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# WHO'S WHO IN BUSINESS LEADERSHIP





**Paul Anderson**  
 CEO  
 Novacoast  
 Santa Barbara



Paul Anderson is the CEO of Santa Barbara-based Novacoast, an IT services provider that offers infrastructure, security and programming and development.

Anderson founded Novacoast in 1996 after working for many years in the industry as a network engineer. His technical background and entrepreneurial spirit have enabled him to guide Novacoast to about 150 tri-county employees, and revenues totaling \$60 million.

Anderson's ability to attract and maintain regional employees in the industry is a key factor to Novacoast's success. His focus today is on the growth of Novacoast through acquisitions, new offerings, new vendor relationships and strategic organic growth.


**Gerhard Apfelthaler**  
 Dean, School of Management  
 California Lutheran University  
 Thousand Oaks



Gerhard Apfelthaler is the dean and a tenured professor in international business at California Lutheran University's School of Management. He is a senior partner at AT Consult, an international consulting company; a founding shareholder and executive advisor at Cure Pharmaceutical; a founding shareholder of Cure Laboratories; and co-founder of Oak Therapeutics.

CLU's school of management consists of undergraduate and graduate degrees. The school's MBA program is the highest-enrolled graduate program in the Tri-Counties, with around 400 students. Recently, the school received a \$6 million pledge from former Hughes Electronics Vice Chairman Steve Dorfman. Apfelthaler holds an economics and business administration degree from Vienna University.

**Jeffrey Armstrong**  
 President  
 Cal Poly  
 San Luis Obispo



Jeffrey Armstrong signed on as Cal Poly San Luis Obispo's ninth president in 2011 determined to enhance the university's "learn by doing" teaching approach. He brings a blend of experience as a teacher, researcher and administrator to the role. A key area of Armstrong's focus is expanding Cal Poly's university-industry research partnerships.

Armstrong was previously dean of the College of Agriculture and Natural Resources at Michigan State University, head of the Department of Animal Sciences at Purdue and served in various positions at North Carolina State University. As a faculty member, Armstrong won numerous honors for teaching excellence. He serves on the board of directors of the Business-Higher Education Forum and the California Council on Science and Technology.

**Stephanie Armstrong**  
 Executive Vice President  
 The Chamber of the Santa Barbara Region  
 Santa Barbara



Stephanie Armstrong is the executive vice president for The Chamber of the Santa Barbara Region. In her new role, Armstrong will be acting CEO, and will serve Santa Barbara chamber's day-to-day decision making operations. Her appointment is on the heels of the departure of former chamber CEO Ken Oplinger, when he decided to step down in January.

Armstrong has been with the chamber since August 2011. The Chamber of the Santa Barbara Region is currently the third largest chamber in the region with 1,000 members.

Armstrong attended Santa Barbara City College where she studied communications and media studies.

**Edward Atsinger III**  
 CEO  
 Salem Media Group  
 Camarillo



Edward Atsinger III is the CEO of Salem Media Group a company he founded with brother-in-law Stuart Epperson in the early 1970s. Salem was founded with a commitment to serve audiences interested in topics such as family, faith, news and culture. The company has become a prominent, publicly traded U.S. radio broadcaster, internet content provider, and magazine and book publisher.

Salem owns Salem Radio Network, a national radio network that syndicates Christian and conservative talk, news and music programming at 2,500 affiliated radio stations, and Salem Media Representatives, a national media advertising sales firm with offices across the country. It also runs Salem Web Network, a conglomeration of conservative commentary websites.

**Cynthia Azari**  
 President  
 Oxnard College  
 Oxnard



Cynthia Azari was appointed president of Oxnard College in March 2016. She has more than 30 years of experience in community college administration. Prior to joining Oxnard College and the Ventura County Community College District, she was president of Fresno City College, Riverside City College and Pennsylvania's Butler County Community College.

Azari received a doctorate degree in educational leadership from Seattle University and her master's degree in industrial relations and education administration from West Virginia University. She also received the National TRIO Achievers Award, the Central California TRIO Award, and the Woman of Achievement award from the YMCA in 1996.

