

STARTUP  
ENTREPRENEUR  
ACADEMY™

Setting you up for business success

Meet Your Instructors

# MEET YOUR INSTRUCTORS



**Tisha Marie Pelletier**  
Course Creator/Instructor

Tisha Marie Pelletier is the president and CEO of Tisha Marie Enterprises, which empowers entrepreneurs in the startup phase to get out of their own head space and make their vision happen through 1:1 mentoring, her online course the Startup Entrepreneur Academy, the Personal Branding Toolkit and her special event, Social Connect PHX. She is the host of the Success over Struggle Podcast, an author, inspirational speaker, venture mentor at Arizona State University's Entrepreneurship + Innovation Program, and has facilitated well over 300 meetings and events locally and nationally.

After taking the entrepreneurial leap in 2004 and realizing how hard being a business owner is, Tisha vowed to pay it forward after receiving a grant in 2010. She personally funds a Startup Business Grant each year to provide a monetary contribution and resources to other entrepreneurs starting their journey.

She has made multiple appearances on local and national news outlets, blogs and podcasts inspiring others with her personal and professional story and rule of life lessons. Her books *When the Universe Throws a Curveball* released in 2010 and *What Are the Odds? A mom shares her good, bad and what the f\*\*\* moments in life & business* released in 2018 share the story of her entrepreneurial journey and can be found on Amazon, the latter also on Audible.



**Burt Skiba**  
Attorney/Instructor

Burt is an intellectual property attorney with over 15 years of engineering experience. He has worked in the aerospace industry on rockets, missile, and turbine engines. Burt received an MBA in Finance while working as an engineer. He has worked with both small and large companies, managing engineering projects to managing teams of technicians. Burt brings a strong background in leadership, strategic thinking, and methodical thought processes through his legal and technical training.

He holds one patent and has three patents pending. Burt went back to school and received his J.D. and while in law school worked for one of the largest law firms in the nation writing and prosecuting patent applications. He specializes in intellectual property and business law and is a graduate from Arizona State University (B.S.E in M.E.), Western International University (M.B.A. in Finance), and Michigan State University School of Law (J.D. emphasis in Intellectual Property Law). He is the partner/founder of the HPS Law Group located in Mesa, Arizona.



**Michele Simphoukam, CPA**  
Accountant/Instructor

Coming from a background of being a CPA with a Big Four accounting tax department and many years in the real estate industry, Michele decided she could better serve her clients by creating her own firm. She launched her own firm in 2000, then re-launched with its new brand, Mahkengine in 2015. With the heart of a teacher, she comes alongside her clients to help them plan, get organized, and create systems that improve efficiencies. Michele is the founder of MahkEngine based in Arizona.



**Wiley Larsen**

Entrepreneur/Instructor

Wiley is co-founder and COO of Saccadous, Inc., a startup commercializing eye-tracking technology for the diagnosis of concussions and dementia. Wiley recently served as program manager for the ASU's Venture Acceleration program, where he launched and led several ASU entrepreneurship and innovation activities, including Rapid Startup School, the Arizona Furnace Technology Transfer Accelerator, the ASU/Department of Defense Center of Excellence in Technology Transfer, and the "TEST-BUILD-SCALE" startup program. Wiley helped launch more than 70 faculty spin-out companies while at ASU. He serves as an NSF I-Corps Mentor and a Lean Startup Trainer for VentureWell international programs.



**Joy Carter, MSW**

Mindfulness Coach/Instructor

Joy Carter is a mindfulness and spiritual coach, and masters level social worker. As a coach and social worker, Joy has extensive experience supporting people with overcoming barriers to achieve their goals and improve their professional and personal lives. Through mindfulness techniques and practices, Joy has helped the people she serves reduce their anxiety, alleviate stress, improve their mood, increase their focus, get better sleep, and have better health. Joy's clients have improved their overall well-being by finding peace amongst chaos using practices that are easy to apply to everyday life.



**Elizabeth 'Liz' Reyes**

Financial Advisor/Instructor

Elizabeth is an independent financial professional who brands herself as a Money Doctor..."When was the last time you had a financial check-up?" She and her husband run a financial brokerage firm which "Builds Purposeful Leaders," mentoring them to start their own businesses. Having had more than 20 years of a corporate background, including as a company CEO and as an actuary, she has very much relished her years as an entrepreneur.

A voracious reader and professional trainer, Elizabeth has four children and two cats. Her life's purposes are financial independence and heavenly peace.



**Saloua Ibaline**  
Branding & Marketing  
Expert/Instructor

Saloua Ibaline is a Certified Life & Business Coach, Brand Strategist and Women Empowerment Speaker. She is the Founder of S.M.A.R.T WOMEN INC. Stands for "Strong, Motivated, Ambitious, Ready for Transformation" An Empowering Organization For Women. The mission of S.M.A.R.T. WOMEN INC is to organize and put on events designed to educate, empower and inspire women that there is more than one avenue to success.

Saloua has embarked on a journey entitled Self Made Successful Women, where she interviews inspirational women on camera and live about their personal journeys to success, the challenges they have faced, and their most important life lessons.



**Desiree Martinez**  
Social Media Expert/Instructor

Desiree Martinez is an entrepreneur, domestic wannabe, and Harry Potter junkie known for her social media content plans and always saying 'yes' to new adventures.

She is a social media marketing entrepreneur, Air Force spouse & mom, YouTube extraordinaire and podcaster. She is also the founder of All-In-One Social Media, a subscription social media service focused on helping small business grow through focused social media content while putting military spouses to work no matter where they are stationed in the world. In addition, Desiree is an award-winning social media professional and founder of Social Media Day Phoenix.

She has worked with hundreds of businesses on their social media and content marketing plan since 2009 and has recently launched her YouTube channel focused on helping 'boring' businesses use social media to help their message get seen in a cluttered newsfeed. She is the wife of Stephen, Mom to Flynn & Harley, and dog Kara.



**Jennifer 'Sparkle' Johnson**  
Sales Expert/Instructor

Award-winning speaker, trainer, mentor and mastery level coach– Jennifer 'Sparkle' Johnson- specializes in teaching people to go from hiding out to being in alignment with who they are, so they can fearlessly embrace why they were put on this earth...to share their gifts, and live amazing, fearless lives!

Her specialty is helping people with sales, which only comes when they truly realize the value of themselves and of their offering. From identifying and overcoming their limiting beliefs to understanding their 'Money Mindset'...the deep, unconscious roots of all thoughts and actions around money, she helps them unlock their inner 'sparkle warrior' getting them out of their own way and heading down their divine path of success.