



Global Entrepreneurship Program Delegation to Athens, Greece

April 28-30, 2014

Delegate Biographies





Chris Garcia **Director of TransPerfect**

Chris Garcia is a Director of TransPerfect, a New York-based global business services provider. As the world's largest privately-held language translation services and technology company, TransPerfect specializes in helping clients bridge communication barriers, providing global business services. Prior to joining TransPerfect, at 24 Chris founded and served as CEO of Advantage Line Global (ALG), a full-service, US-based sustainable packaging manufacturer. ALG provides innovative design, contract packaging, and logistics solutions to food & beverage companies, as well as health & beauty, cosmetics, and pharmaceutical companies worldwide. He is also principal of Chris Garcia & Associates, a Los-Angeles-based consulting firm engaged in executive coaching, entrepreneurship, and startup advisory services.

Chris served as Director of Government Relations and Corporate Affairs for Packit LLC, an international consumer products manufacturer headquartered in Los Angeles. Previously, he led commercial real estate firm Amber Hotel Company's Receiverships division, where he managed a \$50 million distressed assets portfolio. Chris co-chaired Meg Whitman's Los Angeles Young Professionals coalition in her campaign for governor of California. In 2011, He was appointed by Senator Tony Strickland as District Ambassador for California's 19th Senate District. He has hosted multiple fundraisers and engagements with leaders, including most recently, Presidential Candidate Mitt Romney's 2012 National Finance Committee, and Mayor Pro-Tem Skylar Peak in his successful bid for Malibu City Council. He has appeared as a contributor on Fox News, CSPAN, and 790 KABC Los Angeles.

Chris is an Ambassador for the Bill & Melinda Gates Foundation's Gates Millennium Scholars Program, where he helps recruit the nation's top qualified scholars for the program. As a Bill Gates Scholar, he attended the University of Southern California and Pepperdine University.

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[@transperfect](https://twitter.com/transperfect)



www.linkedin.com/in/chrisagarcia

www.advantagelineglobal.com



Seth Goldstein **Angel Investor / Co-Founder & CEO of DJZ**

Seth Goldstein is co-founder and CEO of DJZ, an electronic music company whose app Crossfader makes it easy for anybody to mix great music. Mr. Goldstein is also an active angel investor and advisor. He started his entrepreneurial career at age 7, selling kites on Cape Cod. He studied Theatre at Interlochen Arts Academy in Michigan and went on to Columbia University in New York, where he majored in Literature.

Mr. Goldstein is passionate about bringing great ideas to market, and helping other entrepreneurs realize their own startup dreams. He started his first company, an early Internet advertising agency called SiteSpecific, in 1995. He sold it to publicly-traded CKS Group in 1997. In 1999, he joined the pioneering Internet Venture Capital firm, Flatiron Partners.

Over the past ten years, Mr. Goldstein has built a number of successful companies, including Majestic Research, the first investment research company based on live consumer Internet data, and SocialMedia.com, which developed the first social advertising technology on Facebook. In 2007 he created Pier 38 in San Francisco, a nexus of activity that gave birth to a number of successful startups including Instagram. He has also been an active advisor to the U.S. Department of State Global Entrepreneurship Program.

“What a wonderful opportunity this is. I believe I could help Greek entrepreneurs with how best to tell their story to sophisticated angel investors and venture capitalists, as well as advise on building culture and design technology products.”

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 [@seth](https://twitter.com/seth)

 www.linkedin.com/in/sethg

www.sethgoldstein.com/about/



Mary Gotschall Founder & President of the Athena Group

Mary Gotschall has two decades of experience in marketing communications, public relations, and new business development. As Founder and President of the Washington, DC-based communications firm called The Athena Group, Ms. Gotschall won such top clients as DuPont, Booz Allen Hamilton, Fortune Magazine, Random House, the Nasdaq Stock Market and the U.S. Chamber of Commerce. Her duties included devising and executing strategic marketing plans; securing media coverage in top venues; working on issues advocacy; and managing thought leadership events and major industry conferences. She has experience in a variety of industries, including e-learning, financial services, technology and the media, and has worked with companies both in the U.S. and abroad. She has also led campaigns utilizing social media, as well as traditional media.

