



7TH ANNUAL

ENTREPRENEURSHIP SUMMIT

SEPTEMBER 21-22, 2018

Hosted by
The J. Lawrence Connolly Center for Entrepreneurship

Friday, September 21

<i>Time</i>	<i>Event</i>	<i>Location</i>
7:30-8:30 a.m.	Continental Breakfast	Elrod Commons Living Room
8:30-9:30 a.m.	Buyouts, M&As, Turnaround, and Workouts	Stackhouse
9:45-10:45 a.m.	Rockets, Yachts, and Parachutes: The Many Ways to Exit	Stackhouse
11 a.m.-noon	The FinTech Revolution	Stackhouse
12:15-1:15 p.m.	Networking Lunch	Canaan Green
1:30-2:30 p.m.	The Next Frontier and the Disruptors Blazing the Trail Ahead	Stackhouse
2:45-3:45 p.m.	Keynote: Chip Mahan '73 Live Oak Bank	Stackhouse
4-5 p.m.	Keynote: Amy Bohutinsky '97 Zillow Group	Stackhouse
6:30-7:30 p.m.	Networking Reception	Outdoor Pavilion Third-Year Village

Saturday, September 22

<i>Time</i>	<i>Event</i>	<i>Location</i>
8 - 9 a.m.	Continental Breakfast	Elrod Commons Living Room

9-10 a.m.	Student Pitch Competition	Stackhouse
10:15 a.m.-noon	Alumni Pitch Session	Stackhouse

noon-1 p.m.	Networking Lunch	Marketplace
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Afternoon Track Options

Career

Skills and Idea Development

Industry

<i>Time</i>	<i>Event</i>	<i>Location</i>
1:15-2:15 p.m.	Concurrent Sessions	
	Leveraging Social Media and Data Analytics Skills	Huntley 235
	Pitch Decks, Term Sheets, and Negotiations	Huntley 327
	Demystifying Blockchain	Huntley 221

Saturday, September 22

<i>Time</i>	<i>Event</i>	<i>Location</i>
2:30-3:30 p.m.	Concurrent Sessions	
	A Road Less Traveled: The Entrepreneurial Path	Huntley 235
	Social Environments and Human Values	Huntley 327
	Food Entrepreneurs	Huntley 221
3:45-4:45 p.m.	Concurrent Sessions	
	From Liberal Arts or STEM Graduate to Successful Entrepreneur	Huntley 235
	Music and Fashion	Huntley 221
3:45-6 p.m	Ideation Lab	Connolly Center
5-6 p.m	Concurrent Sessions	
	Breweries and Craft Spirits	Huntley 221
	Capstone Consulting	Connolly Center
6:15-7:15 p.m.	Networking Reception	Hopkins House

Entrepreneurship Advisory Board

The J. Lawrence Connolly Center for Entrepreneurship receives support from the following dedicated Washington and Lee alumni who have years of experience creating, building and selling successful companies.

Tim Lavelle '79 (Chair)

Cory Allison '94	Jack Huffard '90
Greg Barrow '87	Greer Johnson '05
Kevin Bowles '82	Matthew Langan '10
Byron Burns '98	Alex McAlister '82
D. Keith Calhoun '79	Carol Dannelly O'Kelley '91
Larry Connolly '79	McGowin Patrick '86
Kevin Coppersmith, II '04	Tom Pearce '85
Lang Craighill '76	Eric Pelnik '15
Dax Cummings '91	Sam Perkins '80 '83L
Tom Dunlap '99L	Andrew Ruppar '98
Kelly Dyer '98	Kurt Shreiner '85
Thad Ellis '82	John Stump '91
Tom Faulkner '74	Mike Wilner '13
Erika Hagberg '97	Elizabeth Yarbrough '92

Welcome!



Friends,

The Entrepreneurship Summit has come to symbolize the start of a very busy co-curricular programming schedule each year. It is an anchor of early fall in the same manner as Parents Weekend and other major university events.

It also is an important nexus for students, faculty, alumni, and other friends of the university with varied academic and professional backgrounds but a shared passion for innovation. The panelists, presenters, and participants represent a rich pool of talent, experience, and ambition.

I would like to issue a special challenge to the students, as I have for several years. Look around you throughout the weekend. Make a point to get to know at least a few of the alumni and other experienced professionals in attendance. Why are they here? Can you see yourself in their shoes in the years to come? If so, what will it take to get there? In short, take full advantage of this weekend!

