KIMBRA BROOKSTEIN  Staff Program Manager, Tech Women @ Intuit

Julia Cardenas  Adaptive Technology Instructor San Diego Futures Foundation

What is the impact of Julia Cardenas’s work on the technology industry?

WHITNEY COTTERSMITH  Program Manager San Diego Futures Foundation

ODESMA DALRYMPLE  Assistant Professor, Industrial and Systems Engineering University of San Diego

ALLISON DEPNER  Advisory Technology Instructor San Diego Futures Foundation

EMILY BRENNAN  Head of Corporate Social Responsibility Ezoic

SHIRIN ALIPANAH  Technology Partner Meta

LYNN AMES  VP, Partnerships Nuvee

HILLARY ASHTON  Chief Product Officer Teradata

SOHEILA BECK  Sr. Market and Product Manager Roche Sequencing & Life Science

JULIA CARDENAS  Adaptive Technology Instructor San Diego Futures Foundation

Emily Brennan is head of corporate social responsibility at Ezoic, an AI technology provider for websites to monetize content with display ads. She has been instrumental in launching and advancing CSR programs committed to supporting two of the United Nations Sustainable Development Goals: Climate Action and Quality Education. She has been involved in Ezoic’s role as a founding U.S. member of Tech Zero, the group for tech companies committed to Net Zero climate action, and helping the company to achieve a Net Zero carbon footprint in 2022 by reducing Ezoic’s footprint and optimizing its carbon footprint.

Sheila Cardenas is President of the National Federation of the Blind. She is a passionate leader in San Diego with deep ties to the community and a desire to see a more equitable and diverse industry. Brookstein was named among the board of directors of WLatinaGeeks as vice chair two years ago and currently leads the fund rais- ing committee. In 2022, Brookstein joined another nonprofit, San Diego Squared, as a mentor in their fellow programs, dedicated to empowering and connecting underrepresented racial groups in the tech ecosystem. The initiative she works on has played a role in helping Es- tate reach 33% tech women globally. She has been involved in Women in Technology and has been a leader in establishing and growing initiatives to support women in technology. She has a history of providing mentorship and coaching to individuals looking to pursue careers in technology, and has been instrumental in helping many individuals achieve their goals. She can be reached at shirin.alipanah@gmail.com or 858-214-9910.

Julia Cardenas is an Adaptive Technology Instructor with the San Diego Futures Foundation. She has been an instructor since 2013 and is a program graduate. Cardenas currently mentors one of her previous students who would also like to be an instructor one day. Cardenas is President of the National Federation of the Blind San Diego Chapter and was its Secretary from 2018 to 2022. Cardenas is one of the sweetest and friendliest people you will meet. She understands and advocates for the importance of making services like her assistive technology program available to those who need it. As an instructor who trains the visually impaired, she not only helps her students navigate technology but also is always ready to help her peers. Students look up to Julia Cardenas, and her leadership is exemplary. She can be reached at cardenas@sdfutures.org.

Odesma Dalrymple is Associate Professor of Industrial and Systems Engineering at the University of San Diego. Originally from Trinidad & Tobago, Dalrymple is a proponent of education equity as a key mechanism for ensuring just social growth and development. Her community work is extensive. Dalrymple co-created and co-leads the Water Justice Exchange and is director of the Engineer- ing Exchange for Social Justice. She collaborates to engage community partners, engineering students, faculty and pro bono professionals to support alternative energy capacity-building in Tobago, conversion to electric motorized vessels in the Amazon, and the development of a biofuel with San Diego waste products based on a formula developed by Rum & Sargassum, a Barbados company. She co-developed and co-facilitates successful STEAM (Science, Tech- nology, Engineering, Arts and Math) education outreach serving under-represented youth and communities, namely STEAM3 Academy and the STEAM Youth and Community Conference. She can be reached at odesma@usd.edu.

Emily Brennan is a Head of Corporate Social Responsibility at Ezoic. She has been involved in launching and advancing CSR programs committed to supporting two of the United Nations Sustainable Development Goals: Climate Action and Quality Education. She has been involved in Ezoic’s role as a founding U.S. member of Tech Zero, the group for tech companies committed to Net Zero climate action, and helping the company to achieve a Net Zero carbon footprint in 2022 by reducing Ezoic’s footprint and optimizing its carbon footprint.

