CLE X
9.26.2017
digital c
#CLEX2017
@DigitalC_org
AGENDA AND PRESENTER BIOS

Very special thanks to Children’s Museum of Cleveland
9:30 a.m.- Breakfast and coffee provided by Bloom Bakery
10:00 a.m.- Welcome, Jennifer Thomas, Chief Strategy Officer, DigitalC

10:15-10:45 a.m. Presenter Group 1
Maria Campanelli, Exec Dir., Children’s Museum of Cleveland, “Magic Museum”
Jeff Patterson, CEO, CMHA, “Public Housing Does Broadband”
Jeffrey Duke, Manager of GIS Services, NEORSD, “Mapping Your Data Story”
Lisa Camp, Associate Dean, Strategic Initiatives, Case School of Engineering
Nigamanth Sridhar, Dean, College of Graduate Studies at CSU “Cleveland Rules the Internet of Things”

10:45-11:15 a.m. Networking break or “playtime” in “Adventure City” and “Wonder Lab”

11:15- 11:55 a.m. Presenter Group 2
Jasmine Maze, Principal, Cleveland School of Digital Arts, “Building Digital”
James Hillegas, Founder, StructuralMD, “Un-civilizing Civil Engineering”
Brandyn Armstrong, CEO, Studio Stick, “Studio Stick”
Pete O’Neil, Director, Cleveland Clinic Innovations, “Cleveland’s Health care Ecosystem”
Fred Bidwell, Exec, Dir., Front International, “An American City”

11:55-1:15 p.m. Lunch (Bloom Bakery), interactive opportunities with HoloLens

1:15-1:45 p.m. Presenter Group 3
YeongAe Heo, Assistant Professor of Civil Engineering, CWRU, “Predicting Disasters”
Darius Steward, Artist and Art Teacher at St. Ignatius High School, “Mural Meaning”
Steve McHale, Founder/CEO, Explorys/IBM, “The Clarity Project”
Lynne Shlonsky, Design Director, American Greetings, “Tapping Cleveland’s Neighborhoods for International Innovation”
1:45 - 2:15 p.m. Break

2:15 - 2:45 p.m. Presenter Group 4

Susanne Wish-Baratz, Assistant Professor of Anatomy, CWRU, “HoloAnatomy”
Reynaldo Zabala, Enterprise Technology Strategist, RazorEdge, “Cleveland as the Augmented Reality Belt”
Joan Chase, Director of Place, DigitalC, “MidTown Tech Hive”
Punkaj Ahuja, Founder & CTO, Apollo Medical Devices, “A Single Drop of Blood”

2:45-3:15 p.m. HoloLens and augmented reality demonstrations or “playtime” in “Adventure City” and “Wonder Lab”

3:15-3:50 p.m. Presenter Group 5

Dr. Marla E. Pérez-Davis, Deputy Director, NASA John H. Glenn Research Center, “Aero for the Future”
Jarryd Huntley, Software Development Instructor, Adjunct Professor - Game Development, “More than Games”
Leon Wilson, CIO, Cleveland Foundation, “No Tech, No Job”
Dr. Akram Boutros, CEO, MetroHealth, “Big Data Saves Kids’ Lives”

4:00 - 5:00 p.m. Happy Hour
Half Moon Bakery serves empanadas and cuban sandwiches
Haus Malts serves beer and wine

Very special thanks to Children’s Museum of Cleveland

#CLEX2017
@DigitalC_org
Punkaj Ahuja- Founder & CEO, Apollo Medical Devices
“A Single Drop of Blood”
Punkaj is the founder and CEO of Apollo Medical Devices, a CWRU spinout commercializing a low-cost, single-drop-of-blood diagnostics. He has built and led a multidisciplinary team of scientists and engineers, implementing an innovative product development style which has allowed Apollo to go from initial ideation to manufacturing within 18 months of initial funding with significantly less capital compared to others in the industry. To date, Apollo has raised over $1.3M in investment. Punkaj earned his MS in Biomedical Engineering in 2011 and is an inventor on 3 patents. He is passionate about promoting Cleveland as a hub for fostering and commercializing medical and life science technologies and products.

