

## Winterim Workshop - Guest Speaker Bios

### Amber Case

**Monday, January 9 - 10:30-11:30**

Amber Case is a cyborg anthropologist, examining the way humans and technology interact and evolve together. **Like all anthropologists, Case watches people, but her fieldwork involves observing how they participate in digital networks,** analyzing the various ways we project our personalities, communicate, work, play, share ideas and even form values. Case founded Geolqi.com, a private location-sharing application, out of a frustration with existing social protocols around text messaging and wayfinding.

Case, who **predicts that intensification of the human-technology interface will quickly reduce the distance between individual and community,** believes that the convergence of technologies will bring about unprecedented rapid learning and communication. **Dubbed a digital philosopher,** Case applies her findings to such fields as information architecture, usability and online productivity. She's currently working on a book about using anthropological techniques to understand industry ecosystems.

### Kevin Carroll

**Tuesday, January 10 - 10:30-11:30**

Founder of Kevin Carroll Katalyst/LCC

Kevin Carroll is the founder of Kevin Carroll Katalyst/LLC and the author of three highly successful books published by ESPN, Disney Press and McGraw-Hill. As an author, speaker and agent for social change (a.k.a. the Katalyst), it is Kevin's "job" to inspire businesses, organizations and individuals - from CEOs and employees of Fortune 500 companies to schoolchildren - to embrace their spirit of play and creativity to maximize their human potential and sustain more meaningful business and personal growth.

With his consulting endeavors, Kevin has helped turn creative ideas into reality for organizations such as The National Hockey League, ESPN, Nike, Starbucks (his words appeared on 17 million Grande cups), The National Basketball Association, The Walt Disney Company, Mattel, Hasbro, Procter & Gamble, The Discovery Channel, Capital One, and many others.

Raised by his grandparents in Philadelphia, Kevin spent endless hours at the neighborhood playground where he found his calling: a red rubber ball. His subsequent pursuit of play and his "red rubber ball" took him overseas with the Air Force, where he served as a language interpreter and translator, gaining fluency in Croatian, Czech, Serbian, and German.

After serving in the Air Force for ten years and earning his college degree, Kevin became an athletic trainer at the high school and collegiate levels in Philadelphia. His expertise in sport performance recognized by the 76ers organization and led to his job as the Head Athletic Trainer

for the Philadelphia 76ers in 1995. While at the 76ers, Nike tapped Kevin to bring his unique experiences to the sneaker giant in 1997. Although no job “officially” existed at the time, Kevin was directed to create a position at the company that would add value to the overall mission of the brand. Kevin accepted the challenge and stayed for seven years as “Katalyst” (the ‘K’ is for Kevin) – a creative change agent. At Nike, he was instrumental in helping the company develop a deeper understanding of athletic product performance, team dynamics and interpersonal communication. Kevin left Nike in 2004 to create his own company, Kevin Carroll Katalyst/LLC, committed to elevating the power of sport and play around the world.

In May of 2005, a notable moment occurred when Kevin addressed dignitaries from 31 nations at the United Nations about the importance of play in their developing countries. Kevin is also heavily involved with many social entrepreneur organizations that use sports as a catalyst to change lives.

Kevin holds a MS in Health Education from St. Joseph’s University, a BA in Speech Communication with a minor in Physical Education from Angelo State University, and an Associates Degree in Interpreting and Translating from the Community College of The Air Force. Kevin is also a frequent visiting adjunct lecturer across the United States.

## **Meredith Price**

**Wednesday, January 11 - 10:30-11:30**

Meredith Price graduated from Lewis & Clark College in May 2007 where she was twice elected as chair of the Student Academic Affairs Board, was a national championship debater, and achieved her Bachelor of Arts in International Affairs. As chair of SAAB, Price initiated a successful endowment fundraising program for the Student Academic Affairs Board. She was employed in the College's Office of Alumni and Parent Programs and had responsibility in the areas of event coordination and alumni relations. Price served as the student representative to the Board of Trustees, the Curriculum Committee, and various other committees.

After graduating, Meredith worked as the Marketing & Fundraising Coordinator at the Oregon Health Care Foundation. She left that position to pursue an opportunity at Intel Corporation, working as a licensing analyst for three years in the Patents & Licensing Group. She decided to pursue law school full time in November 2010. She is currently a 2L at Lewis & Clark Law School and intends on pursuing a career in business and environmental litigation.