Ms. Gotschall is currently engaged in partnership development for EverFi, an innovative e-learning start-up. She also works on content marketing for the global communications firm, Arnold Worldwide, and is a consultant to Levick, an award-winning public relations company. Ms. Gotschall has a keen interest in the creation of entrepreneurial ecosystems. She has worked with biotech start-ups at the Johns Hopkins Carey School of Business incubator; published articles about women entrepreneurs in top media outlets; and co-authored a book about doing business in Europe for small American companies, called *Bridging the Atlantic*, published by the U.S. Chamber of Commerce.

Ms. Gotschall holds a B.A. from Harvard and an M.B.A. from Columbia, and won a Rotary Scholarship to study economics and political science at the *Universite Libre de Bruxelles* in Belgium.

“I hope to leverage my knowledge of American entrepreneurial circles for the benefit of Greek entrepreneurs. In addition, I would like to promote the efforts of Greek entrepreneurs through social media, as well as traditional media channels.”

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 [@gotschallm](https://twitter.com/gotschallm)

 www.linkedin.com/in/mgotschall

www.theathenagroup.net



Kevin Langley **Co-Owner & CEO of Ellis Construction, Inc.**

Kevin Langley is currently the CEO and co-owner of Ellis Construction, Inc., a regional commercial contractor based in New Orleans, LA. He also owns various other companies in real estate, construction, environmental and energy. Mr. Langley and his companies have received numerous awards including: Inc magazine's Inner City 100, New Orleans' City Business magazine's Power Generation award, and the Junior Achievement's Rising Star award.

Mr. Langley is the past Chairman 2011-2012 of the Global Board for the Entrepreneurs' Organization (EO), having been a champion of the organization and its members for many years. In his role as returning EO New Orleans chapter President, he successfully led the recovery of the chapter after Hurricane Katrina, and organized and launched EO's Accelerator program. Accelerator helps grow early-stage entrepreneurial ventures into companies earning more than \$1 million (US) in annual revenue. The program is currently helping hundreds of early stage entrepreneurs grow their businesses in 26 cities in 5 countries. He has also served as chair of EO's Global Student Entrepreneur Awards.

As a founding member of the G20 Youth Entrepreneurship Alliance (YEA) Mr. Langley represented the United States at the 2010 G20 YEA Summit in Ottawa, Canada; Nice, France, November 2011; and Mexico City, Mexico June 2012. He also recently led the U.S. delegation at the Moscow Summit June of 2013 and serves on the G20 YEA Steering Committee.

Mr. Langley is serving on the Global Entrepreneurship Week Advisory Board, Louisiana Board of Commerce and Industry, the Louisiana Innovation Council, the LSU Honors College Advisory Board, the LSU Stephenson Entrepreneurship Institute and the Xavier University Business Advisory Council.

"My areas of experience include speaking to, engaging with, and mentoring collegiate entrepreneurs and young entrepreneurs. Additionally, I am currently building entrepreneurial networks and creating collaborative environments. I plan on visiting Greek Universities to help identify high potential student entrepreneurs."

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 www.linkedin.com/pub/kevin-langley/9/b56/b17

www.ellisconstruction.com/



George M. Marcus
Chairman of the Marcus and Millichap Company
Founder of Essex Property Trust (NYSE-ESS)

Born George Moutsanas in Euboea, Greece, he emigrated to the United States when he was four with his parents and sister, Orsa. George M. Marcus graduated from San Francisco State University with a B.A. degree in Economics. He is the Founder and Chairman of the Marcus and Millichap Company and Founder of Essex Property Trust (NYSE-ESS).

George Marcus serves on the Board of Directors of the Modern Greek Studies Foundation at San Francisco State University, International Orthodox Christian Charities (IOCC), Leadership 100, The Elios Society and the National Hellenic Society. He is also a member of FAITH and AHEPA. He received the high Offikion of Archon Exarchos in 1991 by His Eminence Archbishop Iakovos at the Archdiocesan Cathedral of the Holy Trinity in New York. He co-founded and served as president of DYNAMIS; the political action committee to promote Greek-Americans for elected office. His many awards include the Oxi Day Award, Axion Award, Elios Cultural Achievement Award, Patriarch Athenagoras Humanitarian Award and Hellenic American Chamber of Commerce; Person of the Year.

George Marcus and his wife, Judy live in Los Altos Hills, California. They have four children: Mary Jane, John, Demetra and Alexandria.

