



## Enterprise Chapter of Los Angeles Section

*Mission: To Aid Small Aerospace Businesses and Consultants to Network*

*with Others and Present Capability to Clients*

List Your Company at <http://www.aiaaenterprise.org> It is free!

**Chapter Meeting: Tuesday September 16 at 6:00 pm**

**Location: AIAA Western Office**

**999 N. Sepulveda Blvd. Suite 440, El Segundo, CA**

**Use Visitor Parking No Charge for Parking - After 7 PM Exit**

**Speaker: Jeff Greenberg, CEO Tech Coast Works**

### "Commercializing Your Technology"

This presentation will show the entrepreneur how to navigate a series of transformations that must be completed to turn a concept into a business. This includes the following:

**PRODUCT TRANSFORMATION** - Concept to proof of concept to product

**MANAGEMENT TRANSFORMATION** - Entrepreneur to seasoned management

**STAFF TRANSFORMATION** - Yourself to outsource assistance to staffed

**OPERATIONAL TRANSFORMATION** - Product concept to development to planning to full operation

**FINANCIAL TRANSFORMATION** - Out-of-pocket to friends and family to seed capital to VC

The full presentation will be an exploration/discussion of what it takes to complete each of these transformations.

**Jeff Greenberg** is a seasoned executive with 25 years of experience in the technology and consumer electronics fields. His background includes management roles at multinational corporations such as Toshiba, Compaq, Canon and the Storage Networking Industry Association, as well as smaller organizations such as LightSand, Westinghouse and Quarterdeck. Since 2000, he has focused his efforts exclusively on the startup sector, working as a founder, employee or consultant for multiple ventures. During that time he has used his unique expertise to help early-stage ventures implement scaled-down versions of corporate best practices that improve operational effectiveness without imposing classic corporate bureaucracy. Greenberg holds a B.S. in computer science from Rutgers University, an M.S. in computer science from U.C. Irvine and an MBA from Pepperdine University.

#### Dinner and Networking

1. Presentation by Jeff Greenberg,
2. Discussion Led by: Richard Denison - Co-Chair and Guido Frassinelli - Co-Chair

**To attend RSVP by September 15**

**Contact:**

Susan Goldstein

AIAA Western Office

Southern California Section Liaison

800-683-AIAA (2422)

<mailto:westcoast@aiaa.org>

**Attendance fee is \$10 including food**