



GUEST SPEAKER:

**JIM McNALLY, Ph.D.**

Director of Operations,  
Applied Technology Associates

Friday, OCT 23<sup>rd</sup>  
11:30am - 1:30pm

Anderson School of Management  
ASM 1065

Lunch will be served. RSVP,  
recommended but not required:  
[bayley@mgt.unm.edu](mailto:bayley@mgt.unm.edu)

Business Plan Competition web:  
<http://techbizplan.mgt.unm.edu>

## UNM TECHNOLOGY BUSINESS PLAN LUNCH & SEMINAR

*“Accelerating High Tech  
Entrepreneurship in ABQ”*

ABOUT JIM McNALLY, Ph.D.

As the optics industry evolves, so does Jim McNally. Since his 20-year Air Force career, he has launched startups including TruTouch Technologies Inc. in 2005. TruTouch has completed the second generation of the TruTouch 1100, a device that detects intoxication with a flash of light.

After leading TruTouch’s first two high-tech products to the market, he left this year to join Applied Technology Associates as director of operations. There, he is leading the operations to deliver precision sensing, measurement, and control systems with commercial and military applications. These systems improve the accuracy of imaging systems by compensating for unwanted vibrations on airborne and satellite platforms.

McNally, who earned his doctorate in optics at the University of New Mexico, serves on the Boards for TruTouch and the New Mexico Optics Industry Association. He has witnessed Albuquerque’s steady growth as a hub of technology and investment over the past 20 years.



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