

CLAREMONT CREEK VENTURES APPOINTS HARVEEN SETHI AS ASSOCIATE

Former Medtronic Marketing Manager Sees Tremendous Investment Potential For Data Analytics in Healthcare

December 20, 2013 [Claremont Creek Ventures \(CCV\)](#), a seed and early stage venture fund today announced the appointment of [Harveen Sethi](#) as an Associate.

Harveen has more than a decade of experience in strategic marketing and innovation in medical devices and information technology. Most recently, she was a Senior Manager at Medtronic, where she held global marketing leadership roles in different divisions. At Medtronic, she brought new cardiac therapies to market, drove market development across Europe for cardiovascular therapies, and led global strategic planning and product innovation for one of the highest growth divisions at Medtronic. Prior to that, Harveen was a Manager at Accenture where she led teams in building enterprise technology and analytics solutions, user experience design, and business model innovation for clients in healthcare, energy, and telecommunication sectors.

As CCV Director Ted Driscoll, PhD. commented, “Harveen is passionate about impactful disruptive innovation, especially in shaping the next frontier of healthcare. She is particularly enthusiastic about the potential of big data analytics and technology in advancing predictive diagnostics and personalized medicine. These are sweet spots for CCV. We are excited to add her to our team.”

Harveen is a strong advocate for promoting more female entrepreneurs and serves as an Ambassador for XX in Health in San Francisco. She is also an active member of non-profit Colorful Minds, which aims to empower children living with disabilities in India through creativity and entrepreneurship.

Harveen holds an MBA from the University of Michigan, where she served as a Fellow on the Frankel Fund, a pre-seed investment fund. She has a B.A from Rutgers University.

About Claremont Creek Ventures

[Claremont Creek Ventures \(CCV\)](#) is a seed and early stage venture firm. CCV invests in companies that serve essential, broad-impact industries – including healthcare and energy – with innovative digital solutions that can increase operational efficiency and/or create high-growth, high-margin businesses. As part of CCV’s investment strategy, the firm utilizes its proprietary life-cycle venturing program and partners with entrepreneurs and institutions, including UC Berkeley, Lawrence Livermore Labs, Stanford University and UC Davis. Claremont Creek Ventures has invested in approximately 30 companies including [Natera](#) and [Assurex Health](#) and has more than \$300 million in capital under management in two funds. Visit www.claremontcreek.com.

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