I offer special thanks to Jeff Shay, Gavin Fox, and Marc Junkunc for their leadership of the Summit throughout the year. Thanks as well to the Entrepreneurship Advisory Board members for your leadership and support. Thanks to Lauren Jensen, Kerri Ritter, and Taylor Bryant, without whom this event would not happen. Thanks to the Office of Alumni Affairs for the many collaborations, including the Summit. Lastly, thanks to the Venture Club Students for their hard work making the Summit go.

Here's to a fabulous weekend!

A handwritten signature in dark ink, appearing to read "Rob Straughan".

Rob Straughan
Crawford Family Dean of the Williams School

Welcome!



On behalf of the J. Lawrence Connolly Center for Entrepreneurship and the Venture Club, I'd like to welcome you to the 7th Annual W&L Entrepreneurship Summit. Each year the Summit attracts students and faculty from across all disciplines, as well as alumni from a variety of industries. It is now widely considered a cornerstone event and has helped connect and grow W&L's entrepreneurship community.

The Connolly Center for Entrepreneurship and the Entrepreneurship Program continue to grow, and now includes four entrepreneurship courses in the Williams School, additional courses with an entrepreneurship focus across the campus, a host of incredible co-curricular opportunities (i.e., Venture Club, Entrepreneurship Summit, W&L Business Plan Competition, W&L Pitch Competition, and the Entrepreneurship Internship Program), and the Entrepreneurship Advisory Board that provides valuable insights and recommendations to keep us connected to the entrepreneurial world.

The Hopkins House and the Connolly Center facilities offer dedicated space for the program and have become the nexus for entrepreneurial activity. I know of no other university that has developed a world-class entrepreneurship program as quickly as we have at W&L. None of this would have been possible without the strong support from the dedicated alumni, students, faculty, staff, and administrators. Thank you all for your continued enthusiastic support.

The Entrepreneurship Summit plays a critical role in our ecosystem by fostering alumni to alumni and alumni to student networking. This year we expect over 125 alumni and over 300 students to participate in the Summit. So, make as many connections as possible, enjoy the thriving entrepreneurial spirit on campus, and please reach out with any suggestions for future summits and activities.

Welcome to the best entrepreneur's weekend ever!

A handwritten signature in black ink that reads "Jeffrey L. Shay". The signature is fluid and cursive, with the first name "Jeffrey" being more prominent.

Jeff Shay

Johnson Professor of Entrepreneurship and Leadership

Detailed Schedule

Friday, September 21

7:30–8:30 a.m.	Continental Breakfast	Elrod Commons Living Room
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8:30–9:30 a.m.	Buyouts, M&As, Turnaround, Workouts: Private Equity Entrepreneurs	Stackhouse
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Greg Barrow '87 (Business Administration), General Capital Partners
Geoff Veale '99 (Business Administration), Outrider Capital Partners
Tim Lavelle '79 (Commerce), Hawthorne Capital Partners
Stephen Welker '05 (Bus. Admin & Acct.), Sherborne Investors

9:45–10:45 a.m.	Rockets, Yachts, and Parachutes: The Many Ways to Exit	Stackhouse
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Doug Burns '95 (Business Admin. and Acct.), Free Union Partners
George Boras '87 (Economics), Potomac Aviation Services
Edward Elliott '94 (History), OPV
Marc Ottinger '80 (Sociology & Anthropology), RecoverMD, LLC
Mike Wilner '13 (Business Administration), Propeller

11 a.m.–noon	The FinTech Revolution	Stackhouse
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Reid Thompson '04 (Spanish), University of Virginia Darden School of Business
Steve Allocca '94 (Economics), Lending Club
Eiland Glover '96 (German Literature), CEO and Co-Founder, Kowala
Molly McGregor '99 (Economics and Politics), Hanweck
Patrick Mooney '84 (Bus. Admin. & Acct.), Morgan Stanley
Catherine Tobin '11L, Fundation

Detailed Schedule

Friday, September 21

12:15–1:15 p.m.	Networking Lunch	Canaan Green
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1:30–2:30 p.m.	The Next Frontier and the Disruptors Blazing the Trail Ahead	Stackhouse
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Al Dominick '99 (Politics), DirectorCorps
Elizabeth Polanco Aquino '09 (Economics), J.P. Morgan
Tim Brooks '80 (Economics), World Wide Technology
Drew Denbo '95 (History), Amazon Digital Music
Todd Denbo '97 (Business Administration), Lending Club
Tim Gallagher '92 (Business Administration), PhosphoGam, Inc.
Tom Pearce '85 (History), MAXEX

