



# MINNESOTA 500

The Most Powerful  
Business Leaders  
in Minnesota

# EDITOR'S *note*



**THE THIRD ANNUAL MINNESOTA 500** officially began November 2019—almost a year before its publication date—when I sat down with Greenspring Media’s senior leadership and editorial team to start creating the list for the 2020 edition. As always, we looked at our state’s largest industries, who was leading them, and what contributions these individuals have made to their company, industry and community. For many of the categories, though, we started from scratch and researched everything as if we hadn’t created earlier editions, building upon our methods with new resources.

Across engineering, theater, health care, agriculture and more, our honorees share their hard-earned lessons and career paths, and as you read through these pages, you’ll wonder how they do it all. These stories also shed light on how our companies are changing their fields as well as how they have stepped up, whether it was to fight racism or provide resources to those affected by the COVID-19 pandemic.

You can look to any sector for examples: Kathy Schmidlkofer and the University of Minnesota Foundation created a scholarship in honor of George Floyd, and leaders like Target’s Laysha Ward strive every day to create a work culture that is supportive of women, people of color and other underrepresented communities. To avoid as many COVID-related layoffs as possible, people like Chris Killingstad of Tenant Co. and Shelley Ibach of Sleep Number forewent their salary for at least part of the year, and April Anslinger of Aveda started a fund for independent salons suffering from months of closure. Hazelden Betty Ford was one of countless organizations that had to pivot, and its leader Mark Mishke created new telehealth services that served 3,000 people within six weeks.

So perhaps you’re picking up the Minnesota 500 because you want a better understanding of the many businesses in our state, or you want to know more about the leader of a company you’ve personally or financially invested in. Maybe you’re even looking to grow your own company’s team. Whatever the cause, I hope you enjoy this year’s edition of the Minnesota 500. Every year we put this publication together, our team is inspired by the honorees’ journeys. We hope that you are, too.

**LIANNA MATT MCLERNON**  
 Content Director, Minnesota 500

As we set the final list of leaders in March 2020, our publication may not reflect the most recent leadership changes—a testament in itself to our honorees’ drive and to our state’s growth, even amid a year of turmoil and uncertainty.

FOR MORE DETAILS ON HOW WE ARRIVED AT THE LIST OF EXECUTIVES, VISIT OUR FAQ AT [MINNESOTA500.COM](http://MINNESOTA500.COM).

IF YOU HAVE ANY QUESTIONS, EMAIL US AT [MN500@GREENSPRING.COM](mailto:MN500@GREENSPRING.COM).

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**BRIAN GROGAN**

**President and CEO**  
MOSS & BARNETT

Brian Grogan's promotion to president and CEO has been a long time coming after a 30-plus year career at Moss & Barnett as a law clerk, shareholder and member of the board of directors. Grogan's leadership has allowed the firm to open an additional office in St. Cloud, and he has successfully expanded the legal services available. As an attorney, Grogan works with municipal and government entities as well as business and trade associations, providing expertise in contract negotiations; technology purchases, sales and licensing; cyber security issues; regulatory proceedings; and more.

**EDUCATION:** Creighton University (BS-mathematics)

**INSPIRATIONAL QUOTE:** "We are what we repeatedly do. Excellence, then, is not an act but a habit."

**FUN FACT:** "I was a DJ in college and paid my rent playing music at fraternity and sorority gatherings."

**FAVORITE MOVIE:** "'The Good, the Bad and the Ugly.' I've used this title for countless presentations."

**STANDOUT TRAVEL:** "30th wedding anniversary trip to Switzerland."



**GINA KASTEL**

**Executive Partner**  
FAEGRE DRINKER

As a member of Faegre Drinker's executive leadership team and board (formerly Faegre Baker Daniels), Gina Kastel's mission is to ensure the firm brings together the right people and expertise to deliver excellent results and value for clients. Kastel first learned of the many possibilities open to law program graduates when she worked in Washington D.C. for a member of Congress. Since then, she has built a successful legal practice helping health care and nonprofits manage legal risks for community benefit. Until 2020, Kastel served as Faegre Baker Daniels' chief operating partner and was a member of the management board and executive committee before helping to guide the firm through its successful combination with Drinker Biddle & Reath.

