

## Tech Start-up Luminary Honored as Business Leader and Student Mentor

**John Greathouse, advisor behind the success of Santa Barbara technology companies Citrix, Eucalyptus, and RightScale, receives UCSB Technology Management Program's highest honor**



Nearly every technology venture that has put Santa Barbara on the map – from Citrix to Eucalyptus – can say that John Greathouse, start-up advisor and angel investor, helped build their success from the ground up. Today he builds upon that legacy by teaching hopeful technology entrepreneurs at UC Santa Barbara's Technology Management Program.

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For his tremendous impact on students and demonstrated leadership in the high-tech community, the [UCSB Technology Management Program](#) has awarded Greathouse the 2012 Venky Narayanamurti Entrepreneurial Leadership Award.

The award was presented to Greathouse at TMP's annual ceremony in June, where UCSB students who completed coursework in entrepreneurship and business management graduated with an undergraduate [Technology Entrepreneurship Certificate](#) or [Graduate Certificate in Management Practice](#).

"John is an enthusiastic teacher who inspires students and has gained the highest respect of the national business community," said Klaus Schauer, co-founder of local tech companies [Citrix Online](#) (formerly Expertcity) and [AppFolio](#). "At AppFolio we've hired several graduates from the Technology Management Program, many of whom have told me their favorite class was with John Greathouse."

Greathouse is a partner at [Rincon Venture Partners](#) and instructor for hopeful tech entrepreneurs at TMP. He has held a number of senior executive positions with successful startups over a period of more than fifteen years. At Computer Motion, later acquired by Intuitive Surgical for \$148 million, he served as CFO and VP of Business Development. At Expertcity, Greathouse served as CFO and SVP of Strategic Development. Expertcity was acquired by Citrix for \$236 million to become Citrix Online. At CallWave, John served as the SVP of Sales & Business Development and assisted in the company's 2004 IPO.

As an active angel investor, advisor and board member, Greathouse has been instrumental in launching companies such as Central Desktop, [RightScale](#), [Eucalyptus](#), [Frontier Technology](#), RedMojo (sold to Novell), RightCart (sold to Buy.com), Vcel (sold to Fotochatter) and AppFolio. He is also a Co-Founder of RevUpNet, a performance-based online marketing agency.

The award is made possible through a generous endowment honoring Professor Venkatesh 'Venky' Narayanamurti, former Dean of the [UCSB College of Engineering](#). Past winners include Santa Barbara business leaders Pamela Lopker, John MacFarlane, Virgil Elings, and Jim Dehlsen.

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## Images



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