Alden Depner is an Advisory Technology Instructor with the San Diego Futures Foundation. Her role as an assistive technology instructor to visually impaired students is very important in that she helps people who need to advance in the work field. She has been with the organization for six years and during that time has improved lessons to better serve the foundation’s students. Depner is a very diligent worker and a passionate instructor. As a well-seasoned teacher, Depner serves as a mentor to her peers. She is always on top of her lessons and ready to assist wherever she is needed. She is also someone who ad- vocates for her team and students. Depner previously served as President of the National Federation of the Blind, San Diego Chapter and continues her advocacy to the foundation’s chapter as its Secretary. She can be reached at aldend@sdfutures.org.
The University of San Diego is proud to recognize the achievements of its Women in Technology honorees.

The university is dedicated to opening doors, expanding horizons, aiming higher, pursuing a greater good and serving a higher purpose.

Learn more at sandiego.edu.
Maritza Diaz serves as Chief Executive Officer at ITJ USA, Inc. She is passionate about leading the company and its community to empower growth and positive change. She is a proud member of the business community in San Diego and Baja California, Mexico. She has established herself as a thought leader in cross-border collaboration in the software industry between San Diego and Baja California, Mexico. She is a member of the Board of Directors of the Federal Reserve Bank of San Francisco, where she represents Mexico and the State of Tijuana. She has an MBA and B.S. in Finance and Economics from the University of Florida. Despite an extremely busy schedule, she believes strongly in a high level of volunteer involvement with several health information management associations. She is an adjunct professor of the Master of Science Health Informatics and Information Management program at Loma Linda University. She increased engagement with the MyChart patient portal with more than a 50% activation rate of all patients achieved in the last year. Elmer is passionate about improving healthcare through the latest technology, earning her national recognition, including the 2022 Collaboration Award from the College of Healthcare Information Management Executives. She serves on the Sharp Healthcare IT board for scalability. Gerritsen is an Adviser to Desert Springs Capital and a Board Member of the UC Irvine Customer Experience Program. She participates in company experience. The list of her accomplishments is long. It includes implementing a technology solution called Metronome to operationalize PenChecks’ corporate strategy in 2022; it was built on Scaling Up Methodology to enforce accountability and create visibility in the organization. She also implemented Jira for helpdesk for multiple departments to create visibility of issues employees are reporting on, the company is now able to track true metrics for scalability. Gerritsen is an Adviser at Desert Springs Capital and a Board Member of the UC Irvine Customer Experience Program. She participates in the Georgetown Alumni Mentor Program. A recipient of the Top Tech Award in 2019, she continues as a Top Tech Awards Judge and Chair.

Who is ITJ?
ITJ serves fast-growing and high-value market sectors, particularly Life Sciences, working with innovative medical device companies looking to improve people’s lives. With a unique BOT (build, operate, and transfer) model that sources only the best digital talent available, ITJ enables companies in the US to create technology centers of excellence in Mexico and Latin America.

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Priya Karmali, Ph.D., is Chief Technology Officer at Capstan Therapeutics and leads all aspects of technology development for Capstan’s targeted lipid nanoparticle technology platform. Karmali has over 20 years of experience in the field of lipid nanoparticle delivered RNA therapeutics and has led development of multiple RNA therapeutics and vaccines currently in various phases of clinical trials. Previously, she served as Vice President of Technology Innovation and Development at Arcturus Therapeutics, Karmali also worked at Regulus Therapeutics and Nitto Denko.

Priya Karmali, Ph.D., is Chief Technology Officer at Capstan Therapeutics. Since joining Ezoic as one of its first employees 10 years ago, she has built the sales function from the ground up, advancing to leading sales and becoming global sales director. Reporting to the CEO, she oversees 40 employees in San Diego and 35 internationally, including two in IT development. In addition to mentoring employees at Ezoic, Lofranzo regularly volunteers with organizations such as One With the Ocean. She works closely with Ezoic’s Corporate Social Responsibility department to coordinate communications on its Charity Ads program to customers. A Mechanical Engineering major at UC Santa Barbara, drawn to technology and math, Lofranzo has always been a natural sales leader, with a knack for problem solving, distilling complex subjects and logic from her engineering background. She can be reached at plofranzo@ezoic.com.

Piper Lofranzo is Director of Sales at Ezoic, a web site monetization AI technology platform. Since joining Ezoic as one of its first employees 10 years ago, she has built the sales function from the ground up, advancing to leading sales and becoming global sales director. Reporting to the CEO, she oversees 40 employees in San Diego and 35 internationally, including two in IT development. In addition to mentoring employees at Ezoic, Lofranzo regularly volunteers with organizations such as One With the Ocean. She works closely with Ezoic’s Corporate Social Responsibility department to coordinate communications on its Charity Ads program to customers. A Mechanical Engineering major at UC Santa Barbara, drawn to technology and math, Lofranzo has always been a natural sales leader, with a knack for problem solving, distilling complex subjects and logic from her engineering background. She can be reached at plofranzo@ezoic.com.

