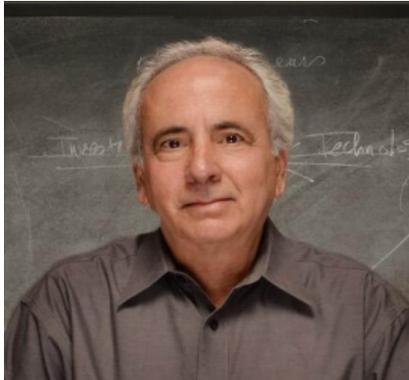


BULGARIAN ENTREPRENEURSHIP CENTER (BEC)
Biographies of visiting mentors from Silicon Valley, 24 – 28 April 2017

Norman Winarsky



Norman works with entrepreneurs, startups, research institutes, and major companies to create breakthrough ventures or products, and advises them on the framework and practice for successful innovation

Norman is past President of SRI Ventures at SRI International, a world-leading research institute founded by Stanford University in 1946. He has been a founder and leader of SRI's venture strategy and process, which has resulted in more than sixty ventures worth over \$20 billion. Norman helped create and build companies ranging from artificial intelligence, natural language, and computer vision, to medical devices, robotics, and nanotechnology.

He was a co-founder and board member of Siri, which was spun out from SRI in January 2008 and acquired by Apple in April 2010. Siri has become a worldwide phenomenon, establishing the breakthrough market category of virtual personal assistant.

He is currently a lecturer at Stanford University, and co-author of "If You Really Want to Change the World; A Guide to Creating, Building, and Sustaining Breakthrough Ventures", published by Harvard Business Review Press

Jamie Williams



After becoming an All-American Football and Basketball player at Nebraska University, Dr. Williams played professional football and earned a NFL XXIV Super Bowl ring with the San Francisco 49ers. Following football, Dr. Williams embarked on a career that included work in the film industry as a writer, director, screenwriter and actor. Jamie is most known for his role as a writer, technical director and actor in Oliver Stone's Any Given Sunday. Along the way, he achieved both a Masters Degree in MassCommunication and a Doctorate Degree in Education and Leadership. Jamie's startup, Ymotion, creates everything from commercials, graphic design, music videos, web development, illustration/animation and social media presence. All of its "creatives" have degrees in Fine Art, and its clients mostly represent Fortune 500 hundred companies.

Joining BEC's April 2017 trip to Bulgaria, Jamie's talks will target young people who believe that their future can be something other than a predictable path, and that teamwork is the most important platform from which to launch entrepreneurial success.

Larry Biehl



Since creating Interculture, Inc. (IC) and Interculture Foundation (ICF) in 2008, Larry and his wife, Maggie, have traveled throughout the world to discover ways in which these organizations could fulfill their mission. The purpose of both is to create

"common space" between disparate cultures in a "culturally competent" way. When Larry identifies a place that could benefit from "common space creation", he creates a program: such as, in Bulgaria, the Bulgarian Entrepreneurship Foundation (BEC). Larry has worked as a Financial Advisor and Investment Manager for wealthy individuals for over 40 years, founding Bailard, Biehl & Kaiser, inc. with two classmates after graduating from the Stanford Business School in 1969. He co-authored two books a college textbook, Personal Money Management, SRI and McMillan, 6 Editions (1972-1990) and self-help book, Personal Profit Series, Dow Jones (1976-1977).

Larry has experience working with many non-profit organizations: Alister MacKenzie Foundation, Heart to Heart Foundation, Esalen Institute's Project for Economic Growth (Russia), Western Folklife Center, American Prairie Foundation, and the da Vinci Society.

Drew Starbird



Dr. Starbird is Director of the My Own Business Institute and a professor in the department of operations management and information systems at Santa Clara University. He started teaching at SCU in 1987 after completing his Ph.D. in agricultural economics at Cornell University.

Dr. Starbird also holds a BS from the University of California, Davis and an MBA from Santa Clara University. He served as the interim Dean of the Leavey School of Business in 2009, and as Dean from 2010 to 2015. From 1996 to 2000, Dr. Starbird was director of the Food & Agribusiness Institute at Santa Clara University and in the fall of 2000, he served as director of strategic planning at TransFresh, a company involved with the international transportation of perishables and a subsidiary of Fresh Express.

Holly Biehl

Holly creates and implements outreach, public relations, and marketing strategies that increase awareness of CFC's work in the Clark Fork watershed. Prior to joining

the Coalition in 2015, Holly worked for Five Valleys Land Trust as its Communications Manager. Holly was a double major in Art History and Dance at the University of Colorado. She spent her early career in the San Francisco Bay Area working in sales and marketing for Dance Magazine and Lonely Planet Publications. After an internship with American Prairie Reserve in Bozeman, she moved to Missoula to earn a Masters of Business at the University of Montana. In her free time, Holly tries to get outside as much as possible by hiking, backpacking, skiing, and floating on rivers.

Jon Clarenbach



Jon grew up in Eugene, Oregon graduating from the University of Oregon majoring in Economics and International Studies. He earned an MBA degree from the University of Montana in 2013 specializing in entrepreneurship. Jon has extensive business background in the food industry from managing an award-winning French bakery to territory sales for the largest organic produce supplier on the West Coast.

Jon has been involved in the sustainable food movement in Montana for the last twenty years, creating numerous partnerships with co-operatives and growers to access new markets for local farmers and producers. He was a founding member of the Community Food Agricultural Coalition, a diverse group of Missoulians who work to promote access and secure more farmland for local food in Western Montana. Jon is currently a board member of the Northwest Cider Association, a regional trade organization with over a hundred members representing cideries from British Columbia, Idaho, Washington, Oregon and Montana. Jon advises the group and its members on strategy for the industry, partnership development and market growth for the emerging industry.

In the summer of 2015 Jon partnered with friends Matt LaRubbio and Michael Billingsley to start Western Cider. Western Cider opened in April 2017. His work at Western Cider has focused on sales, events, strategic planning, financial, and general management. Jon created numerous partnerships with local and state non-profit and governmental organizations to aid Western Cider's rapid development.

Western Cider Company Missoula, MT USA

WESTERN CIDER is an award-winning cidery and cider apple grower on the banks of the Clark Fork River in Missoula Montana. Western Cider's tasting room has 12 rotating taps, community events, and Missoula's best outdoor seating in their riverside cider garden.

Western Cider's story began in 2012 when Michael Billingsley planted a cider apple orchard in Montana's Bitterroot Valley. Michael continued to plant hundreds of trees

every year since, and currently has over 5,000 trees in his orchard - with more than 50 cider-specific apple varieties.

Now, Western Cider is using those apples, as well as fruit from Pacific Northwest orchards, to produce a diverse range of ciders. Western Cider crafts easy going and traditional cider in cans, bottles and kegs, including the Poor Farmer, the award-winning McIntosh single variety, and Whiskey Peach - a Montana legend. In 2018 Western Cider will produce over twenty-four different ciders, nearly 275,000 liters by volume. You can find their ciders in stores, bars and restaurants throughout Montana.

As a company, Western Cider aspires to create an institution of great cider, good times and a life worth living in this far-flung region of the American West.

To learn more, find them at westerncider.com or on Facebook and Instagram @westerncider.