Ashish Soni is the Founding Director of the Viterbi  Startup Garage, the Viterbi Students Institute for Innovation(VSi2), Executive Director of Digital Innovation,  and Associate Professor of Engineering Practice at the USC Viterbi School of Engineering. He crafted the vision and roadmap and is leading the launch of the newly formed VSI^2 which is the hub for innovation and engineering entrepreneurship and helps engineering students transform their ideas into successful business ventures. He also founded and leads the USC Viterbi Startup Garage, the only technology incubator at a top engineering school launched in collaboration with Kleiner Perkins Caufield and Byers

He teaches courses related to high tech entrepreneurship, user experience design and innovation and recently launched one of the nation’s first educational programs in Digital Entrepreneurship.

He was chosen as one of the top innovators in Southern California and was honored to be on the Socaltech 50 and TechWeekLA 100 lists in 2013.  Mr. Soni is actively involved in the technology industry, advising startups, government agencies and Fortune 500 companies and has served on the advisory boards of early stage technology and media companies including Slingshot Labs, Brighter, Tilofy and myblife. He also serves on the Los Angeles Mayor’s Council of Technology and Innovation

Mr. Soni holds an MS in Computer Science from the University of Southern California.