio. In 1998, he became Vice President and co-General Manager of the Audio business unit, which combined PC and consumer audio products into a single business unit with revenue in excess of \$200M.

Paulos holds B.S., M.S., and Ph.D. degrees from the Massachusetts Institute of Technology in 1980, 1980, and 1984, respectively. He joined the faculty of North Carolina State University in 1984 as an Assistant Professor in the Department of Electrical and Computer Engineering and was promoted to Associate Professor in 1990. His research program focused on analog integrated circuits, neural networks, and MOS device modeling.

Links:

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Robert Pieroni
Executive Director
Downtown Launchpad (Houston)

Robert, Director of Economic Development for Central Houston Inc., is responsible for developing strategies to accelerate the growth of Houston’s innovation and entrepreneurial ecosystem, and proactively advance Downtown Houston as a premier global destination for corporate headquarters.

Robert has a proven track record for developing innovation ecosystem initiatives in California and Texas that bridge the gaps between entrepreneurs, startups, startup development organizations, corporations, investors, academia, and government.

His vision led to the creation of a 17,000-SF Downtown innovation hub. The inspiration behind his project Downtown Launchpad was to integrate specific ecosystem elements in a distinct space, fostering a robust environment to support high-growth, high-impact startups. The project is anchored by nationally recognized startup accelerators MassChallenge and gener8tor, and globally recognized incubator Impact Hub.

He serves as an advisory board member for Austin-based venture fund Ecliptic Capital, multiple startups across different industry verticals, and startup accelerators gener8or and MassChallenge Texas.

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Varun Ramdevan
Digital Health and Technology Partnerships
Johnson & Johnson

Varun Ramdevan is responsible for early-stage innovation partnering for Digital Health, Data Platforms, and Enterprise Technology at Johnson & Johnson Innovation. He works across J&J and the early-stage technology ecosystem to help shape early incubation, investment, and partnerships that shape J&J's health technology portfolio. He is also responsible for Technology at the J&J Lung Cancer Initiative and World Without Disease Accelerator.

Varun has an MBA from Babson F.W. Olin Graduate School of Business and has gained rich experiences in areas including Medical Device R&D M&A and economic research. Previous to his current role, Varun guided strategy and data-driven approaches for J&J's Medical Devices R&D investment decisions. He also has helped bootstrap digital health initiatives related to post-orthopedic surgical care.

Varun supports a Boston startup ecosystem as a mentor and angel investor in energy tech and health tech. He is also a founding member of OneAmazingThing.org.

Links:

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Randall Reade
Executive Vice President
Washington D.C ArchAngels, LLC

Randall Reade is the Co-founder and Executive Vice-President of the Washington DC ArchAngels. He has reviewed over 3,000 companies and pitches, and regularly advises companies on their presentations and business development. He has been key in launching Angel Ventures TV, a new program that brings interviews with the best investors and company builders to subscribers.

Randall has organized and taught workshops on early-stage companies that are widely regarded for the quality of instructors and depth of material.

Randall was instrumental in opening the WDCA office in Suzhou, China, and training many Chinese students on venture capital and angel investing. He has developed strong ties and brought 20+ US companies to China seeking investment and access to markets. In addition, he had led 20+ foreign delegations of business people to China since 2005 and helped launch the country's IT outsourcing industry.

Links:

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Frederick Rossi
Director, North America
Business France

Frédéric Rossi graduated from Sciences Po Toulouse in 1994, he also holds a postgraduate diploma in International Economy, from Panthéon France Assas University, Paris, France.

After his first experience in Israel, he started his career as a civil servant for the Ministry of Finance, based in the French embassies in the Philippines, then in Australia and India. He was in charge of writing diplomatic or macro notes on the economic situation of the country as well as accompanying French officials on their travels. In 2009, he joined Ubifrance, where he was in charge of opening their offices abroad. Frederic Rossi had to set up 70 offices in 60 countries in 4 years, creating or transferring a little less than 1000 jobs. After this very formative experience in Paris, he had the opportunity to join the Ubifrance (then Business France) office in Singapore in 2012 and became the Director of Business France export in Singapore and ASEAN Oceania with the main objectives of professionalizing the teams and building a coherent network of offices there, making this area readable and accessible for French SMEs.