2:45–3:45 p.m.	Keynote: Chip Mahan '73, Live Oak Bank	Stackhouse
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Introduction: Adit Ahmed '19

4–5 p.m.	Keynote: Amy Bohutinsky '97, Zillow Group	Stackhouse
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Introduction: Anna Lee Riccio '19

6:30–7:30 pm	Networking Reception	Outdoor Pavilion Third-Year Village
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Sponsored by DirectorCorps

Detailed Schedule

Saturday, September 22

8–9 a.m.	Continental Breakfast	Elrod Commons Living Room
9–10 a.m.	Student Pitch Competition	Stackhouse

Chair: Bridget Washington '21

Venture Club Student Organizers: Bridget Washington '21, John Ahn '19, Bri Karpowich '20, Maggie Nolan '19, Anna Lee Riccio '19

10:15 a.m.–noon	Alumni Pitch Session	Stackhouse
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Chairs: Max Weis '20 and Max Hanamirian '19

Venture Club Student Organizers: E.C. Meyers '20, Griffin Noe '21, Max Weis '20, John Wickham '20

noon–1 p.m.	Networking Lunch	Marketplace
1:15–2:15 pm	Concurrent Sessions	
Leveraging Social Media and Data Analytics Skills		Huntley 235

Student Host: Bridget Washington '21

Daniel Birdwhistell '01 (Psychology and Public Policy), Acquisition Strategies
Tani Greenspan '16 (Business Administration and Art History), TrackMaven
Matt Mason '10 (Classics), Beacon Me

Detailed Schedule

Saturday, September 22

Pitch Decks, Term Sheets, and Negotiations

Huntley 327

Tim Lavelle '79 (Commerce), Hawthorne Capital Partners
Greg Barrow '87 (Business Administration), General Capital Partners
Moody Heard '16 (Business Administration and Geology), Mercury Fund
Eric Pelnik '15 (Business Administration), CommonStock

Demystifying Blockchain

Huntley 221

Jeff Schatten, Assistant Professor of Business Administration, W&L
Elizabeth Polanco Aquino '09 (Economics), J.P. Morgan
Eiland Glover '96 (German Literature), Kowala
David Valentine '92 (History), Athena Blockchain

2:30-3:30 p.m. Concurrent Sessions

A Road Less Traveled: The Entrepreneurial Path

Huntley 235

Student Host: Catherine Latour '20
Jay Flowers P'18 (Economics), CORE Rewards
Lindsay Hanau '17 (Business Administration), Neely & Chloe
Moody Heard '16 (Business Administration and Geology), Mercury Fund
Ali Greenberg '13 (Politics), The Broad
Christian von Hassell '16 (Economics), Common Energy
Eric Pelnik '15 (Business Administration), CommonStock

Detailed Schedule

Saturday, September 22

2:30-3:30 p.m. Concurrent Sessions (cont.)

Social Environments and Human Values

Huntley 327

Shelby Stephens '05 (Physics and Engineering), Servable

Food Entrepreneurs

Huntley 221

Student Host: Max Weis '20

Greg Barrow '87 (Business Administration), General Capital Partners

Mary Drennen '02 (English), Nourish Foods

Deets Hoffman '10 (Business Administration), Leaf & Grain

Matt Wallace '06 (Environmental Studies), 'Chups Craft Condiments

3:45-4:45 p.m. Concurrent Sessions

From Liberal Arts or STEM Graduate to
Successful Entrepreneur

Huntley 235

Student Host: Griffin Noe '21

Darren Douglas '16 (Computer Science), Seer Interactive

Kelly Dyer '98 (Computer Science and Economics), SourceFuse

Alan Gibson '70 (French Language and Literature), Potluck

Gordon Meeker '98 (English), Executive Interviews, Inc.

Dan Silberberg '72 (English), DIGINTEL

Detailed Schedule

Saturday, September 22

Music and Fashion

Huntley 221

Student Host: Maddie Weber '21
Matt Bartini '12 (Economics), Accenture
Drew Denbo '95 (History), Amazon Digital Music
Tom Faulkner '74 (Philosophy), Tom Faulkner Productions Inc.
Lindsay Hanau '17 (Business Administration), Neely & Chloe
Bryan Kloster '13 (Business Administration), Cattamarra

3:45-6 p.m.

Ideation Lab

**Connolly Center
(109 S. Jefferson)**

Gavin Fox, Associate Professor of Business Administration, W&L
Christian Martine '14 (Politics), Facebook
Shelby Stephens '05 (Physics and Engineering), Servable

5-6 p.m.

