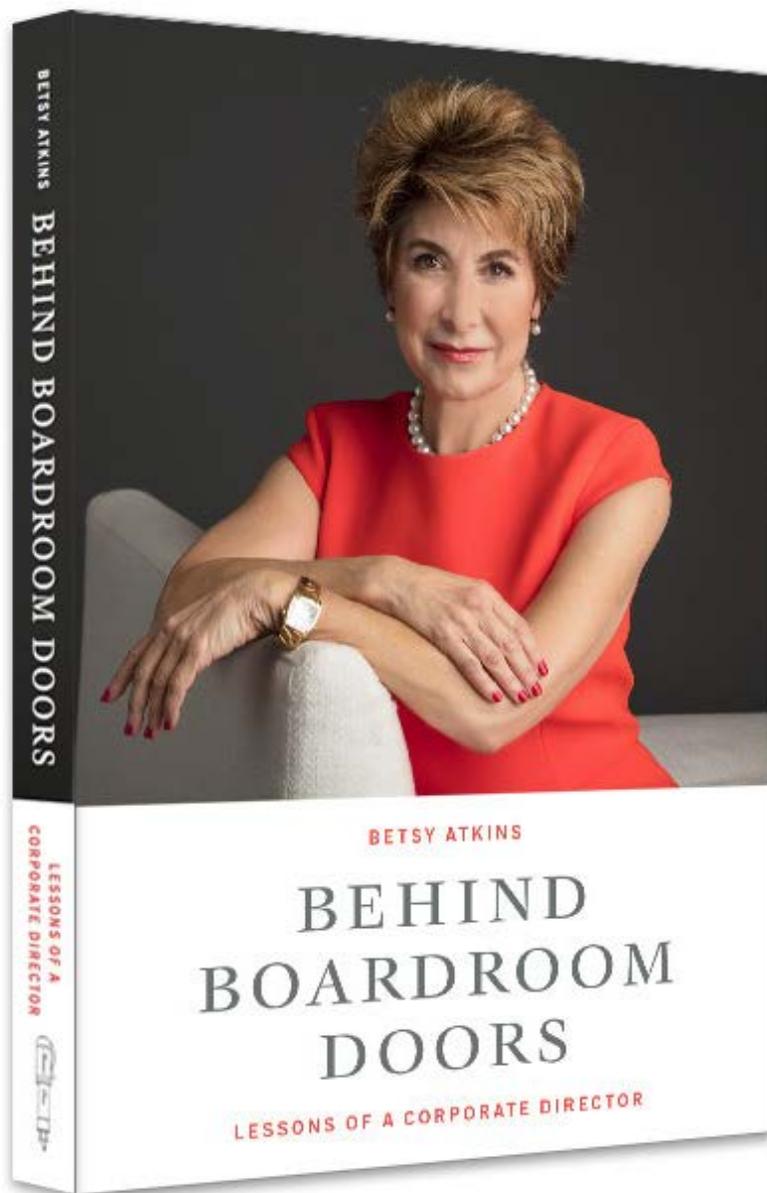


# BETSY S. ATKINS

## Press Kit



[www.betsyatkins.com](http://www.betsyatkins.com)

## Betsy Atkins

CEO and Founder of Baja Corporation

[betsy@bajacorp.com](mailto:betsy@bajacorp.com)

305-663-1284

@Betsy\_Atkins

Media Contact:

Ellen Estrugo

[ellen@bajacorp.com](mailto:ellen@bajacorp.com)

305-663-1284

Betsy is a 3-time CEO and serial entrepreneur & founder of Baja Corporation. She has co-founded enterprise software companies in multiple industries including energy, healthcare and networking. She is an expert at scaling companies through hyper growth and leading them to successful IPO and acquisitions. Some of her more notable transactions include the acquisition of Clear Standards by SAP and Ascend Communications (\$5B in revenue) which was then acquired by Lucent for \$23B. At Baja Corporation, Betsy has built 3 early stage funds and has made early investments in companies such as Yahoo, eBay and Selectica.

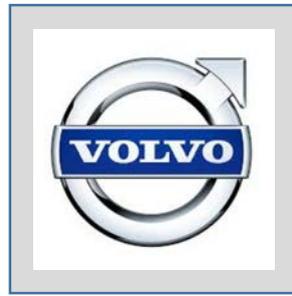
Betsy is a corporate governance expert with an eye for making boards a competitive asset. Her corporate Board experience is vast and covers multiple industries including: Technology, Financial Services, Healthcare, Retail, Automotive, Manufacturing, and Logistics. As a Corporate Director, she brings an operational perspective which focuses on taking friction out of the consumer experience. She leverages broad contemporary knowledge of digital technology to reduce costs, drive efficiency and productivity using AI machine learning analytics to streamline processes.

Previously, Betsy was the CEO of NCI, a food manufacturer creating Nutraceutical and Functional Food products. NCI created the PowerBar and healthy snacks for Kraft, Nabisco, etc. Betsy was also the CEO of Clear Standards, which developed enterprise level software for monitoring carbon emissions.

A published author, Betsy's work on Corporate Governance include: The Conference Board, National Association of Corporate Directors (NACD), Business Insider, and Forbes.

She currently serves on public company boards: Cognizant, Wynn Resorts Ltd, SL Green Realty and Schneider Electric. She is also a member on the board of Volvo Cars (private) and the former Chairman of the SAP Advisory Board. She is a proud graduate of The University of Massachusetts, Amherst.





## About Us: Baja Corp

Baja Corp's heritage is as an early stage technology, energy and healthcare investor. Through highly engaged early stage investing, we have emphasized board insights as a key accelerator and differentiator for successful companies. As Baja has grown we have extended our services to Corporate Governance Consulting for both public and private boards including Private Equity and Venture Capital firms. Our focus is the use of technology as a profit and growth driver for industries and businesses by building high performing boards using governance best practices and our deep domain focus on technology as an enabler and competitive accelerant for businesses of all sizes.

## Meet the Team:



The Baja Corp Team: Ellen Estrugo, CFO, Alexandria Moral, Senior Executive Assistant, Betsy Atkins, CEO, Ana Leon, Market Analyst, Lauren McKercher, Market Researcher.