

SUSAN E. YAMADA
Executive Director
Pacific Asian Center for Entrepreneurship (PACE)
University of Hawaii
Honolulu, Hawaii

Ms. Yamada has been the Executive Director of PACE since June 2008. Located within the University of Hawaii, the Entrepreneurship Center hosts a comprehensive set of programs designed to support the entrepreneurial endeavors of students and faculty.

Prior to assuming her position at PACE, Ms. Yamada spent 17 years working in senior management positions at various entrepreneurial start-up companies in California before returning home to Hawaii in 2001. Since returning to Hawaii, Ms. Yamada served as Vice Chairman of Get2Hawaii, which she launched as CEO in 2000. Get2Hawaii is a web-based, private-label booking engine for the travel industry.

While in Silicon Valley, Ms. Yamada served as the founding CEO of TRUSTe, the first globally recognized, online privacy seal program dedicated to protecting users' personal information on the Internet. Ms. Scott led the launch of the standard-setting TRUSTe program in 1997 resulting in the licensing of over 600 sites during her tenure including all major portals and close to half of the Top 100 most visited sites on the Internet.

At TRUSTe, Ms. Yamada served as part of the founding management team for VEO Systems, a business-to-business software developer, which was subsequently sold to Commerce One in 1999. Commerce One had one of the most successful initial public offerings of 1999.

Prior to founding TRUSTe, she led technology publisher *Upside Magazine* where she spent five years as the CEO and Publisher. *Upside* magazine was the first business magazine focusing exclusively on serving the information needs of technology executives. At *Upside*, she oversaw the strategic direction and financial turnaround of the company as it diversified its interests from magazine publishing to online and book publishing, and the production of executive conferences.

In addition, to the technology industry, Ms. Yamada has also worked in the health care and travel industries.

Ms. Yamada is currently interested in the diversification of Hawaii's economy through the creation of new entrepreneurial companies in the technology industry. She was a founding member of the Hawaii Angels, a network of high net worth individuals who invest in start-up companies. She is also an active mentor and investor in Hawaii-based, start-up companies.

Ms. Yamada serves as a Trustee with KCAA Preschools of Hawaii and on the Board of Director of the Entrepreneurs' Foundation of Hawaii. She also heads the Yamada Scott Family Foundation, founded in 2000, whose mission is to inspire and support Hawaii's students in maximizing their potential via educational grants and scholarships. To date, the Foundation has awarded over \$400,000 in scholarships and grants.

Ms. Yamada grew up in Hawaii, graduated from James B. Castle High School, earned a BBA degree from the University of Hawaii and an MBA degree from San Jose State University. She resides in Honolulu with her two children and enjoys golfing, traveling, reading, and spending time with family and friends.

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