Concurrent Sessions

Capstone Consulting

Connolly Center
(109 S. Jefferson)

Breweries and Craft Spirits

Huntley 221

Sam Perkins '80, '83L (Economics), Pürgenix
Todd Ford '84 (Chemistry), NoDa Brewing Company
Tim Moll '04 (Bus. Administration and Acct.), The Whisk(e)y Library
Hugh Sisson '76 (English and Drama), Heavy Seas Beer

6:15-7:15 pm

Closing Reception

**Hopkins House
(120 W Nelson St)**

Sponsored by the Office of Alumni Affairs

Keynote Speaker

Chip Mahan '73 *CEO, Live Oak Bank*



Chip is the founder, CEO and chairman of the board of directors of Live Oak Bank. He is a founding member of nCino and serves on nCino's board of directors. Prior to Live Oak Bank, he was the CEO and chairman of the board for S1 Corporation and founder of Security First Network Bank, the world's first Internet bank. Under his leadership, S1 Corporation grew to become a \$234 million software and services provider in only six years, averaging more than 200 percent growth year over year. At its peak, S1 had a market capitalization of \$7.8 billion. During his term as CEO, Chip was ranked as one of the 10 Most Influential Personalities in Financial Services by FutureBanker magazine.

Prior to founding Security First Network Bank and S1 Corporation, Chip launched Cardinal Bancshares, where he served as chairman and CEO. He built Cardinal into an institution with \$800 million in total assets and took the company public in 1992. Before launching Cardinal, he spent several years with Citizens Union National Bank & Trust Co., serving as president, COO and vice chairman, becoming chairman and CEO in 1984. In 1986, Chip formed an investment group that purchased Citizens Union and subsequently sold it to BankOne Corp. of Columbus, Ohio. He began his career in 1973 at Wachovia Bank & Trust Co. in Winston-Salem, NC, after graduating with a bachelor's degree in economics from W&L.

Keynote Speaker

Amy Bohutinsky '97 *COO, Zillow Group*



Amy is COO of Zillow Group, a portfolio of the world's largest real estate and home-related brands, including Zillow, Trulia, HotPads, StreetEasy, OutEast and Realestate.com. Amy was part of the founding team at Zillow in 2005, and as the company's marketing leader, built the Zillow brand from startup into a household name. Amy served as Chief Marketing

Officer through the company's 2011 IPO and 13 acquisitions, and in 2015 she became COO with the formation of the Zillow Group and its portfolio of brands.

Amy has been named the "Most Powerful Woman in Real Estate" on the Swanepoel Power 200 list for the past two years. She also lends her expertise on the Board of Directors of HotelTonight. Prior to Zillow Group, Amy ran communications for Hotwire, a discount travel site. She started her career as a broadcast journalist, working for various NBC and ABC affiliates. She earned a bachelor's degree in journalism and mass communications from W&L, and today sits on the Williams School of Commerce, Economics, and Politics Board of Advisors. Amy lives in Seattle with her husband and two children.

Speakers



Steve Allocca '94

President, LendingClub

Major: Economics

Session: The FinTech Revolution

Steve is president of LendingClub, America's largest online credit marketplace, transforming how people access affordable credit, achieve financial stability and invest for the future. Previously, he led PayPal's multi-billion-dollar credit business, PayPal Credit, where he drove both the consumer and business lending experiences. He also founded and ran Loan Science, LLC, and still serves as chairman.



Greg Barrow '87

Founder and Managing Director, General Capital Partners

Major: Business Administration

Sessions: Buyouts, M&As, Turnaround, Workouts; Pitch Decks, Term Sheets, and Negotiations; Food Entrepreneurs

Greg has an extensive background in business leadership, entrepreneurship and investment banking. He founded General Capital Partners (GCP) in 2002 to leverage his experience in the distressed marketplace and the firm is a preeminent middle market player in a variety of industries. In 2011, GCP shifted its focus to "LOHAS", or Lifestyles of Health and Sustainability. Greg has led and completed well over 150 transactions valued at over one billion dollars. From 1991 to 1999, Greg was the founder and CEO of Peak Resources, Inc., an IBM Business Partner providing information systems and solutions to Fortune 1000 companies. He is currently building Throwdown Industries into a worldwide brand and leading supplier of next level fitness equipment. Throwdown provides a full portfolio of functional fitness products, boxing mixed martial arts gear, and the revolutionary GlideBoxx sports training system.



