

SUCCESS SUMMIT

**Real Stories.
Real Lessons.**

Featuring visionary founders,
innovators, and business leaders.



Bita Milanian

Chief Marketing Officer
One Planet Group & Quite Remarkable

Bita Milanian is an award-winning global marketing, branding and communications executive with more than 25 years of experience building and transforming brands across luxury hospitality, technology and media. She has led major corporate rebrands, global go-to-market strategies, M&A communications and business transformations for public and private companies serving markets worldwide. Today, as CMO of Quite Remarkable and One Planet Group, she is helping build a new global luxury travel platform from the ground up. A recognized Agent of Change and UCLA Anderson Board Director Program alumna, Bita has also produced hundreds of cultural and community programs throughout her career.

Tickets & Parking:
www.ociacc.com

Startup Resource Tables,
Investors, Networking
(refreshments will be served)

**Wednesday,
September 30th**
4:30 PM to 8:30 PM

**UCI Beall Center
for Innovation and
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Durana Elmi

Co-Founder

Chief Creative Officer & Chief Experiential Officer

Cymbiotika

Durana Elmi is the Co-Founder, Chief Creative Officer, and Chief Experiential Officer of Cymbiotika, a rapidly growing wellness brand with more than 100 million packets sold and products available nationwide at Target and Ulta Beauty. A recognized entrepreneur and advocate for conscious business, Durana has been named Businesswoman of the Year, Female Executive of the Year, and to Inc.'s Top Female Founders. Her leadership extends beyond business through Cymbiotika's philanthropic initiatives, including supporting girls' schools in Afghanistan, environmental sustainability, and families in need. Durana is passionate about building companies where purpose, impact, and ambitious growth go hand in hand.

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Prof. Imran Currim

Distinguished Professor
of Marketing • Director, Beall Center
for Innovation & Entrepreneurship

Professor Currim is a world-renowned expert on Design and Marketing of Products and Services. He was among the first to analyze customer behavior from point-of-sale data, and published sixty journal articles over five decades, for which he received American Marketing Association's William O'Dell Award. He taught quantitative marketing at UCI, UCLA, NYU, and Yale, and consulted for over hundred companies, for which he received American Marketing Association's Houghton Mifflin Distinguished Teaching Award. He created the Masters of Innovation and Entrepreneurship, the first of its kind in the University of California system. His MS and PhD degrees are from Stanford University.

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Leila Safavi, Ph.D.
Founder & CEO, Purist Inc.
Advancing the future of
Radiopharmaceuticals

Leila Safavi, Ph.D. is the Founder and CEO of Purist Inc., where she works with organizations across the radiopharmaceutical industry on commercialization, business strategy, and innovation. She is the lead inventor of a patented medical isotope production technology that led to NIH SBIR funding and selection into the U.S. Department of Energy's Innovation Crossroads program at Oak Ridge National Laboratory. She was recognized on the Forbes Next 1000 list of emerging entrepreneurs for her work building Purist. As a U.S. Ambassador for the Oncidium Foundation, she supports global efforts to expand access to radiopharmaceuticals for cancer care.

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Nina Barber, J.D.
Moderator
CEO, Norooz Clinic

Nina Barber is CEO of the Norooz Clinic Foundation, a nonprofit mental health clinic in Santa Ana, California, where she has served since 2012. She has helped expand access to affordable, culturally responsive care through business development, program implementation, and strong operations. Nina holds a B.A. in Psychology from California State University, Fullerton, and a J.D. from Santa Clara University School of Law. She serves on several boards and advisory committees, including OCIACC and CSUF's Center for Leadership, and is a strategic advisor to MyPost, an Ai company. She is also a small business owner and adjunct professor teaching law.

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Parham Javaherian

CEO

JumpstartMD

Parham Javaherian is the CEO of JumpstartMD, a leading provider of weight management, HRT, and longevity care with 14 clinics across California. An experienced executive, operator, and entrepreneur, he previously served as CEO of Practice Builders and spent eight years in private equity, working across established companies and new ventures. He has also worked with venture studios to develop and launch startups from concept through commercialization. His career gives him a broad perspective on building and scaling successful businesses. Parham holds an MBA from UC Irvine's Paul Merage School of Business.