Brandyn Armstrong- CEO, Studio Stick
“Studio Stick”
Brandyn Armstrong, is the founder and CEO of Studio Stick, the world’s first portable recording studio for smartphones. He is a musician and has been recording music professionally for over 10 years. In 2015, as a student at Cleveland State University, Brandyn successfully competed in Startup Vikes, a student entrepreneurship competition and earned his first round of business capital. He most recently participated in the JumpStart Core City Cleveland Impact program, received an innovation grant from GLIDE innovation fund and has been featured on Steve Harveys Funderdome, CBS, NBC, WKYC, CNBC, magazines, and more. Prior to the Studio Stick, Brandyn’s outlook on education was not so optimistic, which resulted in him dropping out of high school. Knowing he wanted better in life, he obtained his GED and then graduated from Cuyahoga Community College with two associate degrees. Brandyn says that he plans on changing the world one day and this is only the beginning.
Susanne Wish-Baratz - Assistant Professor of Anatomy, CWRU “HoloAnatomy”

Dr. Susanne Wish-Baratz is an Assistant Professor of Anatomy at Case Western Reserve University School of Medicine, where she directs the medical anatomy course and serves as director of HoloAnatomy, a digital anatomy curriculum being developed for the Microsoft HoloLens augmented-reality device. HoloAnatomy will launch in 2019 with the opening of the new Health Education Campus being constructed collaboratively by CWRU and Cleveland Clinic. Before returning to her native Cleveland, Ohio, in 2005, Dr. Wish-Baratz taught anatomy at Tel Aviv University and the University of Toronto. She also worked briefly as an occupational therapist with a specialty in hand therapy. Dr. Wish-Baratz completed her PhD in anatomy at Tel Aviv University and an Executive MBA from the Weatherhead School of Management at CWRU. She also holds BS and MS from Tufts University in Boston. Dr. Wish-Baratz lives in Cleveland, Ohio, with her husband and is the mother of four sons.

Fred Bidwell- CEO/ Executive Director, Front Exhibition Company
“An American City”

Fred Bidwell is an entrepreneur, philanthropist, collector and exhibition maker. In 2011, Fred and Laura established the Fred and Laura Ruth Bidwell Foundation to share their collection of contemporary art and foster creativity and innovation through the arts. The Bidwell Foundation’s first major project was the Transformer Station, a contemporary arts and exhibition space in the Ohio City neighborhood of Cleveland which opened in early 2013. In addition to serving as a trustee and member of the Executive Committee of the Cleveland Museum of Art, Fred Bidwell served as Interim Director and CEO of the museum in 2014. Bidwell has twice been Board President of the Akron Art Museum and has been an active supporter of numerous other arts institutions in Northeast Ohio and beyond. In August of 2016, Bidwell announced the launch of FRONT International: Cleveland Exhibition for Contemporary Art a region-wide contemporary art exhibition opening in July of 2018.
Dr. Akram Boutros- CEO, MetroHealth
“Big Data Saves Kids’ Lives”
In his four years as the President and CEO of MetroHealth, the public health system in Cleveland, Akram Boutros, MD, FACHE, has galvanized political leaders, entrepreneurs and the public around supporting community-wide health care many had taken for granted. With his unwavering commitment to delivering high-quality healthcare to everyone in Cuyahoga County, Akram Boutros has achieved what many thought was impossible. Under his leadership, The MetroHealth System went to market on its own credit in 2017 and sold $946 million in bonds to rebuild its hospital, revitalize its main campus and resurrect its West Side neighborhood. In the past four years, The MetroHealth System has also created more than 1,200 additional jobs, sent doctors into a dozen Cleveland schools and constructed an $82 million addition to its Critical Care Pavilion.

Lisa Camp- Associate Dean, Strategic Initiatives at CWRU
“Cleveland Rules the Internet of Things”
Lisa is currently the Associate Dean for Strategic Initiatives in Engineering at Case Western Reserve University. In that capacity, she provides leadership, management, and direction for new initiatives that play on the strengths of the faculty and meet specific societal problems or needs. At CWRU, she has been involved in initiatives such as the Great Lakes Energy Institute, Sears Think[box], and Manufacturing USA. She has also led initiatives locally at Cleveland State University as well as nationally through organizations such as MetroLab Network and the MakeSchools Alliance. Lisa has presented at numerous national conferences on a variety of topics including student innovation, managing industry, and the intersection of innovation, making, and manufacturing. She is co-author on a book entitled, The End of Academic Freedom: The Coming Obliteration of the Core Purpose of the University and annually teaches a course to first year students called Making & Manufacturing Today: The Role of Innovation.
Maria Campanelli - Executive Director, Children's Museum
of Cleveland
"Magic Museum"
Maria Campanelli is a passionate early childhood education advocate. She and her husband personally experienced the power of early interventions programs in the development of their two premature children. Maria was a member, volunteer, consultant and now Executive Director of The Children's Museum of Cleveland (CMC) which provides opportunities to learn through play for all children. The Museum’s 32 year lease at its University Circle location was non-renewed in January 2016. Maria’s goal is to leverage the CMC’s move to the historic Stager Beckwith mansion in MidTown Cleveland to create a new early learning environment, innovative programs and ways to partner with other Early Childhood organizations to create new ways to support the development of our region’s youngest learners. While still fundraising, the Museum will open November 6, 2017. Maria has a BSBA from John Carroll University and a MBA from CASE.