Matt Bartini '12

Founder, Mayor Clothing

Major: Economics

Session: Music and Fashion

Matt is the owner and founder of Mayor Clothing, a clothing company in Atlanta, Georgia. Their mission is to share stories through clothing. Matt graduated from W&L in 2012 with a bachelor's degree in economics and a minor in mathematics.

Speakers



Daniel Birdwhistell '01

President, Acquisition Strategies

Major: Psychology and Public Policy

Session: Leveraging Social Media and Data Analytics Skills

Dan is a growth expert working with Lyft, Pinterest, LinkedIn to effectively deploy multi-million dollar budgets on Facebook. Leveraging the experimental psychology background he developed under Dr. David Elmes at W&L, Dan works with companies to build testing methodologies and then architect and manage ad systems that deliver reliable scale at predictable CPAs. His business is based entirely on venture capital and founder referrals. After W&L, Dan obtained an M.Phil from the University of Cambridge, continued as a research fellow at the McKinsey & Company European Knowledge Center, and extended his research into creativity theory with Mihaly Csikszentmihalyi at the Quality of Life Research Center at Claremont. Dan began working on the FB Platform in 2007. In 2010, he built a publishing network that reached 40mm DAU and achieved a \$10mm run rate before selling in 2015. He now splits his time between growth consulting and percolating on the next web venture.



George Boras '87

President, Potomac Aviation Services

Major: Economics

Session: Rockets, Yachts, and Parachutes

After graduation, George attended flight school at Ft. Rucker Alabama and graduate school at Embry-Riddle Aeronautical University. He flew helicopters and reconnaissance airplanes in the Army National Guard and Reserves, retiring in 2010. Following flight school, George spent 10 years working for various defense contractors in Northern Virginia. In 1999, he started what would prove to be a very successful defense contracting company, Avenge, Inc. Avenge provides piloting services to the military and other government agencies primarily in the Intelligence, Surveillance and Reconnaissance (ISR) world. He started two related aviation companies, Potomac Flight Training (PFT) in 2009, and Potomac Air Charter (PAC) in 2012. PFT provides specialized flight training including ISR-focused training. PAC is an on-demand air carrier service based in Leesburg, Virginia. George also owns several real estate LLCs and an aircraft leasing company. In October 2017 George sold Avenge, Inc., Potomac Flight Training and Potomac Air Charter and is enjoying retirement.

Speakers



Tim Brooks '80

Global Managing Director, World Wide Technology

Major: Economics

Sessions: The Next Frontier and the Disruptors Blazing the Trail Ahead

Tim leads solution development for Artificial Intelligence and Digital Initiatives in collaboration with WWT's customers, account teams, and OEM partners. He has 20 years of global business leadership and consulting experience across a range of initiatives, including enterprise Big Data solution strategy, Deep Learning and Machine Learning infrastructure, analytics development, data strategy, customer insights, and IT road-mapping for business transformation. He has developed solutions for Fortune 500 companies using disparate Big Data sources, including a number of global financial services companies; for mining companies; for utilities; and for global CPG brands, retailers, hotel companies, cruise lines and casinos. Prior to joining World Wide Technologies, Tim founded and scaled two companies that provided predictive analytics products to the hospitality and casino industry.



Douglas Burns '95

Partner and Founder, Free Union Partners

Major: Business Administration & Accounting

Session: Rockets, Yachts, and Parachutes

Doug is a partner and founder of Free Union Partners, a private equity group focused on growth equity investments. He is the chief financial officer of Natural Retreats, a Free Union portfolio company. Prior to Free Union, Doug was a principal and the CFO of Court Square Ventures, an early stage venture capital firm. At Court Square, he was a board member or designated observer at GreatCall, Seakeeper and Continuum 700. He currently sits on the boards of Natural Retreats, Zounds Hearing and Alton Lane. After W&L, he was with Arthur Andersen, then received his M.B.A from the University of Virginia Darden School of Business prior to joining Court Square.



Drew Denbo '95

Head of Bus. Dev., Digital Music, Amazon

Major: History

Session: The Next Frontier and the Disruptors Blazing the Trail Ahead

Drew is currently head of business development - digital music at Amazon. Previously, he was SVP of business development at MOG and general manager of business development at Rhapsody America, LLC. In addition to his B.A. from W&L, he holds an M.B.A. from the University of Berkeley, California Haas School of Business.

