



## GlobalLeaders

### JULIA ROSEN

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**What are some ways Arizona businesses have connected or contributed to foreign markets?** "Arizona's economy is more globalized than most people realize. Historically, the semiconductor and aerospace industries have made important contributions to Arizona industry. In the most recent figures available, Arizona ranks No. 6 in terms of high-tech exports in the U.S. For example, in 2007, Arizona businesses exported \$19.2 billion worth of products outside the U.S. In addition, foreign direct investment in Arizona — companies and assets owned by entities outside the U.S. — is increasing."

**What should Arizona be doing to further establish itself as a global player?** "We have a good start in SkySong. It is home to 37 companies from 11 countries. Also, the U.S. Department of Commerce's Export Assistance Center helps Arizona-based businesses access global markets, and the Arizona Global Network is an unprecedented collaboration among economic development organizations to raise Arizona's profile globally. Multiple business and government organizations need to build on those efforts and think creatively about how current networks and relationships can be leveraged."

**Why is it important for our state to have a significant presence in the international marketplace?** "The World Bank predicts the global economy could expand from \$35 trillion in 2005 to \$72 trillion in 2030, with much of that growth to come from developing countries, which are expected to grow at more than twice the rate of developed-economy countries. Increased trade means rapidly expanding Arizona companies that will attract more talented workers to sustain their growth. Successful trade brings in new wealth and helps Arizona move beyond its five-C history and real estate-focused growth, which is dependent upon population growth to sustain itself. With an increased talent base and additional innovative companies, workers will be drawn to the Valley, thus creating a long-term innovation ecology."

16 POWER BOOK

# The sky's the limit

BY PATRICK O'GRADY

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Julia Rosen got a jump on bringing the global economy to the Valley.

Arizona State University's associate vice president of innovation and entrepreneurship has been working on bringing a more global presence to the Valley's technology community, among other things.

That has come with SkySong, ASU's endeavor to create a base for entrepreneurs in the Valley, particularly those involved in the technology industry. For Rosen, the state has compiled a good start on competing globally — exporting more than \$19.2 billion in products outside the U.S. in 2007 — but it needs to make those advantages known to various industries.

"The best way to increase Arizona's profile in the global economy is to publicize Arizona's role in the global economy," she says.

Rosen has been involved in the technology and entrepreneur community for some time. She was a business development director for an Arizona-based venture capital firm and worked on bringing tech firms to Tempe as part of its economic development program.

She joined ASU about seven years ago as manager of business development for its technology transfer office, which is responsible for bringing the work of professors and staff to market.

In addition to SkySong, Rosen heads ASU Technopolis, which targets tech and

entrepreneurs; the Edson Student Entrepreneur Initiative; and the Sun Devil Entrepreneurship Network.

SkySong is a big part of that, housing those endeavors at its complex at Scottsdale and McDowell roads. Companies from 11 countries commingle there, ostensibly growing stronger through their interconnectedness and their partnership with ASU.

Rosen has been at the international game a long time. She has two master's degrees, one from the W.P. Carey School of Business at ASU and the other from the Thunderbird School of Global Management. She spent time in Spain during her junior year at the University of California at Santa Barbara, and about six months teaching English in Argentina after she graduated.

Those experiences helped her grasp a greater understanding about how other countries view their place in the world. In 2005, when she and other ASU officials began visiting global locations for ideas about what they wanted to do with SkySong, it helped reinforce those images.

"Most people outside the U.S. are far more aware of the world than Americans," she says. "If we are going to be more competitive, we are going to have to look at the global economy and our place in it."

Susan Shultz, board president of the Phoenix Committee on Foreign Relations, says Rosen's background working with companies and entrepreneurs brings a lot to the table in terms of the Valley and state being more competitive globally.

"It's great having her do this and take the lead on it," she says.

Shultz, who also is president of SSA Executive Search and the Board Institute, nominated Rosen for the committee because she is well-connected within the technology and entrepreneur communities, and making those connections across industry lines is important for the Valley's global growth.

For Rosen, it's also about creating a place to grow. "We believe in having a physical place where companies will come to improve Arizona's position in the global market," she says.

**Julia Rosen, Arizona State University's associate vice president for innovation and entrepreneurship, has worked tirelessly to make SkySong in Scottsdale a global model for success.**

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