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SD 5000

SPECIAL EDITION • THE MOST INFLUENTIAL PEOPLE IN SAN DIEGO



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LETTER FROM THE PUBLISHER



We are very excited to present you with this special, annual edition of the San Diego Business Journal: SD 500. This edition focuses on the most influential people in San Diego that are making a significant impact on our business community.

San Diego is a city of innovators with a growing pool of emerging talent. The executives featured here were selected after months of extensive research. They represent the diverse array of business leaders that define our great city.

We are confident it will inspire, intrigue, and spark conversations. Many of the executives we have named you will already know, but you will also be introduced to some new faces. We hope you will find much to explore — both in print and online — amid the fascinating collection of profiles.

Thanks to our entire staff for their tireless efforts in bringing this issue to life and a special thank you to all of the businesses who continue to support the San Diego Business Journal. With your support we can continue investing in producing quality journalism and premier events for our community.

Barb Chodos
President & Publisher

List of San Diego 500 Icons Grows This Year **LEADERSHIP:** Business and Civic Leaders Made Lasting Changes

■ By BRAD GRAVES

How did we get here? San Diego's unique economy — a distinct blend of tech, military and Southern California lifestyle — was built by market forces. But it was also built by some farsighted and charismatic individuals.

Go way back and you will find business people such as Alonzo Horton, the real estate investor who moved the city center south from Old Town; John D. Spreckels, who had interests in hospitality, media, real estate and transportation; and Ellen Browning Scripps, media investor turned philanthropist.

Then there are people who wrote a more recent chapter to San Diego's economic story. These people have moved from the San Diego 500 list to our list of icons.

List of Icons Grows

This year, the *San Diego Business Journal* has added new names to its list of icons.

They include the Rev. **Joe Carroll**, president emeritus of **Father Joe's Villages**, an agency serving individuals and families who have fallen on hard times; and **Karen Haynes**, former president of **Cal State University San Marcos**.

Also **Selwyn Isakow**, chairman of the board at **CalPrivate Bank**; **Jo Dee Jacob**, retired U.S. Navy officer and former CEO of **Girl Scouts San Diego**; **Armon Mills**, publisher emeritus of the *San Diego Business Journal*; and **Michael Murphy**, longtime CEO of **Sharp HealthCare**, now retired.

Also **Joe Panetta**, president and CEO of the **Biocom** trade organization; **Garry Ridge**, CEO of **WD-40 Co.**; and longtime travel industry professional **Patti Roscoe**.

In addition, **Peter Seidler**, managing partner of the **San Diego Padres**; **Robert Sullivan**, founding dean of the **Rady School of Management** at **UC San Diego**; and **Phil Blair** and **Mel Katz** of **Manpower San Diego**.

Building Foundations in Business, Philanthropy

Now in its fourth year of publication,

the San Diego 500 counts almost 50 icons.

They include **Irwin Jacobs** and **Andrew Viterbi**, electrical engineers who spurred San Diego's importance as a technology center by helping found **Linkabit** and then **Qualcomm Inc.** They later played important roles underwriting art and cultural institutions in the community (with spouses **Joan Jacobs** and the late **Erna Viterbi**).

Ivor Royston helped found the first San Diego biotech company, **Hybritech**, which was sold in 1986 to **Eli Lilly and Co.** Icons **Peter Ferrell**, **Jay Flatley** and **J. Craig Venter** blazed trails in medical devices and genetics. **Gary** and **Mary West** have spent their fortunes supporting health care.

Restaurateur **Ralph Rubio** taught the community that you can put fish in a taco. What's more, if you do it right, you can make money selling such an entrée. **Anne Evans**, a fixture in San Diego's hospitality industry, offered the world a way to visit and partake of San Diego's beach culture.

Deborah Szekely helped people destress and recover healthy habits at her

Golden Door and **Rancho La Puerta** properties (the latter in Baja California), while **Genevieve Craig** made money by helping people eat better. **Deepak Chopra** has added an alternative approach to mainstream health advice.

Jazzercise founder **Judi Sheppard Missett** got people moving around, **Tony Hawk** generated enthusiasm for skateboarding, while **Bill Walton** wowed basketball fans and has supported fledgling sports businesses and nonprofits.

These are only some of the icons. Detailed profiles of them and other icons begin on page 66.

The unanswered question is which of the personalities on this year's San Diego 500 list will make the transition to icon. Perhaps that person will change San Diego so profoundly that they may someday rank as another Horton, Scripps or Spreckels. We don't have a time machine that lets us peek at the future and find out. But we might be able to guess. And that is part of the intrigue of the annual San Diego 500 list. ■

SD500: Business Leaders Reshape San Diego

Continued from page 1

been helping qualified businesses to get government contracts, opening doors that had been closed to some.