Joan Chase - Director of Place, DigitalC
"Midtown Tech Hive"
Joan Chase is Director of Place and leads DigitalC’s practice focused on placemaking, inclusion, and innovation. Joan has worked in a range of economic development roles including finance, research, business expansion and retention, real estate development, and construction management.
Joan received a bachelor’s degree in economics from Case Western Reserve University and a master’s degree in urban studies from the Levin College of Urban Affairs at Cleveland State University. She has served as a Trustee for Cogswell Hall, as a member of the Grant Making Committee for Neighborhood Connections, and as a selection committee member for Bad Girl Ventures. Joan is renovating her historic home in Cleveland’s Ohio City with her witty husband, twin sons, and ill-behaved dog.
Jeffrey Duke- Manager of GIS Services, NEORSD  
“Mapping Your Data Story”

Jeff is the GIS (Geographic Information Systems) Services Manager for the Northeast Ohio Regional Sewer District – where he has worked since 1993. He has a passion for GIS and maps – as a visual gateway – to the information and tools needed to allow stakeholders to better perform business functions. His experience in planning, project delivery and technical support has provided him the background to be able to be proactive in providing geospatial and data management tools to his stakeholders. Key project successes include his organization’s award-winning Enterprise GIS, revamping customer service delivery an inquiry tracking system and supporting the implementation of the District’s regional stormwater management program. Jeff has a BS in Civil & Environmental Engineering from the University of Cincinnati and a MS in Civil Engineering-Water Resources from Cleveland State. He is a registered Professional Engineer in the State of Ohio and a certified GIS Professional.

YeongAe Heo- Assistant Professor of Civil Engineering, CWRU  
“Predicting Disasters”

Prof. Heo has expertise in nonlinear dynamic performance evaluation and probabilistic risk modeling for structures and infrastructure. She has contributed to advances in natural and man-made hazard and risk mitigation since obtaining her Ph.D. from Civil and Environmental Engineering at University of California, Davis in 2009. She has been involved in various offshore projects collaborating with world leading research institutions and industries in the Offshore Technology R&D Division at Samsung Heavy Industries. Prof. Heo joined Civil Engineering at CWRU in 2014 and her work has been recognized through the Early Career Research Fellowship from Gulf Research Program of the National Academies in 2017. She has served as Secretary of the ASCE-SEI (Structural Engineering Institute) Multihazard Mitigation Committee since 2015 and served on the Scientific Committee of ASME OMAE (International Conference on Ocean, Offshore & Arctic Engineering) since 2016.
James Hillegas - CEO/Engineer, Structural-MD  
“Un-civilizing Civil Engineering”  
James is an Eagle Scout with a B.S. in civil engineering, earning Summa Cumme Laude honors from the University of Akron in 2016. He is currently working on his master’s thesis at the University of Akron, involving 3D-printing of concrete with sustainable materials. His experience as bridge/roadway engineer at Osborn Engineering although limited are enough for him to realize and question some standard practices within civil engineering and construction. This awakening has led to involvement with drones, virtual reality, 3D-printing and other 21st century technologies. He self-taught many of these skills through meet-ups, podcast interviews, and Google searches. This work has culminated with the creation of EZ-Inspection, supported by the Ohio Turnpike and City of Akron.

Jarryd Huntley - Software Development Instructor, Adjunct Professor - Game Development  
“More than Games”  
Jarryd Huntley, a Lead Coding Bootcamp Instructor at We Can Code IT, plays important roles in Cleveland’s game development scene as both an academic by teaching game development at Lorain County Community College and as an independent game developer. He is currently working on Art Club Challenge, which was featured at the Smithsonian American Art Museum. With talks at conferences (including IndieCade and GDC) and universities, he brings a unique perspective by drawing on his experiences from software engineering and as a professional musician. In addition he co-authored his first book, Game Programming for Artists.
Jasmine Maze - Principal, Cleveland High School for Digital Arts
“Building Digital”
Jasmine Maze is a Cleveland, Ohio native who was exposed to the effects of the achievement gap early. Frustrated with education inequality, she entered the classroom after double majoring in Economics and International Affairs at The George Washington University. She began her teaching career in Prince George’s County, Maryland, where she acquired a Master’s of Science in Education from Johns Hopkins University. She graduated with a Transformation Impact Distinction in reflection of her lasting impact in her classroom, school, and community and was recognized as a Student of Excellence for demonstrating academic excellence, leadership, collaboration, and superior competency. When Jasmine heard about her Cleveland’s Transformation Plan, she moved back to serve as a district administrator to the city’s most struggling schools. She became the Principal of The Cleveland High School for Digital Arts, where she continues to fight the achievement gap.