**Marsha Bailey**  
 Founder, CEO  
 Women's Economic Ventures  
 Santa Barbara



Marsha Bailey is the president, CEO and founder of Women's Economic Ventures. She has more than 30 years of experience in women's business development and micro-lending. Under her leadership, WEV has become nationally recognized for its high-impact, innovative programs which have helped start or expand more than 4,000 businesses on the Central Coast.

She is a former member of the National Women's Business Council, which provides policy guidance to the White House, Congress and the SBA on issues related to women's business ownership and is the past chair of the national Association of Women's Business Centers. Bailey earned her master's degree in communication from UC Santa Barbara and a bachelor's degree from Michigan State University.

**Stefan Baur**  
 Vice President of Applied Signal Technology  
 Raytheon  
 Goleta



Stefan Baur is the vice president of applied signal technology at Raytheon. Headquartered in Waltham, Mass., the U.S. defense contractor and industrial corporation, has maintains major operations in Goleta. Raytheon is a publicly traded company with a market cap of \$61 billion and annual revenues totaling more than \$24 billion.

Applied Signal Technology, a mission area within Raytheon Space and Airborne Systems, is a full-service intelligence, surveillance and reconnaissance provider, serving national priorities in defense, intelligence, and homeland security. Baur, who was previously the general manager for Raytheon Vision Systems, started his new role with the company in January 2017. Baur graduated from UCLA with a bachelor's degree in physics.

**Denise Bean-White**  
 CEO  
 Consortium Media + Public Relations  
 Ventura



Consortium Media + Public Relations CEO and cultural brand strategist Denise Bean-White's work focuses on helping regional and national brands resonate with all generations by developing consistent messaging that reaches today's multifaceted consumers. She has more than 35 years of experience in newspaper, radio, network television and brand strategy.

CM+PR represents a diverse range of clients in the for-profit and nonprofit sectors, as well as government agencies. Bean-White's category work includes retail, human services, health care, public works, moving and storage, transportation and other various initiatives, such as her current education and outreach work in Commercial Sexually Exploited Children, a statewide program to stop trafficking.

**Erika Beck**  
 President  
 CSU Channel Islands  
 Camarillo



The California State University's board of trustees named Erika Beck president of CSU Channel Islands in March 2016. Prior to Beck's appointment to CSUCI president, she served as provost and executive vice president at Nevada State College. Before her role as provost, she served as the dean of liberal arts and sciences, a psychology faculty member and the founding faculty senate chair.

A native of California, Beck holds a master's degree in psychology from CSU San Diego and her doctorate in experimental psychology from UC San Diego, where she also served as a faculty fellow. A former research associate at the Salk Institute for Biological Studies in San Diego, she has conducted research in the areas of developmental psychopathology and cognitive neuroscience.

**Walt Bies**  
 President  
 FTI Services  
 Goleta



Walt Bies joined Frontier Technology in 2002 when FTI acquired Advantsys, a company he founded and held the positions of president and CEO. Since joining FTI he has taken lead of the commercial IT division of the company and more than doubled the group's revenue. In 2004, the commercial division spun out to better facilitate its growth and FTI Services was created. FTI Services is a wholly owned subsidiary of FTI.

Prior to joining FTI, Bies owned and operated several IT related businesses, including Computer Doctor, Direct Connect and Advantsys. He has served on several boards of directors, and was often asked to attend entrepreneur round table sessions. He works as an adviser for many of his clients, ranging from small professionals to large scale enterprise businesses.

**Ray Bowman**  
 Director  
 Economic Development Collaborative  
 Camarillo



Ray Bowman is the director of the Economic Development Collaborative's Small Business Development Center for Ventura and Santa Barbara counties. He has been with the SBDC since 2010, where he leads 30 expert advisers to help clients with no-cost assistance in a range of business areas.

Bowman has close to 30 years of experience in international trade and logistics, and has worked with some of the world's largest banks and freight forwarders. He also taught college classes in international logistics, finance, as well as imports and exports. Bowman is also a certified global business professional and is an appointee of the U.S. Secretary of Commerce to the District Export Council of Southern California, which has received the national award for DEC of the year.



**Janet Garufis**  
Chair, CEO  
Montecito Bank & Trust  
Santa Barbara




Janet Garufis, chair and CEO of Montecito Bank & Trust, began her banking career as a teller more than 40 years ago with Security Pacific Bank, now Bank of America. She rose through the ranks of retail banking and after completing the Security Pacific Management Training program, successfully led retail banking, commercial banking and private banking organizations. She joined Montecito Bank & Trust in 2004 and was promoted to president and CEO in 2006.

