



Perspectives on New Venture Leadership and Sustainable Growth
Combining Your Personal Vision with Data-Driven Success

Goldman Sachs 10,000 Small Businesses and the Wharton Small Business Development Center have partnered to offer a special panel discussion on new business growth.

The panel will address the challenges faced by CEOs in defining their style and vision, and then explore strategies for matching vision to a data-driven growth plan. We all know that data analytics is not enough to manage a company. Similarly, the charisma of a great CEO is seldom sufficient without the analysis to back him/her up. *How are the two combined? When does one take precedence over the other? What are the situations which have challenged CEOs in ways they never expected, and how have they responded?*

This panel draws on the range of expertise among four CEOs across a range of industries and stages. Each one has succeeded past the infamous “5-year mark,” and each one has profound insights to share about customer acquisition, managing operations, rethinking assumptions, and ensuring that tactics and strategies stay (or become) aligned. No one has forged an easy path, but each one has forged a path based on deep personal reflection and a commitment to sustainable company growth.

Join us on the Wharton campus on June 12th at 4pm, JM Huntsman Hall 240 (3720 Walnut Street,
<https://www.google.com/maps/place/39%C2%B057%2710.8%22N+75%C2%B011%2753.7%22W/@39.953001,-75.198239,15z/data=!3m1!4b1!4m2!3m1!1s0x0:0x0?hl=en>).

Panelists will include Winfred Sanders, Founding CEO Neta Scientific; Bruce Bennett, CEO SRM IdeaLab; Manny Trujillo, CEO Swain Techs; Laura Kelly, Founding CEO Handwork Studio; and Safeguard Scientifics investor Mark Mitchell. Leslie Mitts, of the Wharton SBDC, will be moderating.

For details and to RSVP: http://whartonsbdc.wharton.upenn.edu/courses/course-list/perspectives_on_new_venture_leadership_and_sustainable_growth/