Dee Madsen, Vice President of IT, Berkshire Hathaway HomeServices California Properties HomeServices of America has over 20 years of experience in the field of lipid nanoparticle delivered RNA therapeutics and has led development of multiple RNA therapeutics and vaccines currently in various phases of clinical trials. Previously, she served as Vice President of Technology Innovation and Development at Arcturus Therapeutics, Karmali also worked at Regulus Therapeutics and Nitto Denko.

Dee Madsen, Regional Vice President, Information Technology at Berkshire Hathaway HomeServices California Properties has over 20 years of experience in the field of lipid nanoparticle delivered RNA therapeutics and has led development of multiple RNA therapeutics and vaccines currently in various phases of clinical trials. Previously, she served as Vice President of Technology Innovation and Development at Arcturus Therapeutics, Karmali also worked at Regulus Therapeutics and Nitto Denko.

Congratulations, Shirin Alipanah, on being recognized as one of San Diego’s Top Women in Technology! Your visionary approach and trailblazing spirit have made a remarkable impact in the technology space, and your innovative use of cutting-edge technology is revolutionizing the real estate industry and setting new standards of excellence in San Diego County.
PERLA MYERS  
Executive Director of Jacobs Institute for Innovation in Education, University of San Diego

MARI RODISH  
CFO  
EVOTEK

ANDREA ROTHMEIER  
Vice President, Discovery Biology  
1859, Inc.

CYNTHIA SENER  
President, Go-to-Market  
Chatmeter

TERRA TEAT  
CMO  
JLab

**PERLA MYERS** is committed to achieving equity in education and diversifying the Science, Technology, Engineering and Mathematics (STEM) fields. She feels that one step towards these goals is changing the reaction people have when they hear the word mathematics to a smile. She collaborates with colleagues and community partners to establish, cultivate and sustain mathematical and STEM communities. She is Principal Investigator (PI) of several National Science Foundation (NSF)-funded projects. These include Project AnchorSTEM, to attract and support STEM students, NSF Project ViMo, a paper-folding-inspired program to enhance the visuospatial and mathematical skills of upper-elementary students, and NSF Project ePAC3, which is developing an immersive, culturally affirming virtual learning experience in Minecraft to foster upper-elementary Latinx students’ thinking skills and career awareness. Myers has extensive volunteer experience. She can be reached at pmyers@ucsd.edu or 619-260-7616.

**MARI RODISH** is CFO with EVOTEK, joining the company in 2018. With more than 20 years’ experience in management and consulting leadership, Rodish has directed all aspects of service delivery, project management, client relations and global operations. Living in Belgium for two years, she led process integration across seven countries. Prior to joining EVOTEK, Rodish was the Managing Partner and Vice President of Professional Services for IRP Prior to that, she held various leadership roles at Perot Systems, Tieto, Tavista, and Disney Parks and CDC Software. Rodish carries a bachelor’s degree in business management from University of La Verne.

Since joining EVOTEK, she has been chosen as a winner of SDBJ’s Top 50 Women of Influence in Accounting & Finance in 2023 and CFO of the Year in 2022. A member of Chief, a private membership network focused on supporting women leaders, she is an instrumental leader, passionate about product marketing, building a great team and implementing smart programs across the full consumer funnel. She has proven success growing mid-sized brands in several vertical markets.

**CYNTHIA SENER** is President, Go-to-Market at Chatmeter, has had a distinguished 30-year interdisciplinary career spanning strategy, revenue, marketing and technology for businesses large and small, publicly traded and private. Sener joined Chatmeter in 2019 as Vice President of Marketing. She quickly received recognition for her leadership and impact and was appointed as Chief Revenue Officer in short order. In 2022, Chatmeter announced the promotion of Sener to President. Go-to-Market. Sener has been instrumental in the company’s double-digit growth, international expansion strategy and platform evolution. She is passionate about nurturing an inclusive environment and is known for her commitment to the success of her teams, ensuring members have ample opportunities to grow. Sener is a member of Chief, a private membership network focused on supporting women executive leaders. She is a highly involved member of the San Diego community, working with Girl Scouts, several youth theater programs and girls in STEM initiatives.