Stephen McHale - Founder/CEO, Explorys/IBM
“The Clarity Project”
Stephen has a 30-year career in founding, investing in and building information technology companies. He was Founder, lead investor and served as Chairman of the Board and CEO of Explorys, formed in partnership with Cleveland Clinic. Explorys was acquired by IBM in 2015. He also served as the Chairman of the Board and CEO of Everstream, which he founded in 1999, sold to Concurrent in 2005. In 1985, Stephen founded McHale and Associates, Inc., a USConnect regional office, where he served as Chairman of the Board and CEO. He was a founding investor and served on the Board of Directors and as CEO of the parent USConnect until its sale to IKON Office Systems in 1997. Stephen is Managing Director of 23Bell LLC Investments and an active Advisory Board Member to Genesis Inventions. Stephen serves on the Board of the Center for Families and Children, on the investment screening committee for the North Coast Angel Fund and is a member of The Global Center for Health Innovation Industry Advisory Board. He is an active member of the Entrepreneurs Organization and Kent State University’s Health Informatics Advisory Council.
Pete O’Neill - Director, Cleveland Clinic Innovations CEO, Custom Orthopedic Solutions
“Cleveland’s Healthcare Ecosystem”
Mr. O’Neill is Executive Director of Cleveland Clinic Innovations, where he manages a group of 49 professionals responsible for commercializing Cleveland Clinic’s IP portfolio. He has been with Cleveland Clinic Innovations for 12 years, in roles including Director of Commercialization and Senior Officer for commercialization of orthopedic technologies. He also helps manage Custom Orthopaedic Solutions, a Cleveland Clinic spin-off company focused on delivering patient specific healthcare products. Mr. O’Neill has demonstrated product development and fundraising success, having launched products with more than $100M/year in sales, and having secured more than $23M in funds to support commercialization of medical device products. Mr. O’Neill was educated as an aeronautical engineer at MIT, and has held management positions in aerospace manufacturing and technology commercialization.

Jeffery K. Patterson - CEO, CMHA
“Public Housing Does Broadband”
Patterson was appointed Chief Executive Officer by the Cuyahoga Metropolitan Housing Authority Board of Commissioners in March of 2012. Patterson has spent the vast majority of his professional career serving the residents of the City of Cleveland, and Cuyahoga County. As CEO of the 7th largest housing authorities in the nation, he is responsible for a $220 million dollar budget, 1,000 employees, 10,500 units of housing, over 15,000 housing choice vouchers, and nearly 55,000 residents and participants of CMHA’s Low Income Public Housing and Housing Choice Voucher Programs. Patterson directs CMHA’s efforts to be the leader in cultivating safe, sustainable, dynamic communities of choice where everyone can strive for success. He pushes CMHA toward using advanced sustainable practices and techniques to serve the residents, while utilizing innovative program and services that provide opportunities and assistance to residents who are looking to move towards self-sufficiency.
Dr. Marla E. Pérez-Davis- Deputy Director, NASA John H. Glenn Research Center
“Aero for the Future”
Dr. Marla E. Pérez-Davis is Deputy Director of NASA Glenn Research Center (GRC) in Cleveland, responsible with the center director for planning, organizing and managing the Agency level programs and projects assigned to the Center. She has been with GRC since 1983 and has held key leadership positions including, Deputy Director of the Research and Engineering Directorate, Director of the Aeronautics Research Office, Chief of the Project Liaison and Integration Office, and Chief of the Electrochemistry Branch. She earned her bachelor's degree from the University of Puerto Rico; a master of science degree from the University of Toledo and a Ph.D. from Case Western Reserve University in Chemical Engineering. She is the recipient of a NASA Outstanding Leadership Medal; 2015 Crain’s Women of Note, the Top 25 Elite Business Women, Hispanic Business Magazine; Women in Aerospace Award for Aerospace Awareness; and the Hispanic Engineer National Achievement Santiago Rodriguez Diversity Award.