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Payam Zamani

Founder & CEO One Planet Group

Buyerlink

Quite Remarkable

Payam Zamani is an entrepreneur, investor, and founder of One Planet Group, Buyerlink, and Quite Remarkable, championing “spiritual capitalism” to elevate business and serve humanity. A national bestselling author of *Crossing the Desert*, Zamani fled Iran at 16 as a Baha’i refugee. He co-founded AutoWeb, leading it to a record-breaking IPO, and today oversees a diverse portfolio of technology, media, and hospitality businesses, with investments in more than 50 companies. He also founded the One Planet Summit to advance ethical business practices. Together with his wife, Gouya, he advocates for women’s empowerment and racial unity through One Planet One People.

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Sam Madani

Co-Founder & CEO, BOMANI

Where Coffee Meets Spirits

Forbes 30 Under 30

Sam Madani is the Co-Founder and CEO of BOMANI Espresso Martinis, the #1 premade espresso martini in the U.S. Known for its smooth, sessionable flavor, BOMANI has become a leading product in the rapidly growing ready-to-drink cocktail category. The brand is available nationwide at major retailers, luxury hotels, concert venues, music festivals, amusement parks, and airports. Under Sam's leadership, BOMANI has earned national recognition for its growth and innovation. In 2025, Sam was named to the prestigious Forbes 30 Under 30 list.

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Scott Duffy

Entrepreneur • AI Strategist

Former Tony Robbins Sales Leader

Built and Sold His Company to

Richard Branson's Virgin Group

Scott Duffy is an entrepreneur and AI strategist helping companies transform in a world being reshaped by artificial intelligence. He is the founder of multiple AI ventures, including AI Mavericks. Previously, Scott founded a company acquired by Richard Branson's Virgin Group and held leadership roles at FOX Sports, NBC Internet, and CBS Sportsline. He began his career working with Tony Robbins. Recognized by Entrepreneur.com as a "Top 10 Speaker," Scott has spoken at the New York Stock Exchange, appeared on CNBC, and co-hosted a podcast for Microsoft. He is also the author of four books on entrepreneurship and AI.

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Shani Moslehi
Founder and CEO, OCIACC
Master of Ceremony

Shani Moslehi is the Founder and CEO of the Orange County Iranian American Chamber of Commerce (OCIACC), where she has built a diverse network connecting entrepreneurs, business leaders, government, and community partners. Her leadership has earned numerous honors, including the 2023 SBA Community Excellence Award and multiple recognitions from local, county, and state leaders. Through OCIACC, Shani has developed large-scale business events, educational programs, and cross-cultural partnerships that connect businesses with valuable resources and opportunities. She is passionate about entrepreneurship, economic empowerment, collaboration, and building meaningful connections that strengthen businesses and communities throughout Orange County.

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Shirin Behzadi

Entrepreneur • Investor
From Gas Station Cashier
to Billion-Dollar CEO

Shirin Behzadi is a keynote speaker, investor, advisor, and entrepreneurial CEO whose journey embodies resilience and self-reliance. After fleeing the Iranian Revolution at 17, she rebuilt her life in the U.S., working through college as a gas station cashier before ultimately founding and leading a billion-dollar company featured on the cover of Forbes. Her remarkable story, including surviving a brain tumor and relearning how to walk, is documented in her bestselling book, *The Unexpected CEO*. Today, Shirin helps entrepreneurs and executives build enterprise value, raise capital, strengthen workplace culture, and turn adversity into opportunity while leading with courage and purpose.

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Zarina Bahadur

Founder & CEO, 123 Baby Box
From Garage Startup to
National Brand

Zarina Bahadur is the CEO & Founder of 123 Baby Box, a developmental subscription box and toy company focused on making early childhood learning more intentional, accessible, and fun for families. She started the company as a college student at UC Irvine winning 1st place in the New Venture Competition. She then launched the company from her parents' garage and grown it into a multimillion-dollar business serving families across the country.

Her entrepreneurial journey and work have been featured in Forbes, Business Insider, TechCrunch, and Nasdaq.

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