Speakers



Todd Denbo '97

SVP, GM of Auto, Lending Club

Major: Business Administration

Session: The Next Frontier and the Disruptors Blazing the Trail Ahead

Todd is a senior executive with over 20 years of financial services experience leading multiple lines of business, including auto lending, credit cards, consumer lines and loans, deposits and marketing. At Lending Club, he leads a team of innovators who are laser-focused on transforming the auto finance process and customer experience. In late 2016, Todd led the launch of Lending Club's Auto Refinance product. Prior to Lending Club, Todd led product management teams across multiple consumer credit products at Wells Fargo, including direct auto lending, student and secured credit cards, and personal lines and loans. Todd, his wife Leigh, and their two children reside in Larkspur, California.



Al Dominick '99

CEO, DirectorCorps

Major: Politics

Session: The Next Frontier and the Disruptors Blazing the Trail Ahead

Al serves as the chief executive officer of DirectorCorps, a Nashville, TN-based media company that counts Bank Director and FinXTech as its two primary brands. He oversees the strategy, operations and financial performance of the company. At W&L, he was a four-year letterman on the varsity baseball team. He earned an M.B.A. from the University of Maryland's Robert H. Smith School of Business. His financial and technology background includes positions with Board Member, Inc. and Computech. Al lives in Washington, D.C. with his wife and two children.



Darren Douglas '16

Analytics Developer, Seer Interactive

Major: Computer Science

Session: From Liberal Arts or STEM Graduate to Successful Entrepreneur

Originally from New York, Darren captained the men's basketball team at W&L. He was selected as a 2016 Venture for America Fellow and moved to Philadelphia to work as a web developer for an e-commerce startup. Darren has since joined digital agency Seer Interactive and works as a developer for the analytics team. Outside of work, he enjoys collaborating with other entrepreneurs, sifting through NBA data, and volunteering as a coding instructor for a local nonprofit. When he's not in front of a computer, you can find him at the nearest basketball court or exploring Philly's music scene.

Speakers



Mary Drennen '02

Co-founder, Nourish Foods

Major: English

Session: Food Entrepreneurs

A native of Birmingham, Mary is a lover of all things food. In November 2014, she founded Nourish Foods, a company which creates fully-prepared meals for individuals and families and delivers them each week. Prior to Nourish, Mary co-founded a small, events-based catering company at W&L, graduated from the French Culinary Institute in NYC. In 2016, she completed the Goldman Sachs 10,000 Small Business program in Boston. Mary was named “Top 40 Under 40” in 2014 and “Rising Star” in 2018 by Women’s Business Enterprise Council. In her free time, Mary enjoys food styling for photography shoots and spending time with her husband, Bob and their kids.



Kelly Dyer '98

CEO, SourceFuse

Majors: Computer Science and Economics

Session: From Liberal Arts or STEM Graduate to Successful Entrepreneur

Kelly is an entrepreneur and technologist. For the past 18 years, he has successfully launched several software and technology companies including his current companies, SourceFuse and Inventory Source. As CEO of SourceFuse, Kelly works with his team to help startups and corporations launch web, mobile, and social software solutions for businesses in a variety of industries, including healthcare, publishing, automotive, ecommerce and event planning. He is also the founder of Jax Tech, a local meetup group focused on highlighting businesses in Jacksonville and innovations going on here in our city. serverless computing, advanced APIs, and other complex cutting-edge solutions.



Edward Elliott '94

Managing Director, OPV

Major: History

Session: Rockets, Yachts, and Parachutes

Ted is actively working with companies in the Salesforce Ecosystem. Bullhorn acquired Jobsience is the #1 provider of staffing and recruiting software on the Salesforce platform, with more customers, awards, deployments, users and development investment. They invented recruitment on the Force.com platform so that recruiters could be more successful. Now, Ted is focused on working with companies who work with Salesforce.

Speakers



Tom Faulkner '74

President, Tom Faulkner Productions Inc.

Major: Philosophy

Session: Music and Fashion

Tom is a New Orleans-born singer and songwriter. After W&L, he settled in Dallas and put together a band, The Coconuts, which achieved rapid regional success. A move to Los Angeles proved to everyone involved that record company promises can be as ethereal as vapor. The Coconuts came home disillusioned and the band broke up shortly thereafter. He methodically set out to assemble what has become one of the finest state-of-the-art recording facilities in Texas. Faulkner didn't set out to create a concept album, but its inevitability soon became apparent. "Lost in the Land of Texico" arose from the memories of his travels over the back-roads of the Southwest.



