



# The Athena Effect

March 3, 2020 | #TheAthenaEffect

PINNACLE AWARDS 2020 | [TICKETS](#) | [NOMINATIONS](#) | [SCHOLARSHIPS](#)

MARCH 19 | 5:30 - 8:00pm | POWERED BY RETROPHIN

## Taking Charge of Your Health Through Science, Tech & Knowledge

PRESENTED BY LIFE SCIENCES SPECIAL INTEREST GROUP

With the advent of digital health data, genomics testing, precision medicine and advanced clinical trials, the landscape for personal wellness and patient care innovation is rapidly evolving. As you craft your personal wellness journey, this program will examine the latest suite of digital tools best suited for self-care and self-advocacy. Expert panelists, pictured below, will also explore the other emerging market dynamics giving rise to this new terrain. Participants can expect to experience what taking charge of your personal health looks like in the modern world. Powered by: Retrophin.



Moderator:  
**Marielena Mata**  
Director and Diagnostic Lead | Pfizer



**Florence Comite**  
CEO & Founder | Comite Center for  
Precision Medicine



**Andria Del Tredici, PhD**  
Senior Director of Translational  
Genetics at Millennium Health



**March 19 | 5:30-8:00**  
**Retrophin**  
**3721 Valley Centre Dr., #200**  
**San Diego**  
\$35 members  
\$55 non-members  
*Sponsors complimentary with code*

**Anita Gupta**  
DO, PharmD, MPP

Senior Vice President, Medical  
Strategy & Government Affairs  
Heron Therapeutics, Inc.

**Seth Merritt**

Co-Founder  
Welby Health

**REGISTER**



**Athena is NOW  
HIRING a passionate  
Programs Champion  
to meet the  
membership demands  
of 750+ portfolio and  
our 50+ leadership  
development  
events/conferences.**

**Is this San Diego-based leadership opportunity  
made for you? [CLICK HERE TO LEARN MORE](#)**

### **HOW ARE YOU POWERING YOUR LEADERSHIP JOURNEY?**

Join Athena membership as this STEM community of diversity champions accesses leadership development, networking, peer mentoring and advocacy initiatives designed to transform scientists and technologists into corporate leaders.

CONNECT | TRANSFORM | LEAD

**[JOIN ATHENA](#)**

MARCH 26 | 5:30 - 8:00pm | POWERED BY SONY

## **Augmented and Virtual Reality: Not Just for Gaming Anymore**

PRESENTED BY TSIG | TECHNOLOGY SPECIAL INTEREST GROUP

Digital games leveraged Augmented and Virtual Reality (AR and VR) to immerse users into modified or simulated environments. Today, Extended Reality (XR), encompassing both AR and VR, is alive in education, healthcare, automotive, retail, manufacturing, entertainment, aerospace, and beyond. These technologies help businesses do things better – from educating students with learning disabilities and training employees, to creating engaging brand experiences and enabling remote services. To discover what it takes to make it in these burgeoning fields, join us for an evening that's sure to stir your imagination and open doors to a future that is expected to grow to \$393 billion by 2025.

**REGISTER**

**Sony | 16535 Via Esprillo, San Diego**

\$35 members | \$55 non-members

*Sponsors complimentary with code*

## **What's Next?**

MARCH 7

**International Women's Day  
SAN DIEGO TECH  
WOMEN'S SUMMIT**

POWERED BY QUALCOMM  
**SOLD OUT**

MARCH 10

COHORT II | WORKSHOP 3  
**Athena on Boards**

POWERED BY COOLEY

MARCH 19

LSIG PRESENTS  
**Taking Charge of  
Your Health  
Through Science,  
Technology & Knowledge**

POWERED BY RETROPHIN  
New Member Orientation | 4:30pm  
email [Karin@athenasd.org](mailto:Karin@athenasd.org)

MARCH 26

TSIG PRESENTS  
**AR & VR: Not Just for  
Gaming Anymore**

POWERED BY SONY

MAY 13

**PINNACLE  
AWARDS 2020**

**TICKETS NOW AVAILABLE!**

Tickets Now Available for Athena's 22nd Annual  
**PINNACLE AWARDS 2020**

# Widening the Bridge: Destination Diversity

Wednesday, May 13 | 5:30-8:30 | UCSD Mandeville Auditorium

**PINNACLE NOMINATIONS DEADLINE IS MARCH 6!**

**PURCHASE  
TICKETS**

**SUBMIT A  
NOMINATION**

**APPLY FOR  
SCHOLARSHIP**

**DONATE TO  
FOUNDATION**

**PINNACLE 2020 PRESENTING SPONSOR**

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SPONSORS**



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**teradata.**

**teknion**



**SAN DIEGO  
BUSINESS  
JOURNAL**



Did you earn a promotion? Did your startup company receive a funding round? Did you land a new job or appointment to a board? Did your CEO sign the UN Global Compact? Did you write a book or start a company? Are you serving on an industry panel or honored with an award? [CLICK HERE](#) to drop us an email so we can share your success on social media. We want to celebrate you and share in your leadership journey.

**ATHENA SPONSOR  
SPOTLIGHT**



Get to know the companies that support Athena in powering the leadership journey for Women in STEM, positioning San Diego as the destination for diversity!

**IN CASE YOU MISSED IT**

**BluePrint for Success** | Dawn Barry, President & Co-Founder, LunaPBC



[EmpowerMinute](#) | Summer Stephan, San Diego County D.A.

[Athenaeum](#) | Video archives of Athena events

[Upcoming Programs and Events](#)

[Donate to the Athena Pinnacle Foundation](#)

[JOIN ATHENA](#)

We want to hear from you [info@athenasd.org](mailto:info@athenasd.org). We invite you to share The Athena Effect reporting and newsletters, and encourage others to **SUBSCRIBE!**

The Athena Effect is created by [Research Group of Companies](#).