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www.linkedin.com/company/marcus-&-millichap

www.marcusmillichap.com/AboutUs/Execs/Bio_GeorgeMarcus.aspx



Alicia Marie Founder & Managing Director of People Biz, Inc.

Alicia Marie founded People Biz, Inc. in 2000 with the intention of providing total personal and professional development solutions for individuals, teams and organizations. She specializes in creating customized programs based on desired outcomes that include learning vehicles such as training, professional coaching and consulting. She has been a professional trainer for more than twenty years and a professional coach with more than 15,000 paid coaching hours over the last 15 years. She has a unique background in Humanities, Business, Public Relations and Marketing.

In 1997, Ms. Marie trained and acted as a grief counselor for Cancer Therapy and Research Center in their support services division. She was instrumental in developing training for support group leaders in various capacities. In 2002, Ms. Marie earned her MA in Neuro-Linguistics from Essex University. Ms. Marie obtained her Professional Coach Certification in 2007 from International Coach Federation, and is an active and credentialed member of the World Association of Business Coaches.

Through her company, People Biz, Inc., Ms. Marie has developed comprehensive tools and programs to support and educate individuals, business owners and professionals. Ms. Marie is a popular speaker and workshop leader; she has written and delivered hundreds of programs on leading and managing employees, health and wellness, communication skills, fearless business practices and entrepreneurial success to clients, professional associations, and small businesses.

“My company is a learning organization that works around the country to support entrepreneurs and businesses providing all types of personal and professional development programs. All of our clients are indirectly or directly impacted by the global economy. I am very excited about the opportunity to be involved and potentially impact an entrepreneur in Greece on an individual level.”

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[@PeopleBiz](https://twitter.com/PeopleBiz)



www.linkedin.com/in/aliciamariepeoplebiz

www.peoplebizinc.com/



Phil Meldrum **President of FoodMatch Inc.**

Phil Meldrum founded FoodMatch in 1996 with a vision to bring all-natural, artisanal Mediterranean specialty foods to the American market. His mission was to deliver the original taste of olives and antipasti to the American consumer, so that they could experience these foods, as though they were actually in the Mediterranean. FoodMatch became a vertically integrated partner with growers and now supports communities throughout the Mediterranean, preserving the way of life of generations past for generations to come, as well as protecting the biodiversity and ecological integrity of the environment in these regions. From retail supermarkets to foodservice, FoodMatch is a trusted source for authentic Mediterranean foods in all channels of the industry.

Mr. Meldrum has been a collaborator and participant in Oldways events since 1999 when he joined Oldways at an International Symposium for food writers, specialty food retailers and chefs in Lesbos and Chios, Greece. As FoodMatch has grown, his involvement with Oldways has also continued to grow, including membership in the Whole Grains Council and Mediterranean Foods Alliance, and now as a member of the Oldways Board of Directors.

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 www.linkedin.com/pub/phil-meldrum/44/747/43b

www.foodmatch.com/



Sheri L. Orlowitz **Founding Partner of Artemis Holdings** **Group, LLC**

Sheri Orlowitz is the Founding Partner of Artemis Holdings Group, LLC. Artemis is a holding company involved in several start-up projects, as well as an independent sponsor private equity company. In total Artemis has acquired and operated 8 domestic and international manufacturing, sales and services companies ranging in size from \$5 to \$50 million. Ms. Orlowitz has also recently established Fundtique, which is a consumer products focused internet funding platform for start-ups seeking to access capital.

Previously, Ms. Orlowitz presided over startup of Shan, and developed it into a multi-site manufacturing company through acquisition of two divisions of Tyco International. Before that, she founded OrloVon, LLC, a real estate development organization that identified and purchased land in a then-“ungentrified” neighborhood of Adams Morgan in Washington, DC. Ms Orlowitz also was Founder and Chief Executive of DBI, a \$70 million international consortium of manufacturing companies with sales offices throughout Europe, the US and China. In addition to participating in DBI’s acquisition of manufacturing businesses from Applied Magnetics, Quantum Corp., Hewlett-Packard, Eastman Kodak and other Fortune 500 companies, she was actively engaged in the operations of each of the operating businesses.

Ms. Orlowitz has been the recipient of numerous awards not only for entrepreneurial spirit, innovation and growth but also for significant philanthropic and government service, including establishing the Orlowitz-Lee Center in Miami for abused and trafficked children.

In 2003 Ms. Orlowitz received a Presidential appointment to the National Women’s Business Council and has been a representative of small business for Commerce and State Department Trade and Educational Missions.

