Speaker Biographies

Malcolm Maclachlan, Public Information Coordinator
Sacramento Public Library
Malcolm Maclachlan was at a party in 2013 and told a longtime acquaintance about his new job as the public information officer for the Sacramento Public Library. Their response: “You’ve had the weirdest collection of jobs.”

It’s true. Malcolm started his professional career with a smattering of low-level journalism jobs: interning at a television station, working in the advertising department at the New York Observer, writing for a natural health magazine. After getting a master’s degree in journalism at Stanford, he spent almost 4 years as a reporter covering the Internet boom in the late 1990s. Then, for five years after that, he worked as a consultant and technical writer in the Silicon Valley.

Tiring of the tech industry and missing journalism, he then took a job as a reporter covering politics, transportation and development for a small-town paper, the Tracy Press. He soon transitioned to covering California state politics at the Capitol Weekly for more than six years. He went on to work in the State Legislature for a year and a half, first holding a job as a committee consultant, and then another as a Senate communications director—a rare combination. In May 2013, he joined the Sacramento Public Library.

Each of these stops have two things in common, which he will explore in his talk:
- Communicating technical information to non-technical audiences
- Making yourself indispensable by having a broad range of skills

Erica Taylor, Vice President, Communications and Community Relations Director
Five Star Bank
Erica Taylor joined Five Star Bank in 2008 and is the Vice President, Communications and Community Relations Director, Erica leads the bank’s marketing, advertising, employee communication, and community relations efforts. Prior to joining Five Star Bank, she worked as the Marketing Manager at Capital Public Radio; as the Communications Manager at the Sacramento Children’s Home; and as a broadcast journalist at KVIQ-TV in Eureka, CA and KQMS – Newstalk 1400 in Redding, CA. She holds a bachelor’s degree from Humboldt State University in Journalism with an emphasis in Public Relations and a minor in Broadcast News and a master’s degree in Communication Studies from California State University, Sacramento. Erica serves on the executive committee of NextED and is a member of the board of directors of Sacramento Covered, the Los Rios Community College Foundation, Sacramento Unified Education Foundation, and the YMCA of Superior California. She also serves on the Leadership Sacramento Alumni Committee and is the past-chair of the SRBX :: NEXT Young Professionals Group. Erica was named one of the 2012 “Top 40 Under 40” by the Sacramento Business Journal and was named the Metro EDGE Young Professional of the Year by the Sacramento Metro Chamber in 2015.

Josh Johnstone, Corporate Marketing Director
POS Portal
Josh Johnstone has a 14 year pedigree of executive success as a marketing expert, brand consultant, advertising executive, and business growth specialist. He has worked to establish a track record for bringing unexpected results for large-sector growth companies as well as the passion and excitement necessary to superfuel start ups and reinvent brands direct. Josh’s current roles include working as a corporate marketing director at POS Portal and as a professor at CSU, Sacramento. He also consults on a project-basis as a hired-gun for start-ups to large-growth organizations and engages in business partnership on a regular basis with
Fortune 500s such as Apple, Samsung, Microsoft, Vantiv, Wells Fargo, and many more. Josh holds an MBA in Marketing, a BA in Psychology, and a minor in Sociology.

Felipe Ortega, R&D Section Manager of DevOps & Automation
HP Networking, Hewlett-Packard
Felipe Ortega is a 28-year networking industry veteran with experience in start-up and large enterprise environments. He has been successful in a diverse set of management roles – technical marketing, product management, business development, strategic partnership management, and R&D management, which has been focus area for past 14 years.

A key accomplishment for Felipe was the formation of HP Networking’s first product-development center in Latin America, which he did from 2008-2010.

Felipe has a B.S. degree in Electronic Engineering from Arizona State University and an M.B.A from California State University, Sacramento He is fluent in both English and Spanish. He is passionate about innovation, leadership, organizational behavior, and the macro economics of technology.

Liv Moe, Executive Director
Verge Center for the Arts
Liv Moe is an artist, curator, writer, and arts administrator. She is the founding Director of Verge Center for the Arts, a contemporary art center and artist residency program in Sacramento, California which offers artist studios to emerging and career artists, as well as, exhibitions, classes, workshops, and a fine-art printmaking studio. Through her work at Verge Moe has curated a number of exhibitions working with a range of artists, curators, and arts institutions, including, Daniel Johnston, Stephen Kaltenbach, Paddy Johnson, Doug Biggert, Robert Nickas, White Columns, the New Museum, and Machine Project. Verge's exhibitions have been featured in national publications which include Art in America, Vice, Art F City, and numerous local publications. In addition to her work at Verge, Moe has an active studio practice, having shown at venues which include the Richard L Nelson Fine Art Collection, the Sonoma Art Center, the Center for Contemporary Art Sacramento, the California Museum, and the Crocker Art Museum.

Martin Vo, Creative Director/CEO
CineCrown
Martin grew up in Sacramento and has earned a handful of Bachelor degrees and awards. Martin holds a Bachelor of Arts in Photography and Cinematography Studio Arts and a Bachelor of Science in Graphic Design. From the age of nine he has won a multitude of artistic awards in painting, sculpting, photography and video. Shortly after arriving in Sacramento, he won the prestigious Top Ten Youngest Artists in Sacramento Award. One of his most recent awards was winning the Gold Medal and Second Place at the Wedding Portrait Photographer International event.

Martin has both the education and experience to produce products that will exceed his clients’ vision. Martin continues to acquire knowledge of constantly evolving technology and strives to always adapt. Martin is currently the Creative Director of Photography and Film at CineCrown.