**EDUCATION:** University of Notre Dame (BA), Trinity College Dublin, Harvard Law School (JD)

**FUN FACT:** "I have lived in five capital cities: London, Dublin, Boston, Washington D.C. and St. Paul."

**FAVORITE MOVIE:** "The Godfather."

**ADVICE FOR RECENT GRADS:** "Don't underestimate the importance of relationships."



**STEVEN LUNDBERG**

**Founding Partner, Chief Innovation Officer, Principal**  
SCHWEGMAN LUNDBERG & WOESSNER

Founders Mike Schwegman, Steven Lundberg and Warren Woessner, got the idea of starting their eponymous law firm in 1993 while playing "Ms. Pac-Man." Today, their intellectual property law firm consists of more than 100 attorneys and patent agents with advanced technical and life science degrees. Clients include multinational corporations, middle-market businesses, universities, startups and individuals. As one of the founding partners, Lundberg serves an international roster of clients, focusing his practice on patent protection for software, medical and telecommunications technology, and related opinion and licensing matters. He received his undergraduate degree in electrical engineering from the University of Minnesota and his law degree from the William Mitchell College of Law. An expert in the field, he regularly speaks on software and electronic patent protection, co-edited "Electronic and Software Patents: Law and Practice," and is active in the Software Publishers Association and the Computer and Electronics Committee of the American Intellectual Property Law Association. Schwegman Lundberg & Woessner was named a 2019 National Law Review Go-To Thought Leader for Intellectual Property.



**BRAD PEDERSON**  
**Shareholder and Attorney**  
PATTERSON THUENTE IP

Brad Pederson brings more than 30 years of experience in patent and intellectual property law to Patterson Thuent IP, where he serves as a shareholder, attorney and chair of the patent practice group at Patterson Thuent Pederson PA. Joining the Minneapolis-based firm in 2000, Pederson has worked with innovative clients in technology, computers, software and medical devices. As an inventor (with his name on more than a dozen issued patents ranging from medical devices to unmanned aircrafts), an entrepreneur, and a former in-house counsel, Pederson brings rare real-world insights to his work—this is perhaps why IAM Magazine named him among only 50 attorneys nationwide recommended for post grant proceedings. Pederson is on the board of directors of the American Intellectual Property Law Association and is co-author of the Bloomberg BNA treatise and "Patents After the AIA (America Invents Act): Evolving Law and Practice." Pederson has an undergraduate degree in electrical engineering from South Dakota State University and a doctor of law from the University of Minnesota Law School. He also graduated from the Singularity University Executive program.



**STEVEN RYAN**

**Minneapolis Partner in Charge**  
TAFT STETTINIUS & HOLLISTER LLP

At the Minneapolis office of Taft Stettinius & Hollister LLP (a.k.a. Taft), Steven Ryan has taken on the role of partner in charge after his firm, the Minneapolis-based Briggs and Morgan P.A., combined with Taft in January 2020. Prior to this merger, Ryan worked his way up through different leadership roles—as firm chair, practice group leader and a member of the board of directors and executive committee—and served as president and managing partner. Ryan is also a member of Taft's new distressed company task force, which convened in order to assist borrower clients as they navigate concerns over suppliers and stakeholders (including counseling about the COVID-19 pandemic). Ryan's approach to client service and business growth comes from his years practicing in capital markets, real estate, and banking and finance. He even counsels professional sports teams and has represented the Vikings in the financing, development and operation of U.S. Bank Stadium. Ryan received his undergraduate degree from the University of Wisconsin Madison and his doctor of law from the University of Minnesota Law School.



**LAWRENCE SHAPIRO**

**Attorney**  
GREENE ESPEL PLLP

A lawyer at Greene Espel PLLP since 2004, Lawrence Shapiro serves as lead litigation counsel in Minnesota and throughout the U.S. Shapiro was drawn to the field because he believes lawyers are in a unique position to help others and he enjoys helping individuals and businesses avoid and resolve disputes. For almost four decades, he has represented national corporations, accounting firms, banks, reinsurers, real estate developers, businesses and individuals. In addition to numerous professional honors and courtroom victories, Shapiro is proud of being welcomed by clients into their inner management circles.

**EDUCATION:** University of Michigan (JD)

**HIDDEN TALENT:** "I play basketball on a unicycle (and may be the only attorney who has ever tried to teach a three-time Tour de France winner how to ride on one wheel)!"

**OFFICE SUPERPOWER:** "One of my partners answered this question for me, saying, 'Larry is the ultimate devil's advocate ... which really helps him develop effective litigation strategies.'"

**STANDOUT TRAVEL:** "Visiting the family of my exchange student brother in Brazil."