



Women Rock IT

IT is a world of possibilities.



261.44

May 12

Tuesday

#WomenRockIT

Host: Laura Quintana, Cisco VP & Networking Academy GM



Speaker #1



Camilla Olson
Co-founder & CEO
Savitude

Speaker #2



Lynette Kucsma
Co-founder & CMO
Natural Machines

Speaker #1



Camilla Olson

Co-founder & CEO of **Savitude**

Camilla is a serial entrepreneur who launched an Artificial Intelligence (AI) hyper-personalization solution to serve all body shapes and proportions in the fashion world.



Women Rock IT

May 12, 2020

Camilla Olson
Savitude, CEO



Diane von Furstenberg
Fashion Designer
Las Altos, CA November
2019



Photo: Camilla Olson



Camilla Olson
Entrepreneur
NYC, NY February 2020

Photo: Venture Out



Lisa Van Dusen (SV2),
Amy LaMeyer (WXR),
Martina Welkhoff (WXR)
Social and Venture Investors
Bay Area, CA Fall 2019

Photo: Martina



Milestone
Makers
Graduation
San Francisco,
CA
December
2019

Photo:
David Olson



WIRED Magazine
COVER: Bill Joy

“Must Read Critical Tech ”
Pharsight, Camilla Olson
August 1998



Camilla Olson
Entrepreneur
Palo Alto, CA 2011

Photo: Jack Hutchinson



Curiosity

alumniprofile

A NEW CAREER, ALL SEWN UP

With a background in life sciences and a successful career in business,

Camilla Olson '75 didn't think she possessed "the art gene." Then she visited the Academy of Art University with her daughter.

Olson, then a biotech venture capitalist, was smitten by the sewing labs in the San

Francisco school. The large spaces with sketches and fabric everywhere felt right. So at age 57, she—and not daughter, Cate—enrolled.

On her new path as a designer, Olson specializes in clothing that "encourages women to experience their own exceptional presence," she says. As part of her graduation, she was selected to present her first collection during New York's famed Fashion Week at Lincoln Center last September.

"It was really cool, but getting there is just a no in the door," says Olson.

Her Spring 2011 dresses are classic, sleeveless, stiletto created from hand-patterned, intricate prints on richly colored silk. For the show, hand-pieced "frames" draped over the dresses for a combination that was inspired by the 1980's sci-fi movie "Blade Runner" and natural culture.

Simon Ungless, director of the academy's School of Fashion, sees promise in her work. "She understands that applying innovative textile treatments and fabrications to her classic style offers something unique and ultimately desirable."

In fact, Berry Franco, mom of 2011 Oscar co-host and nominee James Franco, wore an Olson dress to the awards ceremony in February.

Olson says her intense research training at Maryland as a microbiology major shapes her process. "I love doing visual research and I do it scientifically."

Still, working long hours in a lab or even starting live companies couldn't prepare her for the fashion world's demands.

"This is harder. All my life I've kind of poked fun at artists. That's not really a job. But we never sleep. It takes a long time to create," she says. Adding with a laugh, "It's a karma thing this is my public art class." —**WAF**

To see Olson's work, visit www.camillason.com.

