



Beto Pallares · 2nd 

Adventurepreneur: Venture Capital + Entrepreneurship +
Innovation

El Paso, Texas, United States · 500+ connections · [Contact info](#)



Joseph Advisory Ser



The University of Te
Paso

Experience



President/CEO

Joseph Advisory Services

Aug 2006 – Present · 14 yrs 5 mos

El Paso, Texas Area

Early stage investment and fund advisor. Fund formation and innovation ecosystem development advisor.

Managing Director

Proficio Capital Management

Jan 2015 – Present · 6 yrs

El Paso, TX

Proficio Capital Management LLC (PCM, is a venture investments management company. PCM is the General Partner of several investments, including Exagen Diagnostics Inc., FibeRio Technology Corporation, and InView Technology Corporation, which were previously managed by Cottonwood Capital Partners, LLC.

Board Member

Exagen Inc. (XGN)

Nov 2012 – Present · 8 yrs 2 mos

Serve on governance and nominations and board member of Exagen Diagnostics. Exagen Diagnostics, Inc. is a Patient Focused, Discovery Driven, CLIA-certified, CAP-accredited laboratory with a growing menu of proprietary, internally developed tests focusing in the area of Rheumatology and Autoimmune diseases. Committed to Personalized Medicine. our ...[see more](#)



New Mexico State University

8 yrs

- ### Bill and Sharon Sheriff Endowed Chair in Entrepreneurship

Aug 2018 – Present · 2 yrs 5 mos

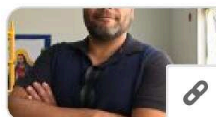
El Paso, Texas Area

- ### Bill and Sharon Sheriff Endowed Chair in Entrepreneurship

Aug 2018 – Present · 2 yrs 5 mos

Las Cruces, New Mexico

The chair in entrepreneurship was established by a 2013 gift of more than \$1 million from business executive and NMSU alumnus Bill Sheriff and his wife, Sharon, who wanted to help the College of Business attract and reward faculty who would provide leadership and expertise in cultivating a spirit of entrepreneurship in New Mexico and develop resources to advance ...[see more](#)



NMSU College of Business names new...

[Show 1 more role](#) ▼

Cross Sector Leadership Fellow

Presidio Institute

Mar 2014 – Present · 6 yrs 10 mos

San Francisco Bay Area

With anchor partners the White House Office of Social Innovation and Civic Participation, Office of Personnel Management, and the Presidio Trust, the Cross Sector Leadership Fellows program develops leaders that can engage and collaborate to greater effect across business, government and non-profit sectors.

[Show 5 more experiences](#) ▼

Education



The University of Texas at El Paso

PhD - International Business, International Business Strategy, conferred PhD

2004 – 2012

Activities and Societies: Emerging markets research, strategy, qualitative and quantitative methods, economic development. Member of the Academy of Management, the Academy of

International Business and the Strategic Management Society. Also, member of the Management Doctoral Student Association, currently serving as the organization's president,

Dissertation: The Effect of Incubator Participation in Developed Market Direct Entry by Emerging Market Firms



New Mexico State University

Non-degree, Non-degree course work
2006 – 2007



The University of Texas at El Paso

MBA, General
2003 – 2005

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