## **Lynn Blough**

**Wednesday, January 11 – 10:30-11:30**

Lynn Blough is Associate General Counsel at Intel Corporation, responsible for a team of attorneys providing legal support to Intel's largest business group. Lynn has a B.A. in Political Science and French from Lewis and Clark College (1979), and a JD and MBA from the University of Washington (1989). Lynn taught French and Science as a Peace Corps volunteer in Malawi, Africa in the early 1980's. He worked in private practice for Foster Pepper &

Shefelman in Portland, Oregon, before moving "in-house" to Intel Corporation in 1996. Lynn and his wife, Amy, live in Vancouver, Washington, with their three children.

## **Patrick Mahaffy**

**Thursday, January 12 - 10:30-11:30**

President and CEO of Clovis Oncology Inc

Patrick Mahaffy is currently President and CEO of Clovis Oncology Inc., a company he cofounded in May 2009. Clovis is a biopharmaceutical company focused on acquiring, developing and commercializing innovative anticancer agents in the United States, Europe and additional international markets. It targets its development programs for the treatment of specific subsets of cancer populations, and seeks to simultaneously develop, with partners, companion diagnostics that direct our product candidates to the patients that are most likely to benefit from their use. Clovis is currently developing three product candidates for which it holds global marketing rights: CO-101, a lipid-conjugated form of the anti-cancer drug gemcitabine, which is in a pivotal study in a specific patient population for the treatment of metastatic pancreatic cancer; CO-1686, an orally available, small molecule epidermal growth factor receptor, or EGFR, covalent inhibitor that is currently in preclinical development for the treatment of non-small cell lung cancer, or NSCLC, in patients with activating EGFR mutations, including the initial activating mutations, as well as the primary resistance mutation, T790M; and CO-338, an orally available, small molecule poly (ADP-ribose) polymerase, or PARP, inhibitor being developed for various solid tumors that is currently in a Phase I clinical trial. Clovis is headquartered in Boulder, Colorado, and has additional offices in San Francisco and Cambridge, England.

Mr. Mahaffy has significant biotechnology and pharmaceutical executive management experience. He was the founder of Pharmion Corporation and served as its President and CEO from its inception through its acquisition eight years later. Under Mr. Mahaffy's leadership, Pharmion successfully acquired, developed and gained approval for several oncology products in the U.S. and Europe and achieved significant revenues and sustained growth from those products until its acquisition by Celgene Corporation for \$2.9 billion in March 2008.

Patrick Mahaffy graduated from Lewis & Clark with a degree in International Relations in 1985. He also participated in the France Overseas Study Program while a student here. His studies continued at the Columbia School of International Affairs where he received an M.A.

Patrick "Pat" Mahaffy has two children and resides in Boulder, Colorado.

## **Jeremiah Centrella**

**Thursday, January 12 - 4:00-5:00**

Jeremiah Centrella is Associate General Counsel at Mercy Corps, an international aid and development organization focused on alleviating suffering, poverty and oppression by helping

people build secure, productive and just communities. Mercy Corps is renowned for its innovative and entrepreneurial culture and commitment to social enterprise. It is headquartered in Portland, Oregon, with \$300 Million in annual revenue and operations in forty countries. Jeremiah's practice spans the breadth of Mercy Corps' activities and includes advising on matters related to new ventures and social innovations around the globe. Prior to Mercy Corps, Jeremiah was In-House Counsel at Columbia Helicopters, Inc., a global leader in heavy-lift helicopter operations, leasing and maintenance, where his practice focused on international business transactions.

Jeremiah earned his BA in Political Economics from Colorado College in 2002 and his JD from Willamette University in 2007.

## **Dan Jones**

**Friday, January 13 - 2:00-3:00**

**Vice President & General Manager, Nike North America Basketball**

As Vice President and General Manager of Nike North America Basketball, Dan is responsible for driving the business and brand of Nike Basketball in North America. This includes providing the consumer with innovative product across the footwear, apparel, licensed and equipment engines and delivering compelling stories that excite, motivate and energize.

Dan joined Nike in 1989 and has worked in Sports Marketing which included handling our corporate involvement with the NCAA Final 4 to running all our High School Basketball Events and Summer Leagues. He has a rich product background stemming from positions in Footwear as the Category Footwear Leader (CFL) for Men's & Women's Training and Basketball. In 2001 he became the Global Director of Men's Performance Footwear and followed that with an assignment in Europe as the GM of Footwear for Nike Europe. He has spent the past 5 years in North America, first as the VP-GM of North America Footwear, then VP-GM of North America Categories leading up to his current position.

During his tenure he has lived and worked globally in both Hong Kong and at Nike's European Headquarters in Hilversum, Netherlands.

He is a native of Portland, OR, attended Marshall High School and a graduate from Lewis and Clark College. His wife Gina is from Forest Grove and ran track at the University of Oregon where she graduated with a Masters in Biomechanics. They have two children, Alexandra, a Junior at Lewis and Clark College, and Dane, a Junior at Lake Oswego High School.