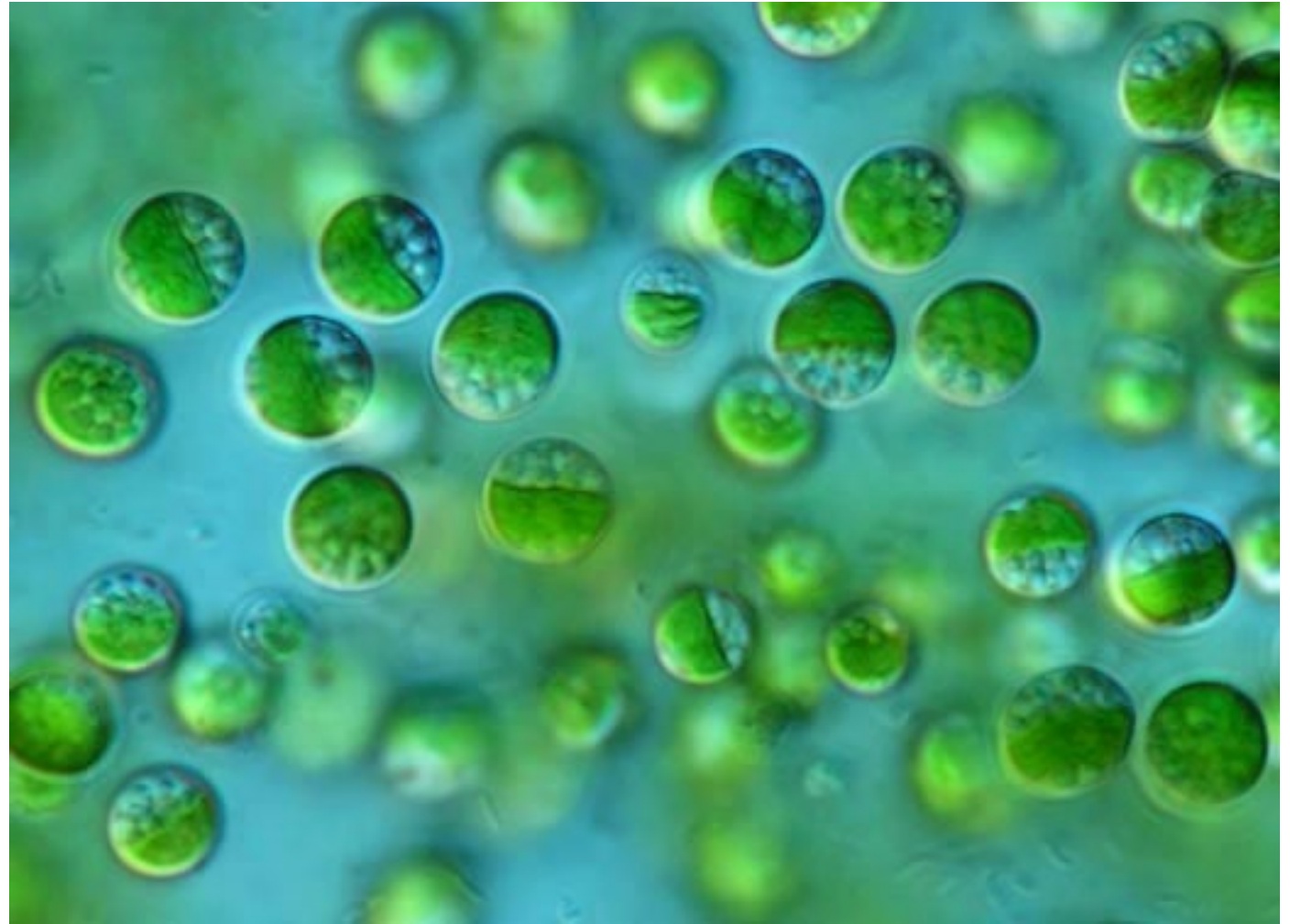


TERP Alumni Magazine
Spring 2011
Photo: © University of Maryland

Chlorophyceae
Fresh Water Green Algae

Photo:

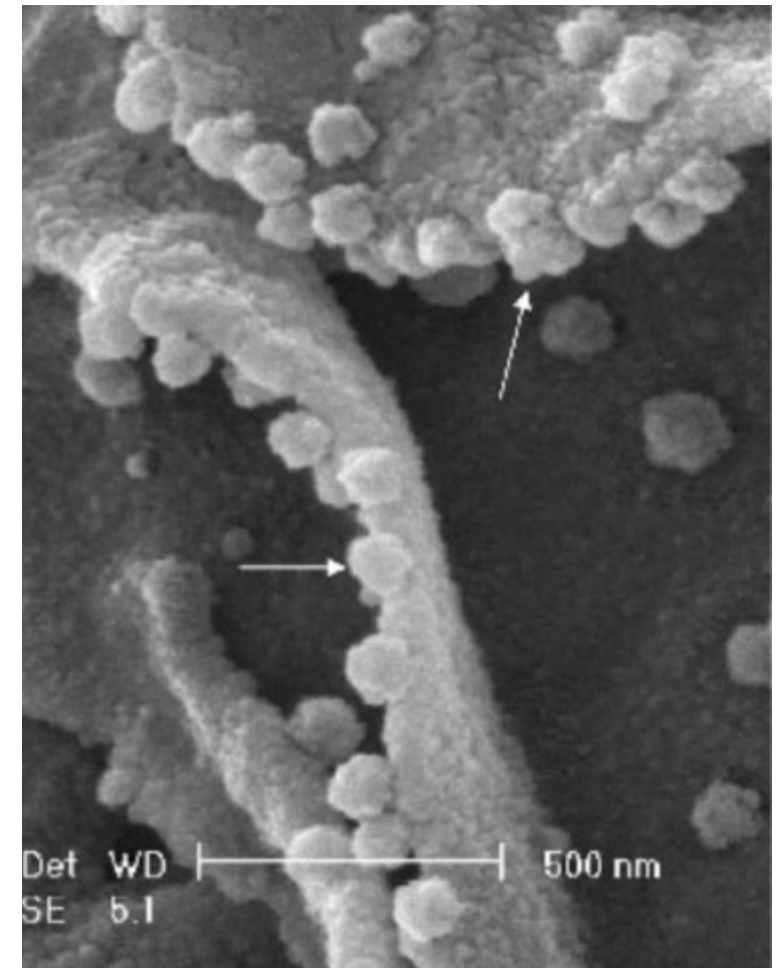
[http://lifeofplant.blogspot.com/2011/05/
chlorophyceae.html](http://lifeofplant.blogspot.com/2011/05/chlorophyceae.html)





