UW Bothell, our students and our business partners are making an incredible impact — on each other, the region, Washington and the world

WHEN HALOSOURCE executives Martin Coles and Erik Baserman decided they needed a deeper analysis of how their business could fuel future growth, help was no farther — almost literally — than their own backyard.

The Bothell-based company turned to the UW Bothell School of Business, where Martin serves as a member of the Advisory Board.

“HaloSource benefits as students help us evaluate what our manufacturing footprint should look like during a high-growth phase of our business and make recommendations to shape the future of our company,” explains Erik, who sits on the Advisory Board for the School of STEM.

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Local or global, the two men say UW Bothell has carved out a unique identity in preparing students who “hit the ground running” to make an immediate difference in the companies they’ll work for one day.

“UW Bothell is a very progressive school that understands the critical role it plays as a regional university in the heart of a biotech center of the United States,” Martin says. “One way they succeed is by connecting with businesses to ensure that their programs set students up for success in post-college employment.”

Erik, the company’s chief technology officer, says one reason he and Martin are engaged with the University is “because whatever you put in, you get a tangible benefit back. UW Bothell has a material impact on how well we do as a region.”

“And it feels great to know we’re helping to make a real difference for students,” Martin concludes.

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MARTIN COLES
PRESIDENT, CEO
AND DIRECTOR
OF HALOSOURCE

ERIK BASEMAN AND MARTIN COLES