Peter Callstrom CEO of **San Diego Workforce Partnership** is trying to give workers the necessary skills to participate in today's opportunities while emphasizing the need for even greater workforce education to meet coming demands for a skilled workforce.

Cheryl Kilmer CEO of **TERI Inc.** aims to help those who are thrilled to join the workforce, but may have run into obstacles or limitations due to disabilities.

The stories of these civic leaders are of needs and needs met.

Finance

One used to hear that San Diego had an uphill fight in attracting investment, venture capital. Who wanted to go south when everyone knew the gold was in Silicon Valley and San Francisco? Those days are on the way out. Chased out by innovation, opportunity and cash created by San Diego companies.

Alison Long Pettine is part of the change as founder and president of **Crescent Ridge Partners**. The company provides seed funding to early stage startups. Long Pettine also formed — with two partners — **Ad Astra Ventures** to support women entrepreneurs in leadership roles.

Terry Moore, managing partner of **Moore Venture Partners** invests in local companies like **Take Lessons** and **Cloudbeds** in various funds.

The finance group includes banks, credit unions, wealth management, VC and more.

Ashish Masih, CEO of **Encore Capital Group**, found a revenue stream in buying and selling debt. Encore conducts business in the U.S. and the U.K.

CEO **Mary Ann McGarry** of **Guild Mortgage** is riding the wave of recovery in mortgage lending. She has been CEO since 2007, seeing some ups and downs. Guild now has 344 offices, 4,000 employees and annual loan volume of \$16 billion.

Even **Qualcomm** is part of the financial sector here. **Quinn Li** vice president and global head of **Qualcomm Ventures** oversees a \$1 billion global venture investment portfolio.

In a world where it is often the extra zeros that add up, there is also room for those starting on the entrepreneurial path. **Accion San Diego's** CEO **Elizabeth Schott** makes loans and provides education to small business owners, a needed service that can change lives and even communities.

Leading Industries

The Leading Industries category is a good one to show off the diverse pursuits of the local economy. **Ashok Kamal** executive director of the **Tech Coast Angels San Diego** has energized the group, making it the most active angel investor group in the country.

Kimberly Herrell, president of **Schubach Aviation** is a great example of San Diego women who step up to fill what once were traditionally male roles. Herrell helped modernize and upgrade Schubach's fleet of aircraft.

Greg Koch does what he always does as co-founder of **Stone Brewing Co.** making new beers and creating experiences for customers around the country and around the world.

Talk about making a splash, **Kevin Graney** president at **General Dynamics NASSCO** seems to have a calendar full of christenings for new ships.

As CFO of **Taylor Guitars**, **Barbara Wight's** duties include overseeing the company's Tecate, Mexico, plant as well as sales and distribution in more than 60 countries.

From bass guitars to biotech; AI to IPA the diversity of the San Diego economy is a huge strength for the region.

Education

In San Diego, it is no longer what are you going to do when you get out of college, but what are you doing while you're in college. **Pradeep Khosla**, chancellor of the **University of California, San Diego**, sees those opportunities up close and is adding to them with a massive expansion plan.

Michael Cunningham, chancellor of **National University System** is also looking to make additions. A recent \$350 million gift from philanthropist **Denny Sanford** should help. In 2020, National University will become **Sanford National University**.

The university said the gift will advance efforts on affordability as well as develop a "best in class, high-tech, high-touch student experience."

The community college avenue is in the good hands of **Constance Carroll**, chancellor of **San Diego Community College District**. A recent \$1.55 billion bond is being used for unprecedented expansion in the district.

These leaders make sure that education is a priority in the region. They and their institutions are often given credit when new companies decide to relocate to San Diego. Having an educated workforce is must for any region that hopes to participate in the coming opportunities.

Health and Sciences

The health and sciences category could provide 500 qualified candidates in and of itself.

There are amazing things being done on both in San Diego.

One has to mention **Francis deSouza** CEO of **Illumina Inc.**, the crown jewel in the biotech crown. With its \$48 billion market cap and a world of targeted and precision medicine, it would seem that the only way to lose would be weak leadership. Illumina seems to be in good hands.

Sandra Pelletier CEO of **Evoform Biosciences** may soon find rewards for her company's hard work in women's health and contraception. Evoform recently raised \$30 million in a private placement followed in June by a second tranche for \$50 million.

When hearing her discuss workplace issues at an event, what stood out was her concern for employees and a calm strength of someone who knows the priorities of life.

