



Mark Johnson, Co-Founder & CEO

Descartes Labs

Prior to Descartes Labs, Mark served as CEO of Zite where he helped the company grow from a search startup without a product to a successful personalized iPad magazine. Mark sold Zite to CNN five months after the company launched and eventually sold Zite out of CNN to Flipboard in March 2014. Before Zite, Mark was a product manager at SAP and then plunged into three successful search startups: SideStep (acquired by Kayak for \$180M in December 2007), Kosmix (acquired by Walmart in April 2011), and Powerset (Acquired by Microsoft in July 2008). Mark studied philosophy at Stanford University and lives in Santa Fe. [Click here](#) to learn more.

Dorian Rader, Managing Partner

NMA Ventures

Dorian is the Managing Partner of NMA Ventures, a venture capital fund focused on early stage technology companies in our State. Dorian was previously the Vice President of the New Mexico Angels, Senior Associate at Village Capital and founder of 14-high tech companies with New Mexico Startup Factory. With a background in finance and operations, she has a proven track record of taking companies from idea to industry. She also spends a large amount of time advising and coaching entrepreneurs on equity investments in NM and Colorado. [Click here](#) to learn more.

Craig Bruce, Director of Cloud Operations

OpenEye Scientific Software

Dr. Craig Bruce is the Director of Cloud Operations at OpenEye Scientific and is responsible for running their SaaS platform, Orion, which is used by the global pharmaceutical industry for computer-aided drug design needs. This has required growing a group to support this new capability at OpenEye, over 10% of Santa Fe employees were hired by Craig, all already based in NM. He is also involved in local activities such as attending and organizing Meetups and being a Technology Council advisor at Santa Fe Business Incubator. [Click here](#) to learn more.

Pamela Koster, CEO & Co-Owner

Falling Colors Technology

Pamela Koster is the CEO of Falling Colors, a company that provides end-to-end solutions for large fund distribution including all facets of data needs and third-party payor services. Before co-founding Falling Colors, Pamela started and ran Koster Planning and Evaluation, Inc., which provided data analysis, data collection methods, and program evaluation for behavioral health/community programs across NM from 1996 to 2014.

Currently, Pamela is focused on growing tech and innovation in Northern NM, improving the behavioral health system across the state, and designing custom Fintech for public and non-profit systems. Pamela spends her non-working time researching and planning for the restoration of a historic building in Santa Fe. [Click here](#) to learn more.