In 2014, she was invited to join the Community Depository Institutions Advisory Council of the Federal Reserve Bank's 12th District and currently serves as the national CDIA president.

Garufis holds a bachelor's degree and master's degree from CSU Northridge.

**Greg Gillespie**  
Chancellor  
Ventura County  
Community College  
District  
Camarillo



Greg Gillespie has served in the Ventura County Community College District for four years. He was selected by the board of trustees to serve as chancellor in April 2017. He began his work at the district as the president of Ventura College. Gillespie has worked for 25 years in the community college system and has served in faculty, director, dean, vice president, and president positions at four different community colleges in Arizona, California and Washington.

Gillespie earned a doctorate degree in philosophy and master's degree in agronomy from North Dakota State University. He attended Yakima Valley Community College and then transferred and received a bachelor's degree in agronomy from Washington State University.

**Jeff Green**  
Co-Founder, CEO  
The Trade Desk  
Ventura



Jeff Green is the founder and CEO of The Trade Desk, a publicly traded company with market capitalization of more than \$6 billion. Green built the company as a second-generation demand-side platform, positioning it at the center of online advertising's trading future by offering efficient, transparent technology. In 2015, Ernst & Young named Green and co-founder Dave Pickles Entrepreneurs of the Year in the Greater Los Angeles region.

Prior to The Trade Desk, Green founded AdECN, which he built in 2004 as the world's first online advertising exchange. In addition, Green serves on the boards of Falk Technologies and IncreaseOnline, global advertising technology companies. Green has also served as an adviser to a series of companies including AppNexus and SiteWit.

**Michael Gunther**  
Founder, Senior  
Consultant  
Collaboration Business  
Consulting  
San Luis Obispo



Michael Gunther is the founder and senior consultant of Collaboration Business Consulting. He is an entrepreneur that identifies issues that prevent organizations from growing. He builds solid teams by improving engagement, developing leadership skills and growing businesses to reach their potential — both within his clients' organizations and his own.

Over the course of his career at Collaboration, Gunther guided more than 500 businesses to achieve growth and trained thousands of leaders and assisted nearly 300 businesses to get started. In his position, Gunther builds impactful, purposeful and authentic collaboration that results in profitable and sustainable organizations.

**Gene Haas**  
CEO, Founder  
Haas Automation  
Oxnard



Gene Haas is the founder and CEO of Haas Automation, one of the world's leading manufacturers of computer numerical control machine tools. He is also the founder and co-owner of Stewart-Haas Racing, a NASCAR team that currently fields four entries in the NASCAR Sprint Cup series. A dedicated philanthropist, Haas also actively funds humanitarian and educational causes through the Gene Haas Foundation.

Haas learned the metalworking trade working in local machine shops throughout high school and college. After graduating from CSU Northridge, Haas founded a small contract machine shop in Sun Valley. In 1983, Haas formed Haas Automation to manufacture and distribute a patented device. All Haas products are manufactured at the company's 1 million-square-foot facility in Oxnard.

**George Holmes**  
CEO  
Resonant  
Goleta



George Holmes joined Resonant in 2016. Prior to joining Resonant, Holmes served as chief commercial officer for Tigo Energy, where he was responsible for expanding the company's demand creation activities. From 2013 to 2015, Holmes worked for Energous, first as senior vice president sales and marketing then as chief commercial officer where he was responsible for securing development and licensing agreements, overseeing IP strategy and process and spearheading regulatory strategy and tactics.

His prior experience includes senior sales executive roles at Agere Systems, Ortel Corp, Level One Communications and Symmetricom. He holds a bachelor's degree from the University of Puget Sound and a diploma in international business from Nyenrode University, Netherlands.

**Ron Japinga**  
President, CEO  
Guitar Center  
Westlake Village



Ron Japinga is the president and CEO of Westlake Village-based Guitar Center. He first joined Guitar Center as the executive vice president of supply chain in 2014, and was appointed to CEO in 2016.