Lynne Shlonsky- Design Director, American Greetings
“Tapping Cleveland’s Neighborhoods for International Innovation”
Lynne Shlonsky is the Sr Art Director of New Product Concepts at American Greetings, developing new to the world, technology infused, meaningful connection products. Lynne's leadership extends across a diverse range of creative projects and positions involving design, trend forecasting, brand development, team building, and new product innovation. Lynne holds a BFA in Graphic Design with an Arts Management Concentration from Miami University. An intrapreneur, Lynne's positions have included Designer, Director of Creative Recruitment & Development and Creative Director for American Greetings. From developing a wide range of social expression product to concepting and building a new boutique retail brand, to inventing new to the world surprise & delight product, Lynne's focus is at the intersection of strategy, design, ideation and development. Lynne is named in over 15 patents for her most recent work in New Product Concepts.
Nigamanth Sridhar- Dean, College of Graduate Studies at CSU
“Cleveland Rules the Internet of Things”
Nigamanth Sridhar is CSU’s dean of graduate studies. In that role, he promotes educational and research excellence in graduate programming across campus. He is also a professor of electrical engineering and computer science in the Washkewicz College of Engineering. His areas of research interests lie at the intersection of Software Engineering and Distributed Systems, with a special emphasis on Internet of Things. Along with colleagues from CSU and CWRU, he is one of the leaders helping shaper the Cleveland IoT Collaborative. As well, Nigamanth has a strong interest in computer science education. Most recently, Nigamanth has been working closely with the Cleveland Metropolitan School District in implementing a “CS for All” program. In particular, CMSD will make available rigorous CS courses (Exploring CS and CS Principles) in every one of its high schools. This work is funded by the Cleveland Foundation and the National Science Foundation.

Darius Steward- Artist and Art Teacher at St. Ignatius High School
“Mural Meaning”
Darius Steward is a visual artist, and educator currently living in Cleveland Ohio. He graduated from the University of Delaware obtaining a Master of Fine Art degree in May 2010. His undergraduate work was completed at the Cleveland Institute of Art where he had a concentration in Drawing and Painting. Since graduating from the University of Delaware, Darius has shown artwork with Museum of Contemporary Art, Zygote Press, William Busla Gallery, FORUM Artspace, Kent State, Cleveland Clinic, Completed murals with Inter-Urban Art Project and Midtown Cleveland and recently had an article written up about his achievements in Canvas Cleveland. In addition to that Darius also has a collection of his work at the Federal Reserve Bank of Cleveland, the Cleveland Clinic, The Presidents Council, The University of Delaware, and has recently became a recipient of the 2016 Creative Workforce Fellowship. Darius teaches at Saint Ignatius High School and has an upcoming solo art exhibition titled “Baggage Claim” at Tregoning & CO in December 2017.
Leon Wilson- Chief of Digital Innovation/CIO, Cleveland Foundation
“No Tech, No Job”
Leon, has over 25 years in the field of Information Technology, currently as the Chief of Digital Innovation & Chief Information Officer at the Cleveland Foundation. In this dual role, Leon is part of the executive committee leading the foundation’s Information & Technology Services department, focusing on strategic and transformational use of technology and data within the foundation. Additionally, as the Chief for Digital Innovation, Leon oversees the foundation’s Digital Excellence grant-making strategy geared toward “building a stronger, more equitable and inclusive digital community”; along with elevating Greater Cleveland’s position as a major regional smart tech and technology innovation hub. Previously, Leon served as the Senior Director of Technology & Data Engagement for the Michigan Nonprofit Association. He is a frequent speaker at many nonprofit conferences and a lecturer at the University of Michigan teaching information technology in the schools of business and public administration.

Reynaldo Zabala- Managing Partner, RazorEdge & Co-founder, CLEVR
“Cleveland as the Augmented Reality Belt”
Reynaldo is a passionate technology strategist and software architect/developer who began his career with Accenture’s Microsoft Solutions Organization. For over 17 years, Reynaldo has delivered process driven technology strategy and software solutions to companies ranging from startups to global multinationals. In the summer of 2016, Reynaldo co-founded the Cleveland based non profit CLEVR whose mission is to improve socioeconomic health by channeling Cleveland ingenuity and midwest work ethic towards the creation of high demand Virtual/Augmented Reality based content, products and experiences. Reynaldo also serves as President of the Cleveland Chapter of the 3800+ member VR/AR Association (“VRARA”) a global industry association for Virtual Reality, Augmented Reality, and Mixed Reality, connecting leading solution providers with brands & customers.