Jay Flowers P'18

President, CORE Rewards

Major: Economics

Session: A Road Less Traveled

Jay started his own photography business at 14. He started Bear Sports in 1986, a mail order sporting goods company with significant overseas sourcing, which he sold in 1991. He then founded Charles Howard men's clothing, where he developed a unique line of casual clothing. He opened 4 retail stores in Atlanta and Highlands NC, which he sold in 1995. Jay also started Idus-Howard promotional products, which evolved into eCompanyStore.com. In 2000, he founded CORE Performance, which helps clients design, build and manage engagement programs that help them achieve their business objectives. They work with Fortune 500 companies in many industries, helping to leverage their marketing budgets by changing behaviors of their target audiences through clear communication and carefully designed rewards.

Speakers



Todd Ford '84

Owner and Founder, NoDa Brewing Company

Major: Chemistry

Session: Breweries and Craft Spirits

Todd is originally from Greensboro, North Carolina. After college, Todd followed his passion for aviation and became a pilot for Pan Am and overnight shipping company Airborne Express. In 2011, after 25 years in aviation, Todd was ready for a change. He took early retirement from Airborne to start NoDa Brewing, a local microbrewery in Charlotte, North Carolina with his wife, Suzie. Todd and Suzie invested approximately \$1 million of their retirement savings into the new business and set out to become Charlotte's second production brewery. The local demand for their product was strong. After seven years, NoDa has two production facilities, is the second largest production brewery in Charlotte, and the eighth largest independently-owned brewery in the state. NoDa chooses to self-distribute their beer in and around Charlotte and is expected to produce approximately 17,000 barrels this year.



Tim Gallagher '92

Chief Business Officer, PhosphoGam

Major: Business Administration

Session: The Next Frontier and the Disruptors Blazing the Trail Ahead

Tim is a biotech entrepreneur and is currently chief business officer of PhosphoGam, a Durham, North Carolina company developing allogeneic immunotherapies using gamma delta T-cells. Tim previously led the development of Upstate Biotechnology, Ltd., a Scottish company that enabled the development of a class of therapeutics (kinase inhibitors) of 37 drugs which are extending the lives of thousands of cancer patients and generating more than \$20B a year in revenue. Tim wrote the initial business plan and led the business until it sold six years later for over \$200M. Later in Scotland, Tim founded a synthetic biology company to develop renewable chemicals using a new DNA technology. Most recently, he made investments in emerging life science companies for the NC Biotechnology Center, including the first institutional investment in Locus Biosciences, a leader in CRISPR gene editing. After graduating from W&L, Tim earned an M.B.A from the University of Virginia.

Speakers



Alan Gibson '70

Chairman and CMO, OneClick.Chat (Potluck)

Major: French Language & Literature

Session: From Liberal Arts or STEM Graduate to Successful Entrepreneur

Upon graduating from W&L, Alan steered his course toward the eclectic. Teaching modern languages led to graduate study at The School of Languages and Linguistics at Georgetown. Shortly thereafter, a brief stint as a copywriter was enough for him to realize he'd found his career in advertising. Soon, he advanced to art director, creative director and agency director. But travel was a family tradition, and he managed to devote plenty of time for adventure travel to far flung locales. Now he's embarked on a new tech adventure, Potluck, with a couple of W&L friends.



Eiland Glover '96

CEO and Co-Founder, Kowala

Majors: German Literature and History

Session: The FinTech Revolution; Demystifying Blockchain

Eiland has spent his career creating systems and companies at the intersection of finance, technology, education, game theory, and human psychology. He co-created Kowala based on his belief that a decentralized stable coin is necessary for the mainstream adoption of cryptocurrencies.



Ali Greenberg '13

Founder, The Broad

Major: Politics

Session: A Road Less Traveled

Ali is the founder of The Broad, a workspace, social club and community center for women and gender minorities in Richmond's Arts District—the first space of its kind in the state with features in Architectural Digest, Dwell, and NPR. With a background in brand strategy at NYC ad agencies, Ali's past work has been in the auto, finance, CPG, luxury, fashion, retail, and beverage industries, to name a few. At W&L, Ali studied global politics and Spanish, while also participating in the Shepherd Poverty and LACS programs.

Speakers



Tani Greenspan '16

Event Marketing Manager, TrackMaven

Majors: Business Administration and French Language & Literature

Session: Leveraging Social Media and Data Analytics Skills

At TrackMaven, Tani is responsible for planning a wide variety of events from start to finish, including networking events to summits and organizing tradeshow presences. She works to increase brand awareness, engage with prospects, attract new leads, and re-connect with current customers and partners. Tani also manages the Creative Genius webinar series, whose speakers have included: Alex Williamson, chief brand officer of Bumble; Cara Friedman, director of content and community at ClassPass; and many, many more.