Scanning Electron Microscope

Photo: JEOL Ltd, Japan



Scanning Electron Microscope Image
Topographic Changes in **SARS Coronavirus**-infected
Cells during Late Stages of Infection

Photo: National University of Singapore; †Singapore
General Hospital; ‡National Environment Agency

November 2004



<https://www.pinterest.com/pin/102456960245587359/>

Personal Collection

Photo: Camilla Olson



Personal Collection

Photo: Camilla Olson



Perseverance

Personal Collection



Personal Collection



Innovation

Personal Collection



Personal Collection



Mercedes Benz Fashion
Week
Lincoln Center, NY
Sept 10, 2010
© Academy of Art
University



Camilla Olson
Entrepreneur
Palo Alto, CA 2011

Photo: Jack Hutchinson



Camilla Olson
Entrepreneur
Palo Alto, CA 2011

Photo: Jack Hutchinson



Camilla Olson
Entrepreneur
Palo Alto, CA 2011

Photo: Jack Hutchinson





Camilla Olson
Designer
Oliver Ranch, Geyserville,
CA

Photo: Collette McGruder
Art Director Michael
Carbaugh

SHOW VIDEO NEXT!



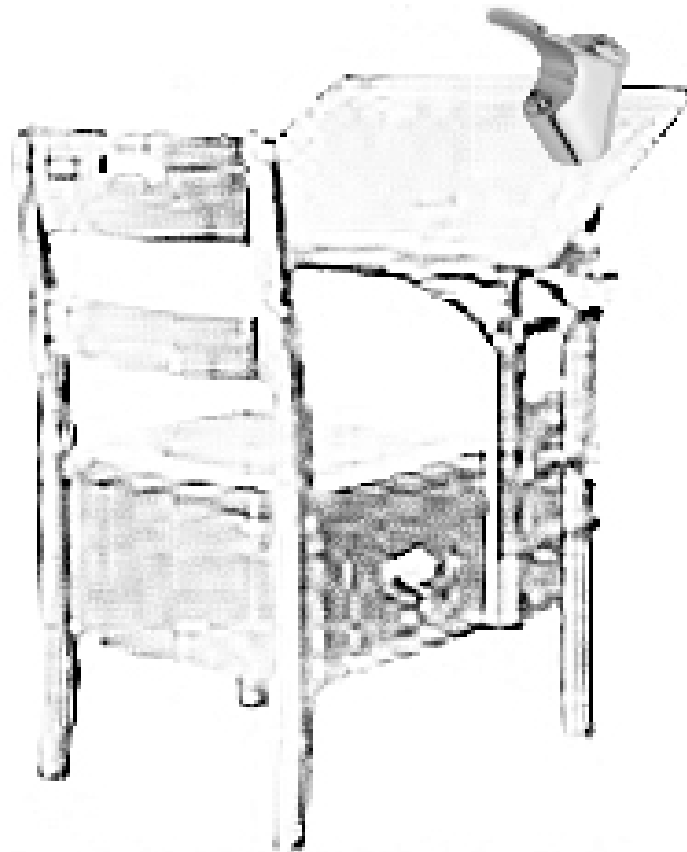


Camilla Olson
Entrepreneur
Palo Alto, CA 2011

Photo: Nick Otto
The Washington Post:
A1

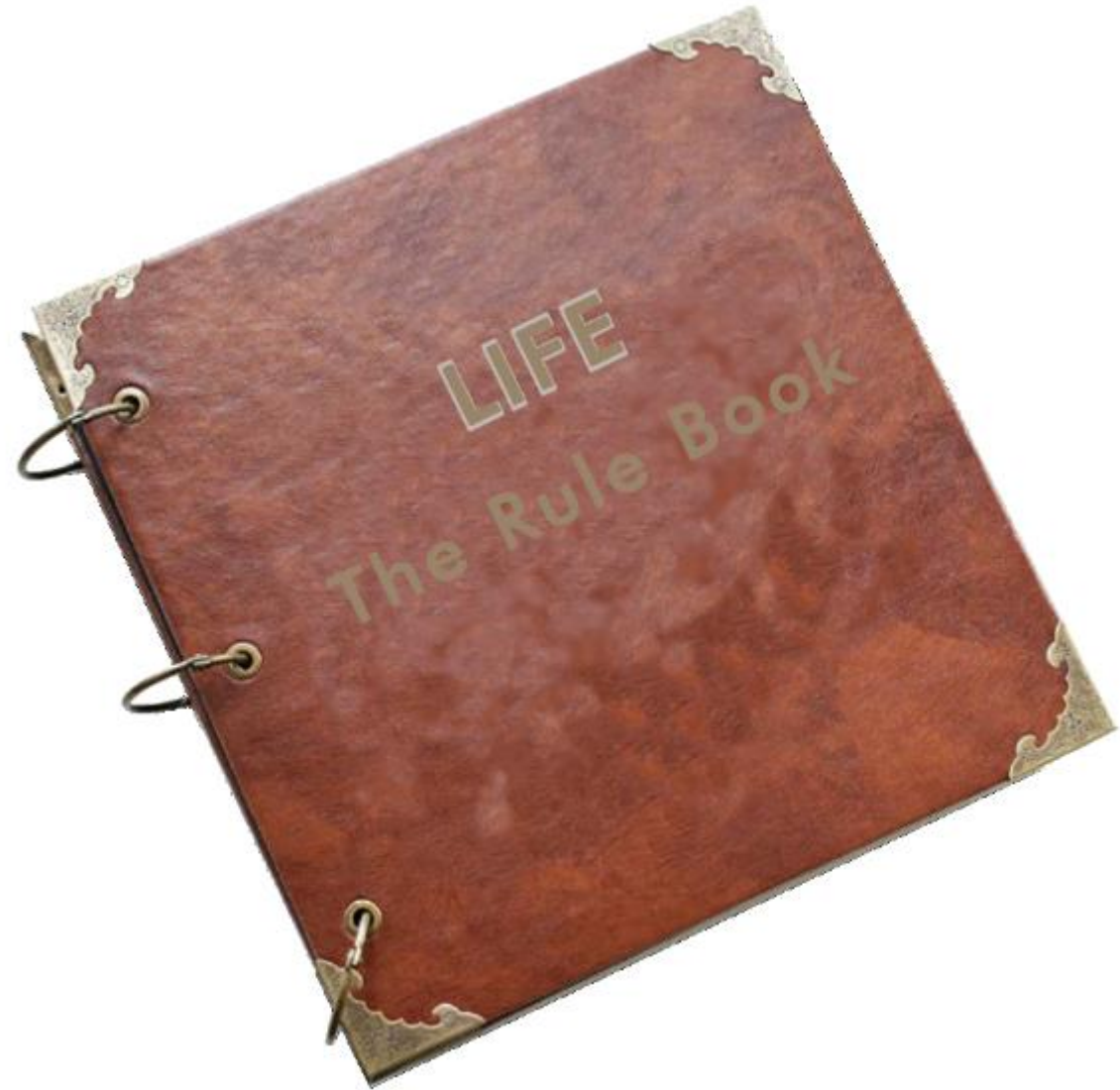
Clip Art

Photo: Edited by Camilla Olson



Personal Collection





Clip Art

Photo: Edited by Camilla Olson

Camilla Olson
Designer

Talent: Tanna
Frederick
Photo: Colin Gerse



Issued Patents
To
Camilla Olson

Photo: Camilla Olson



Milestone
Makers
Graduation

Times Square,
NY
December
2019

Photo:
Nasdaq



Speaker #2



Lynette Kucsma

Co-founder & CMO of **Natural Machines**

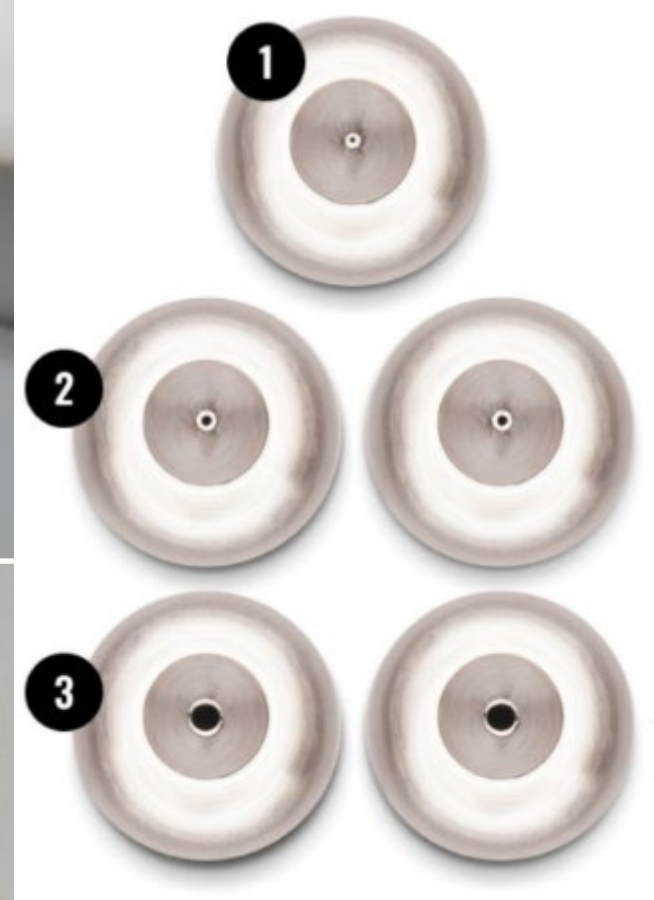
Lynette is a foodie who combines technology with her passion for healthy eating to provide one freshly printed meal at a time.



FOODINI!



