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Co-Founder + CEO at Participant. Creating market based solutions to one of the world's biggest social problems.

San Francisco, California · 500+ connections · [Contact info](#)

**Participant Assistive  
Products****About**

A passionate, creative, and determined leader with global experience in product development and supply chain. Hungry for massive social impact for people with disabilities.  
... see more

**Activity**

1,197 followers



**It the most impressive and impassioned call to action that I've ever heard.**

Keoke commented



**Thanks for joining! Great to see you at the party last week! It is really...**

Keoke commented

[See all](#)**Experience****CEO**

Participant Assistive Products

Apr 2018 – Present · 1 yr 6 mos

San Francisco Bay Area

Participant is on a mission to democratize quality assistive products so that none are left behind.

**UCP Wheels for Humanity**

4 yrs 10 mos

**Director of Social Enterprises**

Dec 2016 – Mar 2018 · 1 yr 4 mos

San Francisco Bay Area

- ✦ Launched CLASP, a supply chain solution serving wheelchair users in 30 countries
- ✦ Developed customer relationships for CLASP, recruited and trained staff, developed and implemented marketing strategy, and setup business systems
- ✦ Directed the Wheelchair Users' Voice research project from concept through the... See more

**Product Division Manager**

Jul 2013 – Nov 2016 · 3 yrs 5 mos

San Francisco Bay Area

- ✦ Led design team for the Expression wheelchair, which has become an industry standard design.
- ✦ Led product update for the Liberty, a pediatric wheelchair, and setup a new manufacturer and sub-vendor supply chain in Indonesia. Over 10,000 Liberty units have been sol... See more



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CLASP

Oct 2015 – Mar 2018 · 2 yrs 6 mos

San Francisco Bay Area

**Whirlwind Wheelchairs International**

4 yrs 1 mo

**Operations Director**

Jul 2012 – May 2013 · 11 mos

San Francisco Bay Area

- ✦ With technical team, established a partnership with the organization's first large scale manufacturer.
- ✦ Transformed manufacturing strategy resulting in significant COGS decrease, 90% increase in production capacity, access to world class quality, and access to markets that re... See more

**Marketing Director**

Aug 2009 – Jul 2012 · 3 yrs

- ✦ Started marketing department and managed during a period of rapid growth in volume (3000 units in 2009 - 15,000 units in 2012).
- ✦ Streamlined and optimized sales process resulting in large reduction of selling cost per transaction.... See more

[Show 1 more role](#) ✓**MBA Candidate**

San Francisco State University

May 2007 – May 2009 · 2 yrs 1 mo

San Francisco Bay Area

The focus of my coursework was in entrepreneurship and sustainable business. I was inspired to learn about business people like Muhammad Yunus and Yvon Chouinard who used their business acumen to achieve remarkable goals for humankind.

[Show 1 more experience](#) ✓**Education****San Francisco State University, College of Business**

Master of Business Administration (M.B.A.)

2007 – 2009

Activities and Societies: Net Impact

**Belhaven College**

BA, Psychology

1990 – 1994

**Volunteer Experience****Board Member**

ReImagine

Jan 2010 – Jan 2012 · 2 yrs 1 mo

Civil Rights and Social Action

**Advisory Board Member**

Home For A Home

Jan 2014 – Present · 5 yrs 9 mos

Poverty Alleviation

Assisted Founder to develop strategy for organization growth and rapid expansion of the home building program in Guatemala. Coordinated with local partner organization in Guatemala to



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Rebuilding Together San Francisco

Jan 2014 • 1 mo

Poverty Alleviation

[Show 1 more experience](#) ▾**Skills & Endorsements****Entrepreneurship** · 33

Endorsed by 4 of Keoke's colleagues at San Francisco State University

**Leadership** · 34Endorsed by Mark Scandrette, who is highly  
skilled at thisEndorsed by 4 of Keoke's colleagues at San  
Francisco State University**Management** · 23

Endorsed by 3 of Keoke's colleagues at San Francisco State University

[Show more](#) ▾**Recommendations**[Received \(8\)](#)[Given \(8\)](#)**Peter O.**Chief Executive Officer at  
Center for Independent  
Living of South Florida, Inc.February 24, 2015, Peter  
reported directly to KeokeI had the pleasure of working with Keoke at Whirlwind Wheelchair  
International. As a small start up, I watched Keoke develop  
marketing strategy, consult on product design, create and  
manage relationships with international suppliers, and give other  
support functions that the enterprise needed to be s... [See more](#)**Kyle Menig**Creatively training and  
coaching to develop  
authentic leaders and good  
humans.January 30, 2015, Kyle worked  
with Keoke in different groups

Keoke and I worked at a non-profit together for over a decade.

He brings a level of understanding and detail to his work that is  
incredible. He asks great questions to help diagnose what is  
going on and uses that information to come up with a practical  
action plan. On top of all this, he is fun and genuinely... [See more](#)[Show more](#) ▾



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