

Dear Faculty, IGERT Fellows, IGERT Associates and Students,

You are cordially invited to attend a Seminar presented by Rajan Kasetty.
Please plan to attend.

Rajan Kasetty

Senior Consultant
TriTech

Date: Monday, March 4, 2013

Location: Bourns A265

Time: 11:10am

Entrepreneurship as a Career Choice - What to Expect

Abstract:

Many professionals, especially in the fields of science and engineering, consider becoming entrepreneurs. Most have the potential to be one. Few have the training or insight required to succeed. A very select few survive and do well. These may be the best prepared or just propped up by good luck. Many fail, not necessarily due to bad preparation. Regardless, before taking any steps towards becoming an entrepreneur it is helpful to consider the opportunities, pitfalls, rewards and resources. For those who are well prepared, even in the face of early failures, entrepreneurship can be a rewarding and fulfilling experience.

Bio:

Rajan Kasetty is the CEO of Terrafore, Inc., a Consulting and Technology Development Company established in 2007. Terrafore's focus areas are Solar Energy and Energy Efficiency, specializing in thermal energy storage for CSP and consulting services for large scale Solar PV and CSP systems.

Prior to starting Terrafore, Rajan was the CEO of Infotech Enterprises America, part of a group of companies which currently has 35 global locations and more than 10,000 people. Infotech offers Engineering Design and IT services for aerospace, automotive and industrial sectors and Geographical Information Systems for utilities, transportation and governments. He was a founding Director on the Board of the parent company in India. He established and ran the company's subsidiaries in USA, Puerto Rico and Canada.

After graduating in Electrical Engineering in 1974, Rajan began his career as a Management Trainee with the DCM group in Hyderabad, India. Since 1976, he has been an entrepreneur in engineering, consulting, manufacturing and IT sectors working with international clients and customers. Rajan's entrepreneurial experience includes power distribution systems, manufacture of special purpose pumps, machine-tool controls, production automation, engineering design, IT and GIS services.

Rajan has been living in California since 1999. He was a Member of the High Tech Task Force of the City of Riverside and is currently a Board Member of Smart Riverside and a Member of Riverside Technology CEO Forum. He volunteers with the Clean Tech Open as a competition judge and mentor for participating startup companies. He also mentors several local startup ventures.

