

# SAN DIEGO BUSINESS JOURNAL

## Being Public Can Put Cos. in Tough Spotlight

**ECONOMY:** Troubles Include Activist Investors, Short Sellers

■ By BRAD GRAVES

Slings, arrows and outrageous fortune. If your stock trades on the public market, you can expect activist investors, short sellers and maybe even enough

woe to send a Shakespearean hero into a blue funk. Ask **Kratos Defense & Security Solutions Inc.** A New York firm **Spruce Point Capital Management** issued a highly critical review of Kratos on March 16, sending its stock down 11 percent. Kratos issued a strongly worded reply the next trading day but it took more than a week for its share price to recover.

➔Public page 31

## Energy:

Sempra announces sale of renewables as 'the first phase' of changes in business mix. See page 6



Photo by Jamie Lytle

Mary Pampuch outside Block D, a mixed use project Lankford & Associates is building in the East Village. She was named the new chief operating officer of the company in June. "You've got to be humble," Pampuch said. "You have to be patient too, and if you make a mistake, you have to own it. You get more respect if you do."

## DJO Works Its Way Back to Better Health

**DEVICES:** Multipronged Plan Improves Earnings Trajectory

■ By JARED WHITLOCK

**DJO Global** CEO **Brady Shirley** likened the company's business transformation plan to a knee surgery: short-term pain for long-term gain. It's an apt metaphor for a company with products running the orthopedic gamut, from bracing for injury prevention to surgical implants to neuromuscular electric stimulation. A force in the industry with 2017 net sales of \$1.19 billion and 5,500 employees, the Vista-based company is in the midst of a multipronged initiative ➔DJO page 29

## Co. Readies Finances For Commercialization

**PHARMA:** Heron's Anesthetic Aims to Reduce Opioid Use

■ By JARED WHITLOCK

**Heron Therapeutics** is now turning its attention toward commercialization of its postoperative anesthetic, riding a regulatory environment that appears to be itching for opioid alternatives. In June, Heron's anesthetic, called HTX-011, met clinical targets in two additional areas — total knee ➔Heron page 36



Barry Quart

# Embracing Risk and Reward of Real Estate

**LEADERSHIP:** COO Built Her Career From the Ground Up

■ By RAY HUARD

**Mary Pampuch**, the new chief operating officer of **Lankford & Associates**, once wanted to be an actress. Appointed COO of the company in June, Pampuch, who also is its executive vice president, oversees many of the projects that are transforming downtown San Diego's East Village neighborhood.

But growing up in the small Wisconsin town of Richland Center, Pampuch recalls telling a friend of her dreams as the two sat on a swing. "She said 'there's no way you can be an actress,'" Pampuch said. Later, Pampuch thought of becoming ➔Pampuch page 30

**8 Startups:** Cordial Raises \$15M in Second Funding Round



**9 Fitness:** Fit4mom Expands Through Some Key Developmental Stages



**11 Dining:** Eateries Adopt 'Superfood' Products and Labels as More Consumer Preferences Head Toward Healthy

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**THE LISTS**

- Locally Based Restaurant Chains ..... 12
- Locally Owned Restaurant Companies ..... 13
- Locally Owned Restaurant Franchisees ..... 14

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