

PEOPLE

ACHIEVEMENTS

Staff additions at Mediasmith

Integrated media specialist Mediasmith Inc. announced a number of staff additions and promotions. Joining the company are Angelique Vega as media director, Ward Flock as VP business development, Carol Fullam as general manager, Clair Henvey as media strategist and Jay Schaefer as interactive media buyer. Promoted to media director are Derek Leedy and Jinenne Sutherland while Lynn Taniguchi has been promoted to operations manager.

■ Public relations firm Landis Communications Inc., San Francisco, named two new senior members to its team: Account Supervisor Jennifer Parson and Senior Account Executive Tami von Isakovics.

■ Natalie Beitashour joined marketing and communications firm Corsi Partners, San Francisco, as an account assistant.

■ Online marketing specialist Poindexter Systems, named data mining expert and Stanford University instructor Andreas Weigend as chief scientist. Weigend formerly filled that role for Amazon.com.

■ Clear Channel Communications Inc. promoted Dennis Martinez to regional VP of programming Northern California. Martinez's new territory includes San Francisco, San Jose, Salinas/Monterey and Fresno.

■ Marketing specialist Informative Inc., Brisbane, named Smith & Hawken CEO Barry Gilbert to its Board of Directors.

■ Tom Snow joined the Golf Digest Cos. as San Francisco Manager for Golf Digest and Golf For Women. Snow served as an advertising representative at Forbes Inc., since 1997.

Biotech/ Medicine

■ Iken Tissue Therapeutics, the San Francisco developer of regenerative medicine, appointed Deirdre Henry CFO and Michael Flashner VP, medical and regulatory affairs.

■ Specialty pharmaceutical company Connetics Corp., Palo Alto, appointed company chief operating officer Greg Vontz to the post of president. He retains the COO title.

■ Biopharmaceutical firm Corgentech Inc. said Dorian Rinella has been appointed vice president of human resources. Rinella was VP, human resources and facilities, at Kosan Biosciences in Hayward.

■ Catalyst Biosciences Inc., South San Francisco, appointed David J. O'Reilly president. O'Reilly was part of the founding management team at Iconix Pharmaceuticals and served as chief business officer.

— Associated Press

NEW ACHIEVEMENT

Gwendolyn Wright



JOE MANIO/THE EXAMINER

Gwendolyn Wright has helped nearly 200 small-business owners secure nearly \$10 million in loans.

Former banker aids small business

BY TAMARA GRIPPI
Staff Writer

It's hard to miss the enthusiasm in Gwendolyn Wright's voice as she talks about her work teaching small businesses of every type how to succeed.

Wright, owner of Wright Consultants LLC, San Francisco, has been named Financial Services Advocate of the Year by the Small Business Association for her tireless efforts. As a consultant working with the nonprofit Renaissance Entrepreneurship Center and the San Francisco Small Business Development Center, Wright helped nearly 200 small business owners secure nearly \$10 million in loans.

Wright recalls a time during her private banking days when individual loans would number

in the millions.

During a 10-year career as a private banker, Wright worked with many clients with high net worth and developed an acumen for business dealings.

"Then the banks started buying each other so it was no longer fun," she said.

Wright decided to share her knowledge with people who could use it the most — small business owners — and launched her consulting firm in 1995.

The entrepreneurs look to Wright as an adviser or coach and some have been known to call her a therapist. Wright gives them the straight talk they need about understanding their financials.

"It's rough for any small business owner to get their arms around — but they have to," she said. "I will

tell a client, 'you may be a designer, but if you don't know the numbers, you're not a businessperson.'"

No stone goes unturned. Wright makes her clients examine sales strategy, revenue stream, profits, margins and cash flow.

"I love it when the light goes on, when they understand that knowledge is power in this regard," she said.

As a busy entrepreneur herself, Wright says there are never enough hours in the day. But she loves the freedom of being her own boss.

She is considering taking on a new project — a book detailing how to become a successful entrepreneur. And the perfect title has a ready presented itself — "The Wright Way."

"Do you think that sounds like a good title?" she asked, laughing.

Business

Employer: Self employed since 1995; owner, The Wright Consultants

Former job: First vice president, Bank of San Francisco

First job: Management trainee, Bank of California

Original aspiration: Psychologist

Quote: "Excellence is to do a common thing in an uncommon way."

— Booker T. Washington

Reading (now): "Chronicles, Vol. 1," by Bob Dylan

Worst fear: Being out of touch with my intuition

Gadgets: Palm, Cardscan, laptop

Computer: Toshiba

Last conference: Fast sales growth program, Elliott Scott Co.

Number of e-mails a day: Too many to count

Number of voice-mails a day: I never count them, I just respond within 24 hours.

Motivation: When an entrepreneur begins to understand the story their financials are telling them.

Best perk: Working from home

Career objective: Passive income

Personal

Hometown: Philadelphia

Essential Web site: Craigslist

Education: Antioch College, Yellow Springs, Ohio; University of Oklahoma, Norma, Okla.; Golden Gate University

Sports/hobbies: Salsa dancing, interior design

Favorite restaurant: Cortez

Favorite clothier: Donna Karan, Zoran or vintage Patrick Kelly

Vacation spot: New York City

ON THEIR WAY UP

Technology

Nanotechnology research and advisory firm Lux Research Inc. hired NASA's David

Lackner as senior analyst to expand the firm's West Coast presence. At NASA's Ames Research Center, Lackner commercialized nanotechnology innovations. He will be based in San Francisco.

Banking

The California Institute of Integral Studies is presenting its Haridas

Chaudhuri Award for Distinguished Service April 30 to Magan C. Patel, executive VP and head of the International Banking Group at Union Bank of California.

Internet

Marketing veteran Jan Gullett is the new CEO of Tribe.net, the Web site dedi-

cated to local networking based on common interests. Gullett will be responsible for the overall management and strategic direction of the company. He will be based in San Francisco.

Law

San Francisco law firm, Farella Braun + Martel LLP, announced the election

of Steven R. Lowenthal as the firm's new chairman. Lowenthal, a litigation partner, has held numerous leadership positions in his 23-year tenure with the firm. He will officially take the helm July 1.

Internet

Shopping.com Ltd., an online comparison shopping service based in

Brisbane, promoted Ignacio Fanlo to the new position of president of worldwide field operations. Fanlo's responsibilities will include sales, business development and international strategy.