



**Pasadena City College
Small Business
Development Center**

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Small Business
Development Centers
Los Angeles Regional Network

Barney Santos

Business Advisor

Pasadena City College SBDC

Having been bit with the entrepreneurial bug at an early age, Barney's passion for business development was extremely apparent early on. Just after graduating High School, Barney launched a successful Real Estate Mortgage company which was, in his words, "the best business school I could have ever attended". At 24, he launched, what would become, the largest Field Inspection Management company in South LA, which was responsible for managing roughly \$250 Million in foreclosed Real Estate bank assets.

After his stint in Real Estate, Barney developed a passion for helping other people, just like him, navigate through the crazy world of being an entrepreneur. During this time he founded an award winning non-profit organization, which encouraged college students to start businesses while at school and a leadership accelerator program, which focused on taking local leaders and transforming them into global change agents.

Since then, Barney has decided to seek an opportunity within a large Fortune 150 company called Unilever as a Market Manager. Although, now officially a corporate man, his passion for entrepreneurship has not ended, he is currently working on his latest startup venture "Gentefy", which was recently accepted as a cohort into the National Science Foundation's Innovation Corp Program at UC Berkeley.



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