“I bring my experience as a seasoned entrepreneur who has a solid record of motivating and teaching and has built companies and created my own as well as invested in start ups, but i also come prepared to provide local entrepreneurs with resources and access to capital.”

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www.linkedin.com/in/sorlowitz

www.linkedin.com/company/artemis-holdings-group-llc

www.artemisholdingsgroup.com/



Jonathan B. Smith **Founder & CEO of ChiefOptimizer**

Jonathan B. Smith “ChiefOptimizer” is an entrepreneur, High Growth Business Strategist, and Certified Entrepreneurial Operating System (EOS) Implementer. He is Founder and CEO of ChiefOptimizer and former COO of an Inc. 500 company. Jonathan is an expert in working with entrepreneurs who are “Stuck” and need help in scaling, getting market traction, or resolving global operation problems.

Mr. Smith started his career on Wall Street at JP Morgan and Deutsche Bank. By the time he was 27, Jonathan left the world of finance to become an entrepreneur. Mr. Smith became an early adopter of Search Engine Optimization (SEO) which led him to be known as “ChiefOptimizer.” As a result of his success in this field, he consulted for Google on helping them solve SEO issues around Google Ad Words.

His next venture led him to become the Chief Operations Officer for Wave Dispersion Technologies. Mr. Smith helped grow Wave Dispersion Technologies from \$500,000 to \$15 million in revenues over the course of 5 years.

Mr. Smith currently serves as an Advisory Board Member for RideScout and Wave Dispersion Technologies, Inc. and in the past served in an advisory role for The BizWorld Foundation and Future Leader Dog Puppy Raiser. Jonathan also received the National Man of the Year Award from the Leukemia & Lymphoma Society for raising the most funds in his community.

Mr. Smith is an alumnus of the Entrepreneurs’ Organization (EO) and Inc. Business Owners Council, a disciple of the Strategic Coach’s Dan Sullivan. He graduated from Wesleyan University with a BA from the College of Social Studies (CSS), a multidisciplinary major focusing on History, Government, Political and Social Theory, and Economics, and earned a MS in Professional Accounting from the University of Hartford.

“I am interested in mentoring Greek entrepreneurs and particularly interested in teaching skills beyond start up. There are two kinds of Greeks: Good Greeks and Better Greeks.”

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www.chiefoptimizer.com/blo



Davia B. Temin **President & CEO of Temin and Company Inc.**

Davia B. Temin is President and CEO of Temin and Company Incorporated, a boutique management consultancy focused on international reputation, risk, and crisis management, marketing and media strategy, thought leadership, and high-level leadership and communication coaching. Clients include some of the world's largest and most well-known corporations, financial and professional services organizations, pharmaceutical and healthcare firms, publishing houses, foundations, and colleges and universities, as well as corporate boards, chairmen and CEOs, sports figures, authors, politicians and scientists.

Prior to starting Temin and Company, Ms. Temin led Corporate Marketing (marketing and media strategy, crisis management, reputation management, advertising, corporate social responsibility, product and new product marketing) for GE Capital, Schrodgers, Scudder, Stevens and Clark, Citicorp Investment Bank, and Columbia Business School.

Ms. Temin serves on the Board of Managers of Swarthmore College, and is also the First Vice Chair of the Board of Trustees of The Girl Scouts of The United States of America. In addition, she is Chair of the Board of Video Volunteers, and an advisory board member and Thought Leadership Commissioner of WomenCorporateDirectors. She also serves as a trustee or advisory board member of: The Committee for Economic Development; and Harvard Kennedy School Women's Leadership Board.

Ms. Temin has been named one of the "Top 100 Thought Leaders in Trustworthy Business Behavior" for two years running by Trust Across America. She has also been honored as one of the "30 Outstanding Women" advancing women and girls' leadership by the National Council for Research on Women, and as a "Woman of Distinction" by The Girl Scouts. She writes a column for Forbes.com titled "Reputation Matters," and also writes for *American Banker*, and *Huffington Post*.

"Now, as recovery is spreading in Greece, entrepreneurship is clearly a superb way to rebuild confidence. I would like to contribute to the delegation through a deep subject-matter expertise in marketing and social media for small and large businesses, and in creating impressive and enduring reputations for start-ups."