Since September 2021, Frederic Rossi is now the United States Director of Business France. Where he supports the public agency in charge of the internationalization of the French economy by helping French companies to grow internationally and attracting international investors to France

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Nandita Shetti
Chief Strategy and Innovation Officer
Lactation Lab

A neuro-imaging researcher turned entrepreneur, Nandita Shetty has experience across academia, industry, start-ups, and the social sector.

Nandita started her career as a software developer at Philips Medical Systems, went on to become a brain scientist, and has most recently been focusing on the commercialization of medical innovations and working in the maternal-infant health space. She has worked in the field of Traumatic Brain Injury at UT SouthWestern Medical Centre and Autism Spectrum Disorders at the Massachusetts General Hospital/Martinos Center for Biomedical Imaging. She has held operational and management roles at a biotech start-up that was founded based on a research discovery at Harvard and also has experience in social impact and entrepreneurship. Her last start-up was in the neuro-developmental disorders diagnostics space and she currently heads strategy and innovation at a high-impact startup, Lactation Lab.

She was awarded a fellowship at the Stanford Graduate School of Business' Ignite program on 'Innovation and Entrepreneurship', holds a Master's degree in BioMedical Engineering from UT SouthWestern Medical Center, and a Bachelor Of Engineering degree in Medical Electronics from MS Ramaiah Institute of Technology.

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Alex Thalacker
National Business Investment Manager
Fairfax County Economic Development Authority

Alex Thalacker is a National Business Investment Manager for the Fairfax County Economic Development Authority. He supports the efforts of the National Business Investment team to promote Fairfax County as a prime expansion location for companies in the Real Estate and Financial Services industries. He assists firms that are proposing to grow their operations in Fairfax County and aids in the development of incentive and relocation packages for organizations considering the relocation of their corporate headquarters.

Prior to his current role, Alex served as the Marketing Coordinator and Assistant Research Manager for the National Business Investment team at the FCEDA. In addition to his responsibilities at the FCEDA, Alex actively participates on the Springfield Chamber of Commerce's Economic Development Committee, as well as the Northern Virginia Technology Council's Innovations Committee. He is a member of the NAIOP Northern Virginia Chapter, and currently serves on the Fairfax County Affordable Housing Preservation Task Force.

Alex received his Bachelor's Degree in English from George Mason University. He continues to remain active within the university through their Center for Real Estate Entrepreneurship.

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Sebastien Torre
Senior Consultant
Temple University, Small Business Development Center (SBDC)
ENRICH programs and platforms

Sebastien Torre has 20+ years of successful experience in the leadership and interim management of international marketing/sales and corporate/business development teams/divisions of various technology firms. For the last 5 years, in addition to offering global executive search and capital/grant advisory services for local and international tech firms, Sebastien has been focusing on co-developing and implementing Ecosystem Management Programs and Platforms for Transatlantic Innovation and Entrepreneurship.

In January 2020, Sebastien Torre joined Temple University – Small Business Development Center as a part-time Senior Consultant heading ENRICH in the USA Programs and Platforms.

ENRICH in the USA – European Network of Research and Innovation Centers and Hubs – is a program funded by the European Commission. As a consortium partner, Temple SBDC leads the ENRICH initiative in the USA with the support of NCURA National Council of University Research Administrators. Sebastien is especially in charge of activities, events, and curriculums, as well as Mentoring, Matchmaking, and Community Management Platforms to support European innovators engaged in the ENRICH Immersion and Soft Landing programs at Temple SBDC and other partner universities.

Since 1999, partner and founder of Venture Development International, LLC, and Venture & Capital International LLC dba European American Enterprise Council (EAEC), Sebastien has directly participated in the US, EU, and international business development, strategic marketing, venture capital funding, and M&A efforts of 100+ small, medium and large (some public) European and US software, hardware and wireless companies; including long term executive/VP roles at SWT SA acquired by Captiva Software and then acquired by EMC, and at Captaris, Inc. acquired by Opentext.