Jane Finely SVP and area manager of **Kaiser Permanente** is one of the steady hands at the helm of a care provider. It appears that good, competent care is



Rendering courtesy of Manchester Financial Group and Gensler
The \$1.5 billion Manchester Pacific Gateway development is just one example of a project being worked on by SD500 members.

available around the county at various providers. Kaiser itself cares for more than 627,000.

Speaking of competency, **Mick Farrell** CEO of **ResMed Inc.** successfully moved his company into a data driven diagnostic era. For first quarter earnings' results in November, ResMed posted \$681.1 million in revenue, a 16% year-over-year increase.

Carin Canale-Theakston should take the last bow for recently selling **Canale Communications Inc.** in a deal with **UDG Healthcare** worth up to \$31 million.

Lifestyle

When it comes to lifestyle, San Diego has a full dance card. There are so many choices available. You can join **Barry Edelstein** artistic director at the **Old Globe** for Shakespeare in Balboa Park.

You can join **Lesley** and **David Cohn** co-founders of the **Cohn Restaurant Group** for a meal at one of their establishments.

From sport to entertainment, there are interesting stories here. Find out how **Oliver 'Chip' Brewer**, CEO and president of **Callaway Golf**, turned his company around with a good strategy and interesting acquisitions.

Professional Services

All these interesting companies in San Diego need a lot of backup which they can find in the professional services category.

Rita Steel, of **Robert Half** can help with staffing as president of West and Southwestern U.S. operations.

Lisa Haile of **DLA Piper** brings in-depth scientific experience to serving the life sciences sector.

Steven Jones of **Jones & Associates** consulting can help companies formulate programs for diversity and inclusion, as well as offering management consulting.

Ken Weixel managing partner at **Deloitte** can help companies keep track of the money as well as trends and changes that can blindsides those not paying attention in a world of constant change. Professional services bring that much needed expertise to the table.

Real Estate

San Diego commercial real estate chang-

es the old formula of supply and demand to supply and demand and more demand.

R. Michael Murphy founder and president of **Murphy Development** has planned or completed more than 9 million square feet of industrial and technology buildings.

John P. Case is CEO of the **REIT Realty Income Corp.** Case has been responsible for more than \$100 billion in real estate capital markets and advisory transactions in his career.

Ben Badiee, CEO and president of **Badiee Development**, has made a big mark on the North County scene. His development sites include Carlsbad, Escondido and Vista.

Steve Games, CEO and managing partner at **Pacific Sotheby's International Realty**, along with **Brian Arrington** and **Nyda Jones-Church** built the company into a market leader with sales volume of more than \$4 billion.

The above mentioned demand keeps builders, developers, financiers and brokerages busy working the land.

Technology

Computer vision may be mopping the floor of a big-box store now, but tomorrow it could be doing major surgery on you. Technology is the category of possibilities and the home of some big San Diego players such as **Qualcomm** and **Viasat**. **Steve Mollenkopf** CEO of Qualcomm is leading San Diego and perhaps the world into the possibilities of 5G.

Richard Baldrige president of Viasat and CEO and Icon **Mark Dankberg** are helping communication flourish on airline flights as well as night patrols for our nation's military.

Michael Fasulo, president and COO of **Sony Electronics**, is another major figure in San Diego technology employing 3,000 people in the region in everything from R&D to sales, marketing and customer service.

As the ambitions of the next generations work for their place in San Diego economy, they can turn to these 500 stories of work, success and service to motivate them along the way. And for that, we thank the San Diego 500. ■



PERRY DEALY

PRESIDENT AND CEO, **DEALY DEVELOPMENT INC.**

Perry Dealy's company has led major local developments, and he also served as the top supervisor on projects by Douglas Manchester including the Manchester Grand Hyatt San Diego and Grand Del Mar Resort. Dealy now plays a similar role in developer Manchester's \$1.5 billion mixed-use redevelopment of the U.S. Navy's downtown headquarters. His firm has also worked on expansions of San Diego Convention Center and San Diego International Airport.



DELINDA FORSYTHE

CEO, **INNOVATIVE COMMERCIAL ENVIRONMENTS**

DeLinda Forsythe, CEO of Innovative Commercial Environments, founded ICE from a spare bedroom in 2006. ICE is considered San Diego's most creative office and hospitality furniture dealership and is the exclusive distributor of Teknion, a leading global furniture manufacturer. ICE achieved Teknion Platinum status in 2019, half the time of any previous Teknion dealership. ICE has been on the Inc. 5000 6 times; achieved by only 3% of US companies. In an industry with single digit growth, ICE averages 40-85% annually.