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 [@DaviaTemin](https://twitter.com/DaviaTemin)

 www.linkedin.com/in/daviatemin

www.teminandcompany.com



Thanos Triant Angel Investor in Silicon Valley

Thanos Triant invests in early stage technology companies, mostly in Software, Internet, Mobile and related areas.

Some notable past investments are Siebel Systems, Seagate, Securify, ClairMail, Rightworks, Postini and BugSense. He has invested in over 100 companies as an Angel or Venture Investor since 1993. Some current investments are: Arrayent, BrightEdge, Xactly, DoubleDutch, Medrio, Practice Fusion, Syntelia, Transifex, Taulia and others.

During his career in Wall Street, Mr. Triant developed some of the early integrated stock feeds and Financial Data Applications and Databases, while at Standard and Poors. Later he managed IT Strategy at large corporations while at Sun Microsystems and as CIO at Times Mirror.

Mr. Triant is a member of several investment groups including Band of Angels, Stanford Angels, Angel List etc. He has an extensive industry and investor network and generally co-invests with other Angels and Venture Capital investors. He enjoys partnering with and advising the founding teams as a board member or advisor.

Mr. Triant grew up in Athens and Xylokastro in Greece. After graduating from Hamilton College with a degree Mathematics, he attended Columbia University for an MS in Electrical Engineering and Computer Science, with a focus in the performance of Operating Systems.

“While entrepreneurship activities in Greece and many other countries are improving with the information and knowledge distribution afforded by the Internet era, many obstacles remain. Sometimes it is the absence of knowledge, experience and money at critical moments in the formation and growth of small companies. I am interested in interacting and communicating with young companies and government officials to help bring success to such activities, with the underlying objective of generating new jobs and related economic growth.”

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 [@ttriant](https://twitter.com/ttriant)

 www.linkedin.com/in/thanostriant

www.woodsidegroup.com

U.S. GOVERNMENT DELEGATES



Caron De Mars Global Entrepreneurship Program, Director

Caron De Mars joined Commercial and Business Affairs as the first Foreign Service Officer (FSO) to lead the office's Global Entrepreneurship Program (GEP). GEP's two prior leaders were Franklin Fellows. She is an Economic Officer who entered this two-year FSO position in June 2012.

Ms. De Mars joined the State Department as a Foreign Service Officer in 2001, after years in the private sector as a small business-owner, angel investor, and Director of Midwest Claims Operations at USAA Insurance. Her overseas postings have included Brazil (Consular Officer and Economic Officer), the Philippines (Economic Officer), and Jordan (Regional Environment, Science, Technology, and Health Hub Officer for the Middle East and North Africa). She served in Washington in the Economic Bureau from 2004-2006 in the Office of Aviation Negotiations, with Africa and Asia aviation issues.

Ms. De Mars earned a Bachelor of Science degree in Broadcasting from the University of Wyoming, and an MBA from St. Mary's University in San Antonio, Texas. She attended George Washington University for a year of post-graduate coursework at the Center for International Science and Technology Policy as a Diplomat in Residence for the 2009-2010 academic year.

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[@EntrepCaron](#)



www.linkedin.com/pub/caron-demars/0/948/1a1



Tasos Kezas

Global Entrepreneurship Program

TDF - Greek Diplomat

Mr. Tasos Kezas is a Greek Diplomat who joined the Global Entrepreneurship Program as a Transatlantic Diplomatic Fellow in September 2013. The Transatlantic Diplomatic Fellowship (TDF) aims to strengthen transatlantic bonds by allowing mid-level diplomats from NATO Allies, EU member states and institutions, and Switzerland to undertake a one-year position in a bureau at the

U.S. Department of State.

Since March 2012, Mr. Kezas has been working in the Political Affairs Section of the Embassy of Greece in Washington, DC. He entered the Diplomatic Service of Greece in 2007 and was initially posted in the Spokesperson's Office, followed by the Directorate for Relations with Turkey. Previously, he was a practicing lawyer specializing in Commercial Law.

Mr. Kezas holds a Bachelor's Degree in Law, a Master's Degree in Commercial Law, and he is currently pursuing a second Master's Degree in International Public Policy at Johns Hopkins Paul H. Nitze School of Advanced International Studies (SAIS).

He is fluent in English, French and Italian.

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[@TasosKezas](https://twitter.com/TasosKezas)



www.linkedin.com/pub/tasos-kezas/90/333/621