

# The Road to Entrepreneurship for Asian Americans – Pathway to Success, or Obstacles to Overcome?

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## Panelist Biographies

### Sam Hahn



Since graduating from Stanford University, Sam has spent over 2 decades in just about every aspect of coding, research, product definition, customer understanding, system architecture, data modeling, team building, strategy formulation, corporate startups, executive management, private equity placement, and entrepreneur mentoring. Sam was the first at TRW to architect systems that integrated relational database management systems, hypertext, vector and raster-based cartography, elevation data, multiple sources of intelligence data, image processing, document management, character recognition, text indexing, search, and reasoning systems as early as the mid-80's. Sam was responsible for 4 development teams at Siebel Systems (web engine, handheld, eService, and Sales.com) in his 7 years there. Sam was co-founder, VP of Engineering, and CTO of DocuMagix (now part of eFax.com), and has also held VPE positions at Sales.com and Purisma. Sam has been a partner at Sand Hill Angels, and now advises entrepreneurs in startup strategies and companies on effective application of Chasm and Agile thinking and practices. Currently VP of Technology at eGain Communications, Sam has held responsibility for the Cisco OEM partnership, product quality, and new product development (including the 2nd generation Cobrowse product line).

### Edwin Joe



Edwin L. Joe serves several roles for the San Francisco District of the U.S. Small Business Administration as an attorney, counselor, and technology adviser. Mr. Joe is responsible for transactional and litigation work for the San Francisco Bay Area and occasionally Sacramento region.

This year, he received several awards for his efforts as SBA liaison (Award Nominations excerpt):

He recognizes the tremendous power of a collaborative and unified Asian community, working towards the same goals, pushing the same agenda – to educate, train, inform, and empower Asian Americans in business. He has been advocating for Asian American economic, political, and social empowerment, and has been instrumental in bringing various disparate groups of Asian business groups and associations to work together.

### Susan Lieu



A Santa Rosa native, Susan Lieu, 26, is the co-founder of Socola Chocolatier. Self-taught, Susan and her sister Wendy have been making artisan chocolate truffles since they were teenagers. Their award-winning confections have been featured in a number of publications including *London Financial Times*, *San Francisco Chronicle*, *AsianWeek*, and *Daily Candy*. Before building Socola, Susan worked a number of international development projects in Vietnam, Cuba, and Zambia. Susan is a past Coro Fellow in Public Affairs and Harvard College graduate.

### Peter Lou



Peter Lou is the owner of Orange Caterpillar, a small boutique in San Francisco which offers a chic and stylish alternative to today's mass produced clothing lines. He had always wanted to own a retail store even from 'when he was little' and finally opened his store in 2006. He had previously worked as a retail manager, buyer, sales representative, and director of sales. Peter traveled to China and learned about the import-export business, eventually starting his own home décor business which he has since sold. He has a BA in Business Management from San Francisco State University and lives in SF with his wife and three sons.