EAEC is an active member of the European Commission's Enterprise Europe Network (EEN), and was an initial consortium partner of Erasmus For Young Entrepreneurs Global and ENRICH in the USA.

Sebastien holds an MBA from the University of San Diego, and a Master of Accounting and Finance and CPA degrees from ICS in Paris, France.

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Art Trevethan
Director of Corporate Ventures
Army Applications Lab

Art has found his sweet spot leading AAL's Corporate Ventures team, which focuses on outreach to find and champion the businesses that can provide the best tech for Soldiers. His 30 plus years of start-up and industry experience in AI, Insurance, Medical, Social, and Construction technologies shape how AAL discovers and interacts with the commercial ecosystem — especially solvers who may be new to working with the Department of Defense — and makes the Army a better business partner to the tech community. With a deep grasp of the industry as well as relationships, Art's experience helps the Army understand the broader community and what it needs (as well as what it wants to avoid).

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Van Truskett
Executive Director - Texas Innovation Center
The University of Texas at Austin

Dr. Van N. Truskett has a track record of innovation, leadership, and attainment of business results in nanoimprint lithography addressing its introduction to semiconductor and hard disk drive applications. She played a critical role in a team, developing a startup, Molecular Imprints, into an enterprise that Canon acquired in 2014 to form Canon Nanotechnologies, serving as Director of Jetting Technology. She was instrumental in releasing over ten nanoimprint lithography products and over six cutting-edge inkjet-printing products. She has over 50 patents (the U.S. and international) constituting the core technology.

She currently is the Executive Director of the Texas Innovation Center at The University of Texas at Austin. The Center is the hub for bringing engineering and science discoveries and technologies to the market. Its mission is to create and foster a community and culture for collaborative research and entrepreneurship supporting university technology commercialization.

In 2016, she was awarded the Edith and Peter O'Donnell Award in Technology Innovation from The Academy of Medicine, Engineering, and Science of Texas. The O'Donnell Award is the most prestigious state award recognizing Texas-based researchers for their pioneering work. As of 2020, she became a Fellow of the National Academy of Inventors.

Dr. Truskett received her Ph.D. from Johns Hopkins University and her B.S. from The University of Texas at Austin, both degrees in chemical engineering.

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Yaki Tsaig
Managing Director of Blackrock, Angel investor at CTAN

Yaki Tsaig is an AI/ML leader experienced in managing teams building AI-powered products, and an active angel investor.

In his current role, Yaki heads the Autonomous Investment Management team at BlackRock Systematic, whose flagship product is an ML system to extract alpha from global equity markets, with 120 models in production managing over \$30 billion of client capital. Prior to joining BlackRock, Yaki was director of research in the portfolio credit risk unit at Moody's Analytics. Yaki received his Ph.D. from the Institute for Computational Mathematics and Engineering at Stanford University, and his B.Sc and M.Sc in Computer Science from Tel Aviv University.

Links:

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Margrethe Vestager
Executive Vice President
European Commission

Margrethe Vestager is the European Commission executive vice-president for a Europe fit for the digital age and commissioner for competition. She previously held the position of European commissioner for the competition from November 2014. A Danish national, Vestager was minister for economic affairs and the interior as well as a political leader of the Social Liberal Party from 2011 to 2014. She was minister for education from 1998 to 2001 and head of secretariat with the Danish Agency for Financial Management and Administrative Affairs from 1997 to 1998. She holds a master of science in economics from the University of Copenhagen.

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Biographies of ENRICH EU Entrepreneurs and Members introduced at this event



Austin Simms
COO
Dayrize

Austin Simms is an experienced entrepreneur and business executive with a demonstrated history of working in senior roles across multiple industries. He is professionally skilled in Business Development, Commercial Strategy, Go-To-Market Planning, and Marketing Strategy. Motivated by a belief that real change needs to come from consumers, Austin co-founded Dayrize in 2019.

After 20+ years spent working in senior executive positions at major corporations around the world, he had a desire to use his skills to address climate change. With a strong commercial background, he believes commerce and sustainability are linked, and business needs to be a major catalyst for addressing climate change. As a leader, he values transparency, engagement, and accountability.

Links:

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