Prior to working at Guitar Center, Japinga was a vice president at Macy's from 1984 to 1996. From 1996 through 2001, he was vice president at DFS Group Unlimited. Japinga also held positions at Kohls from 2001 through 2006 including divisional manager and vice president. From 2006 through 2014, he worked at West Marine as executive vice president of merchandising, planning and supply chain.

Japinga has a bachelor's degree in aviation technology from Western Michigan University.

**Gregg Johnson**  
CEO  
Invoca  
Santa Barbara



Gregg Johnson took over as Invoca's CEO in 2016. He is a seasoned digital marketing and Software-as-a-Service leader with more than 15 years of experience. Most recently, Johnson led Salesforce Marketing Cloud's social marketing product line, where he integrated \$1 billion of merger and acquisition investments into the Salesforce product portfolio.

Prior to that, he drove product strategy and development for Salesforce Chatter, helping define the nascent category of enterprise social networking and launching one of Salesforce's most successful products. He was also a consultant at Boston Consulting Group and worked in sales, marketing and product roles at several startups. Johnson graduated from Stanford University and holds a master's degree from the Wharton School of Business.

**Peter Jordano**  
President  
Jordano's  
Santa Barbara



Peter Jordano started at Jordano's in 1958, working his way up through the sales department and into management, eventually taking over as president and CEO in 1975. During his 40-plus years at the helm, he engineered and managed the growth of his locally owned company into a food, beverage and restaurant equipment industry leader.

Jordano has been a member of more than two dozen local organizations, serving on the boards of 18 of them. During the 1984 Olympics he was mayor of the Olympic Village at UC Santa Barbara, serving more than 1,000 athletes. Over the years, he has received more than 20 awards for service to the community.

Jordano graduated from San Jose State University in 1956. For the next two years he served in the U.S. Marine Corps, attaining the rank of first lieutenant.

**Kenneth Kahn**  
Tribal Chairman  
Chumash Indians  
Santa Ynez



Kenneth Kahn was first elected to serve on the Business Committee of the Santa Ynez Band of Chumash Indians in March 2003. He was later elected tribal chairman in April 2016.

Kahn comes from a family that has a tradition of involvement in tribal politics. His grandmother, grandfather and father all served on the tribe's business committee at one time throughout their lives. His mother currently serves on the tribe's education committee.

Kahn was originally employed by the Chumash Casino, where he worked in the auditing department. He is interested in focusing his efforts on educating the tribe's youth as well as instilling a renewed sense of pride in tribal membership.

**Lori Keller**  
CEO  
Martin Resorts  
San Luis Obispo



Lori Keller is the CEO at Martin Resorts. Before becoming CEO, Keller was the vice president of sales and marketing for Martin Resorts, where she led the revenue team for the company's five hotels and restaurant. Keller joined Martin Resorts in 2013 and was named Martin Resorts Most Valuable Player for 2014. In addition, she has more than 25 years of experience in the hotel and travel industry.

Keller started her career in the advertising agency business in San Francisco serving as the account executive for Del Monte's packaged goods account which included Hawaiian Punch. She also managed the local Marriott Hotel account as they were preparing to open what is now called the Marriott Marquis. She earned her bachelor's degree in journalism from Arizona State University.

**Chris Kimball**  
President, CEO  
California Lutheran  
University  
Thousand Oaks



An administrative and academic leader with nearly 30 years of experience, Chris Kimball is president and CEO of California Lutheran University in Thousand Oaks. Kimball became the university's seventh president in 2008 after serving as provost and vice president for academic affairs for nearly two years. He is currently leading the university through its second half-century, with a commitment to academic excellence, service, and real-world learning in support of the school's 2012-2017 strategic plan.

Kimball holds a doctorate and a master's degree in history from The University of Chicago. He completed his undergraduate work at McGill University in Canada. He also served in faculty and administration positions at Augsburg College in Minneapolis and the University of Nebraska.





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**Spherion® congratulates Trish Miller for being recognized as a top business leader in her community.**

For more than 12 years, Miller has been connecting skilled talent to companies throughout Oxnard and Goleta. Her commitment to excellence is evident in every aspect of her business, from the level of service she delivers to the organizations she serves. Miller is a member of the Santa Barbara Regional Chamber of Commerce Business Council, Board Member of the Goleta Chamber of Commerce and the Santa Barbara Executive Roundtable, and past Board Chair of Make-a-Wish Tri-Counties. Her high standards in business and service to her community are a testament to true leadership.




