

**Larry Samuels**, CSUMB's new VP of Strategic Initiatives and Executive Director of University Corporation, brings an interesting mix of technology executive experience and academics to the University. Larry began his tech career as VP Operations at GSL Computer, a pioneering reseller in the early 1980s. He joined VICOM Distributing as President in 1984, building the company into Atari Corp.'s largest US Distributor. Hired by Atari to lead US Sales and Marketing, Larry successfully built Atari's US organization, and subsequently as General Manager of Atari, led Atari's foray into multimedia, where the company displaced Apple as the preferred global platform for musicians. After a stint as Atari's VP Worldwide Strategic Markets, he joined Mass Microsystems, a preeminent multimedia manufacturer as VP Sales and Marketing, authoring the prospectus for the company's 1989 IPO.

Recruited as Managing Partner by Truevision, the only company to ever spin out of Bell Labs, Larry spent a year restructuring the company before joining Creative Labs as Executive V.P and Chief Operating Officer. At Creative Labs Larry grew the company from 15 employees to 1000+ employees, growing annual revenues from \$250,000 to over \$350M. Larry co-led the company's successful 1992 IPO, co-founded the worldwide Multimedia PC Marketing Council, and led the efforts to purchase E-MU systems.

After a brief attempt at retirement, Larry was hired as CEO and Chairman of Communities.com, generally regarded as the world's first social network. Communities.com technologies included synchronous and asynchronous messaging/conferencing platforms incorporating text, audio, video and 2D/3D graphics. Corporate customers included Disney, Intel, CBS, Turner Communications, and The Comedy Channel.

After the 2000 U.S. presidential election, Larry left Communities.com to reorient his skills towards public higher education. Having dropped out of high school, this meant starting at the beginning, initiating a trek through California higher education which began at Cabrillo College. He transferred to UC Berkeley for his BA in Philosophy and subsequently earned his MA and PhD in Higher Education Policy and Administration at Stanford University. Prior to joining CSUMB, Larry co-authored a series of white papers that served as the foundation of the Monterey Bay Economic Partnership (MBEP), the regional economic development organization now chaired by President Ochoa.

As the sibling of four academics, Larry's path to CSUMB was no doubt inspired by stories shared over holiday dinners. But his focus in his doctoral studies and here at CSUMB has been on building effective inter-institutional partnerships, growing the efficacy of Monterey Bay higher education, and helping to grow CSUMB. In that capacity, Larry has led efforts to found CSUMB's engineering program, served on CSUMB's Business Advisory Council, worked with President Ochoa to develop the Monterey Bay College Pathways Partnership, and helped bring Joby Aviation to the Marina Airport.

A US Navy veteran and former DLI student, Larry has lived in the Monterey Bay region since 1978. He currently resides in La Selva Beach with his wife Margot, a teacher at Pacific Grove High School, and spends too much time on Zoom.