

# ENTREPRENEURSHIP SEMINARS



**Ken Coburn**

Founder/President



As a temporary summer project, after his sophomore year in College, Ken founded a business which eventually led to GoEngineer. Knowing that he would probably be self-employed after graduating with a degree in a design-related field, Ken set aside the summer to test his abilities in this area. Well, the project was successful. Before he could re-enter school, his summer project had bloomed into a full fledge business that Ken continues to lead and manage today.

Without prior experience of how a business should be run, or the familiarity of typical corporate productivity, and even a missing perspective of what should or should not be possible to accomplish, Ken founded a company, established a hard charging culture, and leads a team that has made achieving new levels of accomplishment year after year, the norm.

Whether described as risky, or unconventional, Ken's choice of path to success is usually through more difficult terrain. In addition to the joy found in the challenge of adversity, Ken has found that solving the more difficult problems has created strong customer satisfaction and loyalty, as well as a clear differentiation from competitors. The GoEngineer market leading position, and continuously strong success, provides a crisp clean example of the driving principles of its founder.

Ken is active in many community organizations and volunteers his time and resources to local non-profit organizations.

- Former Board of Advisors: Utah State University Business School
- Ambassador: Weber State University College of Applied Science and Technology
- Former Board of Governors: Salt Lake Chamber of Commerce
- Active member of Young Presidents Organization (YPO/WPO) a chapter of local CEO's and Presidents of successful Utah businesses.
- Volunteer Board Member for Turn Community Services, a local non-profit organization serving people with disabilities.
- Volunteer Committee Member and former Board Member of Summit One Credit Union, Ogden UT.
- Regular supporter of children's charitable organizations including: Make-a-Wish Foundation, Turn Community Services, Habitat for Humanity, PMC Challenge/The Jimmy Fund, Boy Scouts, and Mothers without Borders.

Though somewhat quiet and reserved in public, Ken loves to speak on topics near and dear to his heart; design, business, and family. He speaks regularly to local, national and international groups on the business of design, operational excellence & entrepreneurship. Ken has recently presented his ideas to:

- Utah State University Business School: "Entrepreneurship"
- University of Utah School of Computing: "Industry Forum" Lecture Series
- Young Presidents Organization: "300 Seconds of Technology Series"
- SolidWorks International Resellers Convention: "Managing a Competitive Sales Environment"
- SolidWorks International User Conference: "Leveraging Technology for a Competitive Advantage"