FOODINI





Hello











A Top 10 food innovation that will change the world

Top emerging health & wellness startup

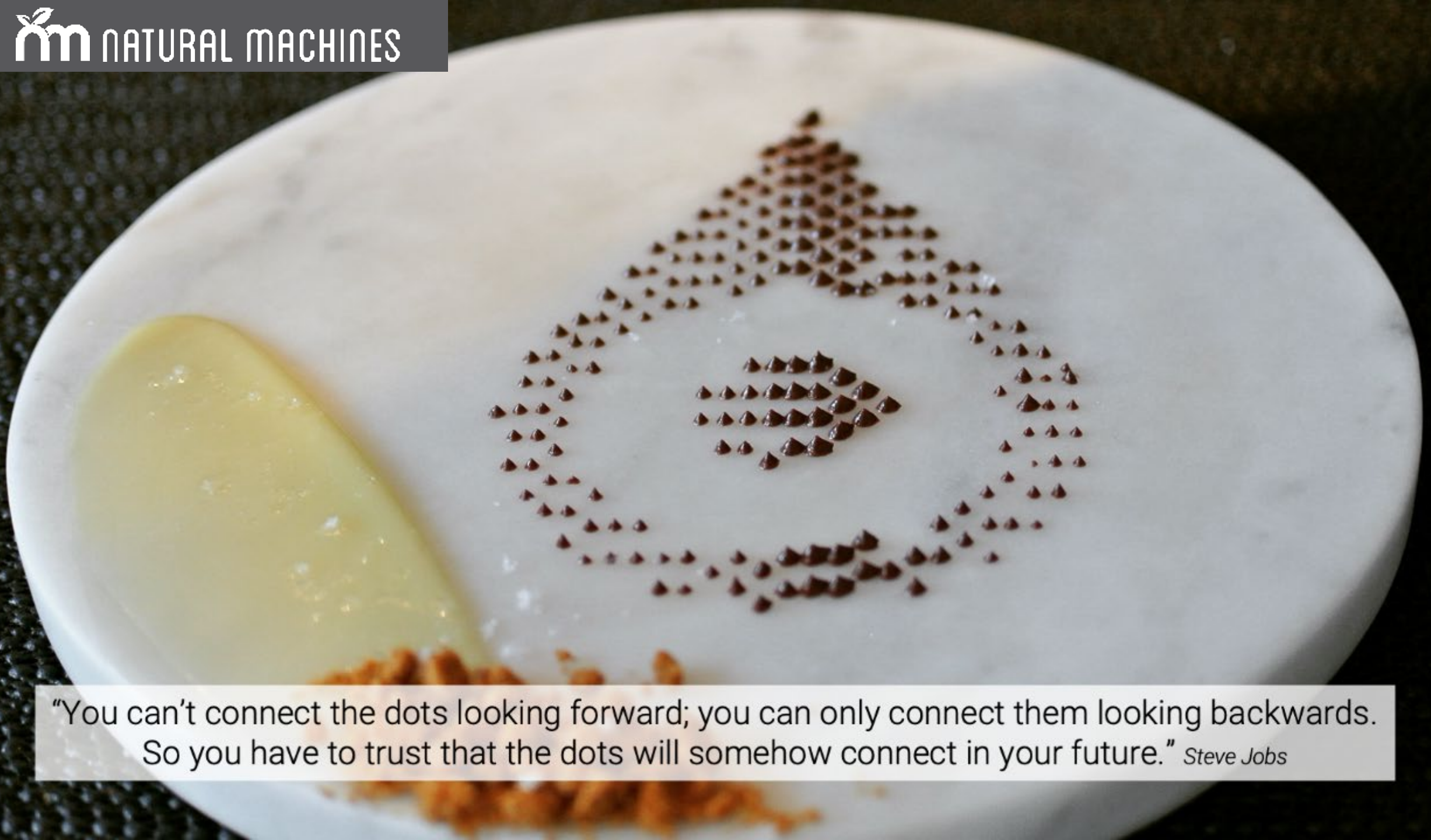


Named as one of the 7 tech superheroes to watch




Named as one of the Top 10 Women in FoodTech





"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future." *Steve Jobs*



