



THE UNIVERSITY OF CALIFORNIA, MERCED  
SMALL BUSINESS DEVELOPMENT CENTER REGIONAL NETWORK

SMALL BUSINESS RECOGNITION PROGRAM  
May 15, 2014 ~ 11:30am - 1:30pm



Please Join Us in Honoring Small Businesses Within Central California

Special Guest Speaker

JAKE SOBERAL, BITWISE INDUSTRIES, CEO



Tornino's Banquet Hall

5080 N. Blackstone Avenue ~ Fresno, CA ~ 93710

Register: <https://intelforms.ucmerced.edu/Form/SBDCAwardMay2014>

Contact Information: 559-241-7414 / [mtatham@ucmerced.edu](mailto:mtatham@ucmerced.edu)

\$35 Per Person ~ \$280 Per table



UC Merced Regional Network



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The mothership of technological education, collaboration and innovation in Fresno

## GUEST SPEAKER

**Jake A. Soberal, CEO**  
BITWISE INDUSTRIES

Jake Soberal is the Chief Executive Officer of Bitwise Industries ("Bitwise"). Bitwise was founded in 2013 to create an ecosystem around the technology industry in the Fresno Region. Bitwise is comprised of four divisions: Geekwise Academy, a training program that teaches real-world technology skills at a super-fast pace; Hashtag, a collaborative workspace in the Tower District; Shift3 Technologies, a software development and infrastructure firm; and a building division.

Prior to co-founding Bitwise, Jake was an intellectual property attorney at Walter & Wilhelm Law Group. Jake is a graduate of Clovis High School, rowed for Varsity Men's Rowing Team at the University of North Carolina at Chapel Hill, is a nationally recognized oralist, thinks Fresno will soon be a global technology center, is an avid runner and skier, prefers blue to red under all circumstances, and lives in Fresno on purpose.

Jake is actively involved in a variety of community initiatives, mostly focused on economic development in the Fresno Region.

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Contact:  
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**Jake A. Soberal**  
Chief Executive Officer  
**Bitwise Industries**

### Education

B.A., History, Pol. Sci.  
University of North Carolina at  
Chapel Hill

Juris Doctorate  
Western State College of Law

### Community Involvement

Secretary, Bd. Of Dir.  
59DaysOfCode

Vice-Chair, Bd. Of Dir.  
Creative Fresno

Chair, Bd. Of Dir.  
Fresno Citizens for a Strong  
Economy