



**EY Entrepreneur
Of The Year®**

Do you have the human spirit of unstoppable ambition?

Here's to the entrepreneurs
creating a better world.

2020 Nomination Guide:
Pacific Southwest-San Diego Program



The better the question. The better the answer.
The better the world works.

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Humanity is capable of great things.

But to build something of long-term value takes grit, persistence and a sense of ambition that's free of doubt or fear. It takes a special kind of leader to ignore the critics and transform a blue-sky dream into a new reality that contributes value and purpose beyond simple profits.

We call these entrepreneurs the unstoppable.

Through the Entrepreneur Of The Year® program, we celebrate the Unstoppable entrepreneurs whose unbounded ambitions deliver innovation, growth and prosperity that transform our world.

Now in its 34th year, the program celebrates the most ambitious entrepreneurs in more than 145 cities and 60 countries around the globe.

Benefits of participating

Entrepreneur Of The Year winners and finalists represent the world's most inspirational and innovative business leaders. Get ready to:

- ▶ Gain immediate access to a community of entrepreneurs and transformational leaders from around the world
- ▶ Elevate your company's brand within the local business community and through PR opportunities
- ▶ Receive exclusive invitations to local events with other entrepreneurs
- ▶ Celebrate and recognize your team and support network
- ▶ Increase exposure to potential customers and suppliers, M&A opportunities, and private equity and venture capital investors

Application guidelines

A snapshot of the information required to complete an application is below:

- ▶ **Nominee information**
Personal information such as name, title, address, etc.
- ▶ **General information**
Company details (past three years) such as company description, etc.
- ▶ **Financial data**
This information is considered **confidential**. Financial information is an important quantifiable indicator of success for the independent panel of judges and is required information. We ask for the following data for the past three years.
 - ▶ Company mergers, Fiscal year-end, total employees, annual sales, income before taxes, EBITDA, total assets and total equity
- ▶ **Essays**
Four essay questions provide an opportunity to "tell the story" behind the nominee's success, reveal the ingenuity that brought his or her vision to life, and help convey unique and innovative attributes about the company and culture.

Independent panel of judges

Entrepreneur Of The Year nominees are evaluated by an independent panel of judges in each nominee's region. The judges are past winners and business and community leaders.

The business an entrepreneur creates, the success of the business, its employee practices and culture, and its impact on the community are among the factors the judges consider when selecting Entrepreneur Of The Year winners.



Nominate someone or apply today

Visit <https://eoy.ey.com/> to nominate someone or apply.

Deadline for entries: March 6, 2020

Application tips

For tips on creating a compelling application, visit ey.com/us/eoynominations.

But the most important thing is to get your submission in on time. Completed applications must be received no later than **Friday, March 6, 2020**.

Judging criteria

Your application will be reviewed by an independent panel of judges who will select award recipients with honorees based on the following criteria.

Entrepreneurial leadership

Talent management

Degree of difficulty

Financial performance

Community philosophy

Originality, innovation and future plans

Celebrating the outstanding entrepreneurs in Pacific Southwest-San Diego Program

Key program dates

March 6	Application deadline
Late March	Nominee reception
March 30 - April 17	Onsite interviews with the EY professional team and program sponsors
May 7	Semifinalists interview with judges
Mid May	Finalists dinner
May 11-13	Finalists filming
June	Pacific Southwest-San Diego and Orange County awards gala
November 11-15	The 14th annual Strategic Growth Forum®

Curious about our judging panel?
Visit www.ey.com/us/eoy/sandiego to learn more.



San Diego leadership



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About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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About Entrepreneur Of The Year®
EY's Entrepreneur Of The Year® is one of the world's most prestigious business awards programs for entrepreneurs, chosen from an independent panel of judges including entrepreneurs and prominent leaders from business, finance and the local community. The program makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries. ey.com/eoy

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Select regional award winners

1. Bill Keith
Perfect Snacks
2. David Inns
GreatCall, Inc
3. Ernest Rady
Ins. Co. of West/
American Assets
4. Garry Ridge
WD-40 Company
5. Gregory Lucier
Life Technologies
6. Dr. Irwin Jacobs
QUALCOMM
7. Jay Flatley
Illumina, Inc.
8. Kathleen Sellick
Rady Children's Hospital
9. Kevin Gorman, PhD
Neurocrine Biosciences, Inc.
10. Dr. Magda Marquet and Dr. Francois
Ferre, Althea Technologies, Inc.
11. Mark Dankberg
ViaSat, Inc.
12. Mike Grey
Lumena Pharmaceuticals
13. Peter C. Farrell, PhD
ResMed, Inc.
14. Tina Nova, PhD
Genoptix, Inc.
15. Walter Zable, Cubic Corporation