**TERRA TEAT** is the Chief Marketing Officer at JLab, an innovative 18-year marketing executive with a passion for growing brands. She is an analytical leader, passionate about product marketing, building a great team and implementing smart programs across the full consumer funnel. She has proven success growing mid-sized brands in several vertical markets. Terra Teat was behind a complete re-brand of JLab to be more inclusive and inviting to all people, and led the transition of the company out of “audio” and into “tech” with the launch of computer peripherals. She rebuilt almost her entire team as her department was restructured hard in 2022. She led and implemented JLab’s digital makeover with content and social driving the largest percentage growth of the business, ever. A member of the Forbes Communication Council (2019-2021), she is also a board member of the Carlsbad Education Foundation. She can be reached at terra@jlab.com or 858-380-5679.
MELANIE THOMAS  
Cybersecurity Principal Engineer  
AT&T Cybersecurity

Melanie Thomas, Principal Cybersecurity Engineer at AT&T Cybersecurity, is an asset to the tech field and the wider community. Thomas has served as the lead on several projects and has been promoted within the company due to her stellar performance. As a Principal Engineer, Thomas leads two managed security services for AT&T Cybersecurity in addition to serving as a member of the Incident Response (IR) team for customers who experience breaches. As a service lead, Thomas works with multiple levels of leadership across supporting teams.

Thomas teaches cybersecurity as an adjunct faculty member at University of San Diego's Masters Programs. She focuses on engaging with students, ensuring that they learn the course materials and understand the practical application of it all. She volunteers with several nonprofit organizations, including San Diego Pride, San Diego Future Foundation, InfoSec BadGirls and Hacker Spring Camp. She can be reached at melanie.thomas@att.net or 619-944-9252.

TERESA VALENZUELA  
Marketing and Outreach Manager  
San Diego Futures Foundation

Teresa Valenzuela is Marketing and Outreach Manager at San Diego Futures Foundation. She is a natural leader with a people-first mentality and a diverse range of expertise that allows her to interact with individuals from “Main Street” to the C-suite. Her capacity to bridge the gap between what is and what could be is supplemented by a thorough awareness of the issues confronting under-sourced areas. She recently received the Peacemaker of the Year Award from the City Heights Rotaract Club. She is a founding member of the San Diego Tech Hub, past president of Uptown Professionals Toastmasters, and keynote speaker for the San Diego Futures Foundation at the groundbreaking Middle-Mile Broadband Initiative. She has the vision, enthusiasm and passion to enhance people’s lives through digital equity and economic opportunity. In her spare time, she is an accessibility advocate, creating equitable environments for all. She can be reached at teresa@sdfutures.org.

RENE VARRO  
Digital Transformation & Marketing Director  
SoftClouds

Rene Varro is the Director of Digital Transformation and Marketing at SoftClouds, leading IT, Cloud, CRM and Customer Experience (CX) solutions provider headquartered in San Diego. She has more than 10 years of experience providing clients with innovations, digital transformation and marketing solutions that rapidly yield measurable results.

She leads digital transformation initiatives and accelerates change management for clients; makes customers agile, efficient, resilient and secure while implementing leading CX platforms such as Oracle and Salesforce; and focuses on partnering with business stakeholders using structured consultative methods and best practice frameworks. She is an expert at driving planning, problem definition, process improvements, efficiency, expanding capabilities, developing creative solutions, cross-functional collaboration, user-centered design, and innovation. She has extensive experience in working with multicultural teams and distributed environments. She has been pivotal in the CX and technology leadership for digital transformation solutions of SoftClouds. She can be reached at renev@softclouds.com.

ANDREA WOLFF  
Director, Services Operations  
EVOTEX

Andrea Wolff, Director of Service Operations at EVOTEK Inc., has more than 10 years’ experience in project management. She is Scrum certified and has a successful track record in contracts management, operational oversight and project financial governance for diverse technology solutions and service efficiencies. Wolff currently oversees day-to-day service operations, develops and implements process and strategies for long-term success and efficiencies. She is a dynamic leader and team builder. Her effective leadership has built a culture on trust, transparency and inclusion that facilitates rapid growth of her newly established Service Operations team. Wolff actively participates in continuous improvement, sales enablement, and drives adherence to initiatives in support of overall business strategies. She informally mentors individuals from cross-functional business units (i.e. finance, accounting, project management and sales operations). She is a Girl Scout leader and is passionate about volunteering her time at her children’s elementary school and extracurricular activities.

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Enter your best work from 2022 in AMA San Diego’s 2023 Sandie Awards. It’s the program where showing off is highly encouraged. There are 17 categories to choose from this year. Show us what you’ve got! The winning entries will be presented during the Sandie Awards Gala at the spectacularly re-imagined Town and Country Resort on May 11 — an event you won’t want to miss!

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