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## Nancy, you've done so much for the Zoo, we wish there were "cocka-two" of you.



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### Jason Randall

*President, CEO*  
AppFolio  
Goleta



Jason Randall is the president and CEO of AppFolio. His focus is on building a successful company, cultivating a thriving team and ensuring AppFolio deliver solutions that provide great impact to customers' businesses. Randall joined the AppFolio team in 2008 as vice president, product, AppFolio property manager, a cloud-based software that serves the property management industry. He also served as the senior vice president of MyCase, the AppFolio practice and case management software that serves the legal industry.

Prior to joining AppFolio, Randall served as the senior director of product management at Citrix Online, now LogMeIn. He received a bachelor's degree in environmental studies from UC Santa Barbara.

### John Ross

*President, CEO*  
Mission Linen Supply  
Santa Barbara



John Ross joined Santa Barbara-based Mission Linen Supply as president and CEO in July 2013. Previously, Ross was senior vice president for Ventura-based Swisher Hygiene Services, where he supervised the North American field sales and service operation.

Prior to his work at Swisher, Ross was general manager of Cintas Corp., where he was responsible for leading multi-functional teams in production, outside sales and human resources.

Ross served in the United States Army's 1st Cavalry Division as a platoon leader and operations staff officer. He is a graduate of West Point.

Ross received his master's degree from UC Irvine in finance and information technology.

### Luis Sanchez

*President*  
Moorpark College  
Moorpark



Luis Sanchez was appointed president of Moorpark College in 2015. The college has an undergraduate enrollment of more than 14,000. Sanchez previously served as associate superintendent and vice president of academic affairs at Allan Hancock College — a position he held for nearly four years.

Sanchez earned his bachelor's degree from CSU Los Angeles. He then earned his juris doctorate and master's degrees from McGeorge School of Law at the University of the Pacific in Stockton. Sanchez was a full-time practicing attorney for seven years before he stepped into the education sector. Prior to his tenure at Hancock, Sanchez spent 20 years at Sierra College, where he was an instructor as well as the dean of business, public safety and technology.

### Katrina Rogers

*President*  
Fielding Graduate University  
Santa Barbara



Katrina Rogers is president of Santa Barbara's Fielding Graduate University, a distinguished graduate school for global scholars and practitioners in leadership, education and psychology. From executive to board member to teacher, Rogers has served the international non-governmental and educational sectors throughout her career. With doctorates in political science and history, she led the European campus for Thunderbird School of Global Management in Geneva for a decade, working with the Red Cross, World Trade Organization, United Nations Development Program and the European Union.

She is active in Social Venture Partners and the Women's Fund of Santa Barbara, and serves on the boards of Santa Barbara Partners in Education, the Channel City Club and the Nuclear Age Peace Foundation.

### Peter Rupert

*Executive Director*  
UC Santa Barbara  
Economic Forecaast Project  
Santa Barbara



Peter Rupert joined the Economic Forecast Project as its executive director in August 2010. He is a professor of economics, and chairman of the UCSB Department of Economics, as well as associate director of the UCSB Laboratory for Aggregate Economics and Finance, founded by Nobel Laureate Finn E. Kydland.

Prior to joining UCSB, Rupert spent 12 years as senior economic adviser at the Federal Reserve Bank of Cleveland. Rupert has held appointments at the University of Western Ontario, State University of New York at Buffalo, West Virginia University, the University of Southern California, and Birkbeck College, University of London. Rupert earned his bachelor's degree from Santa Clara University and his master's degree and doctorate at the University of Rochester.

### Sandy Smith

*Chairman*  
Ventura County  
Economic Development  
Association  
Camarillo



Sandy Smith is the chairman of the Ventura County Economic Development Association. Smith was appointed to the position in February 2015. Smith, who is a third generation Ventura County resident, is a former mayor and councilmember for the city of Ventura.

Smith is currently a land-use consultant for Sespe Consulting, a land-use planning and engineering firm based in Ventura. Smith is responsible for implementing strategic analysis and counseling, land-use planning and public hearing strategy development.

Smith also serves as a board member of the Economic Development Collaborative of Ventura County and as an executive committee member for the Ventura County Civic Alliance.