

Software Technologies Distinguished Lecture Series 2013
Florida Gulf Coast University
April 25, 2013, 6:30-7:30pm
Cohen Center, CC 247

From FGCU to Silicon Valley: You Can Make It Too!

Kenny Bastani

Founder & CEO
Socialmoon, Palo Alto, CA

Abstract: I have a passion for technology. I also have a passion for raising the bar. In order to raise the bar in technology, you have to figure out how to create new paradigms that other people can use to gain an advantage in a marketplace. This is how I live my life.

I get up each morning and I ask myself “How can I take this boring thing that no one uses and turn it into something that everyone wants?” The answer is to inject your own passion into boring things until everyone wants it. That is what I do, I create new paradigms that enable people to see the value in something boring that can help them gain an advantage over their competitors. I teach businesses how things like analytics and statistical inference can be combined to predict trends in big boring data sets.

This lecture will tell you how you can use this passion as a strategy to bridge divides that add value to an organization’s bottom line. Passion is the key to unlocking unrealized potential leading to sustainable value contributions from a workforce.

Speaker’s Bio: Kenny Bastani is a Silicon Valley based entrepreneur and Founder of Socialmoon (<http://www.socialmoon.com/>) based in Palo Alto, California. Kenny attended FGCU from 2005-2010 and was enrolled in the FGCU Computer Science program under Dr. Janusz Zalewski. After receiving a job offer in industry, Kenny decided to leave the program early to see what the world might hold for him. In three years Kenny went from entry level UI Engineer to a Silicon Valley entrepreneur and is preparing to launch a semantic search engine to compete with Google.