 NATURAL MACHINES
Don't pursue happiness, create it.




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不要追求幸福，而要创造幸福。


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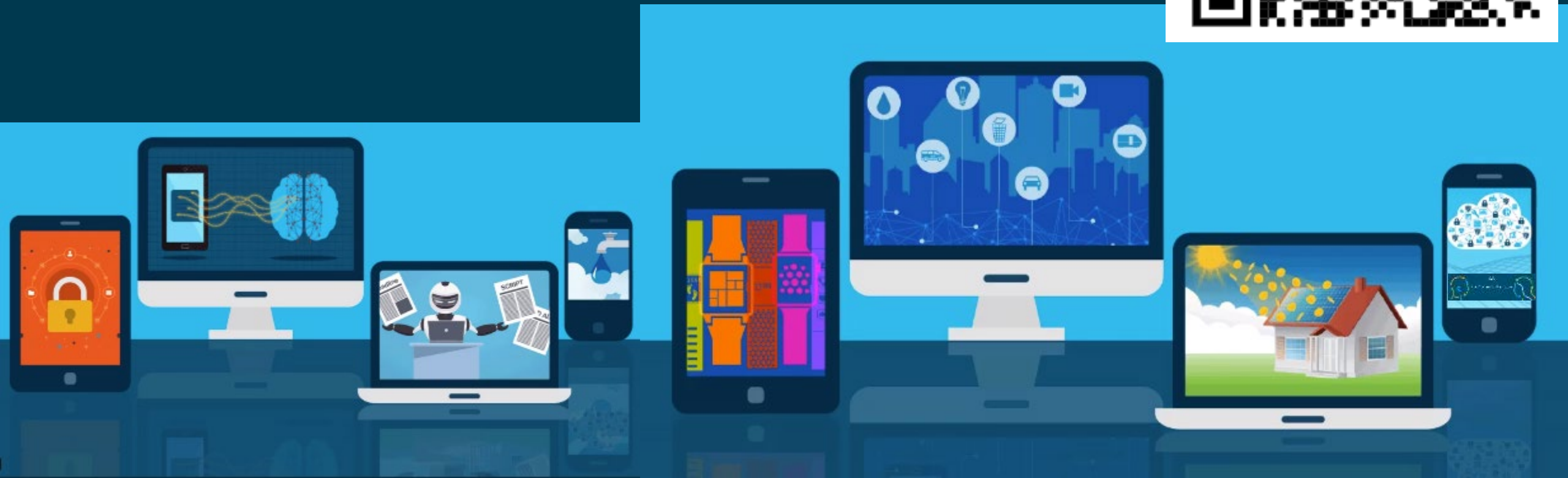


Q&A Live!

Closing slides for Host

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