



## **DLBA-CBA Entrepreneurship Workshop**

### **Brief Biographies of the Workshop Leaders**

#### **Allison Butler**

Allison E. Butler has been a practitioner since 1991 and is a member of the California and Florida Bar. Ms. Butler has served as counsel for numerous business entities during the past 20 years and authored several publications including *A Practical Guide to the CISG: Negotiations through Litigation* and co-authored the *International Contract Manual*. She has taught law students and business graduate and undergraduates and is currently a lecturer with the Legal Studies Program at CSU-Long Beach as well as the faculty advisor for the CBA Legal Information Clinic. Ms. Butler is the recipient of various grants with her recent research *More than a White Rabbit: Alice Requires Substantial Difference Prior to Embarking on Patent Eligibility*, being published in Harvard Journal of Law and Technology Digest. Ms. Butler is a Florida Civil Law Notary, a CLNAA arbitrator, and a Volunteer Temporary Judge for Los Angeles County Superior Courts (Small Claims).

#### **Adam Carrillo**

Adam Carrillo is the Economic Development Manager for the Downtown Long Beach Alliance (DLBA). With more than a decade's experience securing capital investment and launching successful entrepreneurial brands, he is responsible for all job creation efforts focused on attracting, expanding, and retaining business in Downtown Long Beach. His passion for Downtown Long Beach started over 12 years ago when he moved from south Orange County due to his appreciation for the authenticity and eclectic lifestyle the Downtown provided. Adam currently sits on the Board of Directors for the Long Beach Commercial Real Estate Council and lives in Downtown Long Beach with his three boys and his partner Lena.

#### **Ruben Delgado**

Dr. Ruben Delgado has been an HR practitioner for 22+ years. During his 22+ years in the HR field Dr. Delgado has held several positions along the HR spectrum from HR

Coordinator to HR Manager to HR Director to Vice President of HR. He has taught both undergraduate and graduate business students at Cal Poly Pomona and CSULB for the past 12 years. Currently, he is certified as a Senior Professional in Human Resources (SPHR) by the Human Resource Certification Institute; a Certified Compensation Professional (CPP) by WorldatWork, a Certified Professional in Learning and Performance (CPLP) by the Association for Talent Development, a Certified Labor Relations Professional (CLRP) by Michigan State University, and a SHRM Senior Certified Professional (SHRM-SCP) by the Society for Human Resource Management. Dr. Delgado holds a Bachelor of Science in Business Administration from Cal Poly Pomona, and a Master of Science in Human Resources, a Master of Business Administration, and a PhD from Claremont Graduate University.

### **Scott Flexo**

Dr. Flexo teaches digital media and marketing, marketing research, consumer behavior and marketing concepts at the undergraduate and graduate levels at CSULB. In other roles at CSULB, Dr. Flexo is the Director of the Long Beach Small Business Monitor, a set of surveys that reports on the attitudes and opinions of the small business community in Long Beach. He is also Managing Director of the CBA Marketing Business Center, a campus center connecting CSULB business students with Long Beach small businesses to serve the market planning, research and digital marketing needs of local business. Dr. Flexo has over 20 years of practical experience as an entrepreneur and owner of a marketing company where he has consulted for large and medium sized business in the US and abroad in market strategy, planning and research. He earned his Ph.D. from the University of California, Irvine.

### **Frank McNulty**

Frank McEnulty has over 30 years of business management experience including many start-up and other entrepreneurial endeavors. Frank has overseen the start-up, investment and growth of numerous new companies dealing with a wide variety of products. A partial list of these companies have been a music magazine, a chain of brewpub restaurants, live music clubs in California and Tennessee, a record label, live-pay-per view events, a new surfboard technology, consumer products and movie and video production in addition to managing the financial activities of the owners of the company and their large real estate portfolio. Frank currently serves on the Board of Directors of Ojai Oil Company a diversified oil producer and self-storage company and as President of Cell Medx, Corp a publicly traded, start-up pain management company in the field of diabetes.

### **Hieu Nguyen**

Dr. Hieu P. Nguyen earned his MBA in marketing from Texas Christian University and PhD in marketing from the University of Texas at Arlington. He teaches MBA

and undergraduate courses in marketing principles and marketing management at CSULB. His research focuses on individual attachment, brand attachment, sustainability, anti-consumption and has been published in academic journals and cited by the popular press. Prior to his career in academia, Dr. Nguyen worked in sales, marketing communications, public relations, and client services.

### **Bruce Sparks**

Bruce Sparks teaches entrepreneurship, business strategy, accounting and finance at CSULB. Mr. Sparks has extensive experience in consulting with small businesses, having spent six years as the senior business advisor at the Long Beach SBDC. He is a former business owner having owned a chain of furniture stores over 25 years (a total of nine different stores), and a private school.