

**MAYOR GARCETTI ANNOUNCES 2016 ENTREPRENEURS IN RESIDENCE,
BUILDING ON INNOVATIVE PROGRAM'S SUCCESSFUL FIRST YEAR
(update 2/24/16)**

LOS ANGELES – Mayor Eric Garcetti today announced this year's participants in his innovative Entrepreneur in Residence (EIR) program, which was launched in 2014 to connect the most accomplished entrepreneurs in the City with L.A.'s future business leaders and job creators.

This year's EIRs are Eva Ho and Jason Nazar, two renowned professionals with decades of experience building startups into strong, successful businesses. During their year with the EIR program, Eva and Jason will help to shape City policy and create initiatives designed to help entrepreneurs across L.A. They will also work with local non-profit organizations and institutions to help foster more entrepreneurship and business growth across Los Angeles.

"L.A. is one of the world's greatest startup economies. When we join forces with some of the business world's most successful entrepreneurs, there's no telling what we can accomplish," Mayor Garcetti said. "I look forward to continuing this program's success with Eva and Jason, to foster innovation, build local businesses, and create quality jobs for Angelenos."

The new EIRs will build on the program's highly productive first year, which was led by Krisztina "Z" Holly and Amir Tehrani. Holly studied the local entrepreneurial manufacturing ecosystem with a survey of more than 1,600 different L.A. businesses. The survey uncovered a variety of opportunities to strengthen the local manufacturing community in L.A., a goal she is now pursuing further through her new initiative, [Make it in L.A.](#) Tehrani focused on digital divides in L.A.'s startup economy. He launched the Mayor's Sharing Economy Job Fair in South L.A. last August to help bring tech opportunity to underserved neighborhoods. The Mayor's Office has continued this effort by hosting an event in Boyle Heights last November and an upcoming event in Pacoima on March 12. Tehrani also examined the causes and consequences of venture capital gaps in L.A. and launched [Legacy Angel Ventures](#), an early stage venture capital fund that will invest in local companies to reduce their capital reliance on Bay Area investors.

The EIR program is made possible through a partnership between EY, which will support the program for four years, and the Mayor's Fund for Los Angeles. The program enlists two expert entrepreneurs each year to work with the City on creating initiatives aimed at supporting entrepreneurs in L.A., helping Angelenos start and build their businesses and contributing to business-friendly City policies.

"EY is honored to be the founding sponsor of the Mayor's Entrepreneur in

Residence Program,” said Patrick Niemann, Greater Los Angeles Managing Partner at EY. “For decades, we have been the global leader in advising and guiding entrepreneurs and recognizing them through the EY Entrepreneur Of The Year program, so we believe very strongly in the pivotal contributions these remarkable leaders make to our City, to our economy and to society at large. We take great pride in recognizing the far-reaching impact of these change-makers who inspire us with their leadership and vision. We congratulate Jason and Eva and look forward to great things from them.”

About the Entrepreneurs

Eva Ho is a General Partner at Susa Ventures, an early stage technology fund investing in companies that leverage the power of data to create market-leading platforms, tools, and analytics with inherent network effects. She is a serial entrepreneur and founder, and most recently was a founding executive at Factual, a leading location data provider in Los Angeles. She was a Senior Product Marketing Manager at Google and YouTube for five years. Prior to Google, she was the head of marketing for Applied Semantics, a company that sold to Google in 2003. She also co-founded Navigating Cancer, a Seattle-based health startup, in 2008. She is deeply involved in supporting entrepreneurs as an advisor/mentor at MuckerLab, Common Crawl, WebFWD, and newMe Accelerator, and is also an active angel investor in L.A. and beyond. She is also active in the non-profit sector, serving on the boards of California Community Foundation, Ocean Conservancy, First Descents, and Iridescent. Eva holds an MBA from Cornell and a BA from Harvard.

Jason Lawrence Nazar is an active tech entrepreneur, investor, and writer. Jason is currently the CEO & co-founder of Comparably, a new HR focused startup. He was the co-founder and CEO of Docstoc (Acquired by INTUIT), the premier content site to start, grow, and manage small businesses. Over nine years, Docstoc published and hosted a library of a million pieces of business and legal content (documents, articles, videos), and amassed over 50 million registered users worldwide. Jason is also the creator and host of Startups Uncensored, the longest running and most widely attended technology gathering in Southern California, which regularly brings together thousands of entrepreneurs, techies and investors. He holds a BA from UCSB and his JD/MBA from Pepperdine University, where he was the Student Body President of both Universities. Jason was named one of the "Most Admired CEOs in Los Angeles" by the LA Business Journal. He is also a popular and regular writer on Forbes, WSJ, and BusinessInsider.