STEPHEN EASLEY

PRESIDENT AND CEO, **G/M BUSINESS INTERIORS**

Stephen Easley has been the president, CEO and owner of the company since 1989 and has grown it to be largest independent office furniture dealer in Southern California with offices in downtown San Diego, Sorrento Valley, Riverside and Irvine. G/M now has more than 260 employees. G/M has been awarded major projects for Sempra Energy, Illumina, Great Call, Becton Dickinson and Mission Federal Credit Union.



JOHN D. FRAGER

EXECUTIVE MANAGING DIRECTOR, **CBRE**

John D. Frager is regional leader for CBRE's San Diego and North Baja Mexico business. Frager also acts as chief of staff for the Pacific Southwest Division. He has spent over 33 years in commercial real estate. He has been involved with Big Brothers Big Sisters, Pathfinder Partners, San Diego Regional Chamber of Commerce, University of San Diego Board of Trustees and YPO. He received CBRE's Market Leader of the Year Award for the Americas for 2018.



TIFFANY ENGLISH

PRINCIPAL, **WARE MALCOMB**

As a principal at Ware Malcomb since 2013, Tiffany English is responsible for business development and managing the San Diego office. She also oversees work in the Phoenix and Latin American markets. She is LEED certified and counts sustainable design and green building in her book of skills. She is a past president of Commercial Real Estate Women (CREW) and is active in several industry organizations. Ware Malcomb has been named a top 500 design firm by Engineering News Record.



SCOTT FREE

CEO, **LUSARDI CONSTRUCTION CO.**

Scott Free got into the construction business with his father and brother, who founded Free Builders Supply Inc. in Vista. He began as a laborer and project engineer. He joined Lusardi Construction in 1970 and, as CEO, he has grown the San Marcos-based company into one of the largest commercial and industrial builders in San Diego County. They are responsible for projects such as the Tri-City Wellness Center, The 4S Ranch Village, Mission Hills High School and many other secondary schools across the county.



JEFFREY ESSAKOW

PRESIDENT, **PROTEA PROPERTIES LLC**

A South Africa native, Jeffrey Essakow heads property development and management companies including La Jolla-based Protea Properties LLC and Protea Holdings LLC. He is teaming with Yehudi Gaffen and Jeff Jacobs in Protea Waterfront Development LLC, which was chosen to redevelop what's now Seaport Village with a \$1.2 billion mixed-use project. His past project involvement includes the popular Flower Hill Promenade retail center in Del Mar and Rancho Valencia Resort & Spa in Rancho Santa Fe.



YEHUDI GAFFEN

CEO, **GAFCON INC.**

Yehudi "Gaf" Gaffen is leading the \$1.2 billion Seaport Village redevelopment, a 70-acre site on the Embarcadero. He is the project manager and co-developer along with Protea Waterfront Properties partners Jeffrey Essakow and Jeff Jacobs. Gafcon also is project manager for portions of a massive waterfront project in Shanghai. Gaffen has been involved in domestic and international construction for over 35 years, working for construction companies, construction managers and real estate developers.



DON FAYE

PRINCIPAL, **PRESIDIO RESIDENTIAL CAPITAL**

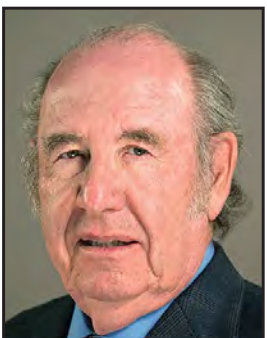
As a principal of Presidio Residential Capital since 2009, Don Faye has brought 30+ years of residential real estate experience and financial expertise to assembling the team of professionals who perform the underwriting, entitlement processing, asset and monthly capital management needs for the company. Headquartered in San Diego, the firm provides capital in the form of joint ventures for the entitlement, development and build-out of for-sale residential projects throughout the Western United States.



STEVE GAMES

MANAGING PARTNER AND CEO,
PACIFIC SOTHEBY'S INTERNATIONAL REALTY

Steve Games has been a key component in growing three residential real estate firms to among the top of the market. In 2012 he joined Brian Arrington and Nyda Jones-Church at Pacific Sotheby's International, which they built into the market leader with sales volume of more than \$4 billion, with 22 offices, supporting more than 500 jobs. The firm acquired Hom Sotheby's International Realty, based in Orange County, making it one of the largest Sotheby's franchises.



AARON FELDMAN

FOUNDER AND PRESIDENT, **SUNROAD ENTERPRISES**

Aaron Feldman in 1977 founded Sunroad Enterprises, which would go on to become a significant local force in real estate development and auto dealerships. The development division has built many projects in the market, ranging from offices and apartments to hotels and marinas. Aaron Feldman is an active member of the Chief Executives Organization and the World Presidents Organization, and a past member of the University of California and San Diego's Chancellor's Associates and the Institute of Americas.