



Barbara Bry (left) and Shannon Bradley (right). Photo by James Dickens

Bry: Timing is everything

Barbara Bry subscribes to the theory that timing is everything.

Nine years ago, she received a telephone call from Bill Otterson, a former high-tech executive who had just taken the job as Director of CONNECT, The UCSD Program in Technology and Entrepreneurship.

Bry had worked as a business writer at the Sacramento Bee, then the Los Angeles Times, and then with venture capitalist Buzz Woolley, before taking a year off to spend time with her two daughters. She had decided to start looking for a job the next day.

"Can you come in and help telemarket a seminar we're having. It goes on in 10 days and so far we only have five people signed up", Otterson pleaded. Bry took the challenge, and when the seminar opened there were 200 high-tech and biotech executives for the first CONNECT marketing program.

With this success, Bry became the first associate director of this new venture in entrepreneurship. CONNECT has become an "incubator without walls" and our region's key link between entrepreneurs, service providers, investors, and government officials. It is where innovation, capital, and management are brewed together into the heady stew which has now become a key part of San Diego's economy.

Currently, Bry is Director of Programs for all of CONNECT as well as architect of a spin-off program for outreach in Mexico, Crossborder Connect. She is also the director of CONNECTNet,

CONNECT's newest venture, an online electronic publication which will be accessible through the Internet. Today CONNECT has over 400 members and sponsors and operates with an annual budget in excess of \$1.2 million.

Bry is also a television celebrity, having pioneered The CONNECT Show of which she is the host and executive producer. Rumors are that Leno and Letterman are nervous, but Bry says she will remain loyal to UCSD, even if the networks call.

Her community activities include serving on the boards of La Jolla Country Day School and the San Diego Data Processing Corporation. She has a bachelors degree in sociology from the University of Pennsylvania and a masters in business administration degree from Harvard University.

In her spare time, Bry reads mysteries (Sue Grafton, Sara Paretsky, and P.D. James), jogs at the beach, loves her kids (Sarah and Rachel Kruer, now 13 and 9), plays with their new spitz-poo puppy Pico, sails with her boyfriend, and is eager to see what the next "timing" will bring.