Lindsay Hanau '17

Customers Experience, Neely & Chloe

Major: Business Administration

Sessions: A Road Less Traveled; Music and Fashion

Lindsay graduated from W&L with a particular interest in entrepreneurship and marketing. After interning for W&L graduates Neely '13 and Chloe Burch '14, Lindsay subsequently accepted a full time job as fourth employee of the luxury handbag startup, Neely & Chloe. As a small team, each member is heavily involved in all daily operating activities of the company, but Lindsay's primary focus is on customer experience, order management and fulfillment, and all marketing initiatives. Additionally, Lindsay founded and managed a high-volume, profitable online fashion blog while at W&L that established her initial passion in web design, content creation, and consumer engagement.



Moody Heard '16

Analyst, Mercury Fund

Majors: Business Administration and Geology

Sessions: Pitch Decks, Term Sheets, and Negotiations; A Road Less Traveled

Moody is an investment analyst at Mercury Fund in Houston, TX. He works with the investment team on deal sourcing, investment due diligence, and portfolio company support. Prior to joining Mercury Fund, he was an associate at Queen City Fintech in Charlotte, North Carolina, where he connected fintech entrepreneurs to tech executives at Fortune 500 financial institutions and technology providers. Moody was also a 2016 Venture for America Fellow.

Speakers



Deets Hoffman '10

Founder, Leaf & Grain

Major: Business Administration

Session: Food Entrepreneurs

Deets is the founder of Leaf & Grain, a fast casual restaurant company located in Texas and specializing in salads and grain bowls. Prior to starting Leaf & Grain, he worked at The Boston Consulting Group and in private equity at Advent International.



Bryan Kloster '13

Founder, Cattamarra

Major: Business Administration

Session: Music and Fashion

Bryan is the founder of Cattamarra, a printed leather accessories brand based in Roanoke, Virginia and New Orleans, Louisiana. Using a high tech process, Cattamarra prints detailed designs onto leather belts and wallets. The brand currently has 30 wholesale doors, including the W&L bookstore. Bryan's background in retail sales and marketing began at Southern Tide, where he spent four years helping grow the brand from \$15MM to \$35MM before its eventual sale to Oxford Industries.



Tim Lavelle '79

Partner, Hawthorne Capital Partners

Major: Commerce

Session: Buyouts, M&As, Turnaround, Workouts

Tim has more than 20 years of investment banking experience involving raising capital and M&A. Currently, he is partner at Hawthorne Capital Partners, an Atlanta-based investment firm. The firm provides growth equity and credit investments for growth, recapitalizations, and management-led buyouts. Hawthorne seeks to find and partner with exceptional entrepreneurs to help them accelerate their growth and achieve target results and outcomes. Tim is also the chair of the Entrepreneurship Advisory Board at W&L.

Speakers



Christian Martine '14

Product, Marketplace, Facebook

Major: Politics

Session: Ideation Lab

Christian graduated cum laude from W&L. He works in product at Facebook's headquarters in Menlo Park, CA on initiatives across trust and safety, ads delivery, and commerce.



Molly McGregor '99

Chief Marketing Officer, Hanweck

Majors: Economics and Politics

Session: The FinTech Revolution

Molly is chief marketing officer for Hanweck. She oversees the firm's brand identity, corporate communications, online media and advertising presence, and conference and event participation. Prior to Hanweck, Molly was senior vice president of communications, marketing, and government relations at the International Securities Exchange. She has also served as a policy advisor on global regulatory issues for the Institute of International Finance, a Washington, D.C.-based trade association for global financial services firms, and began her career on the mergers and acquisitions teams of Credit Suisse First Boston and Donaldson, Lufkin & Jenrette. Molly is also a graduate of the London School of Economics with a master's degree in International Political Economy.



Gordon Meeker '98

President and Director of Sales, Executive Interviews, Inc

Major: English

Session: From Liberal Arts or STEM Graduate to Successful Entrepreneur

Gordon is a 20-year veteran of the broadcast/cable television and digital media industry. In 2006, Gordon left CNBC to launch Executive Interviews, Inc. (EI). EI is a broadcast and digital media licensing company, partnering with major media outlets such as Bloomberg, CNN, Fox Business, BBC, Sky News, Dow Jones, and Oath/Yahoo!. EI provides digital products and services to help companies leverage their on-air appearances and segments across their digital and off-line platforms, creating a revenue stream for the broadcasters in the process. Gordon manages the relationships of over 400 clients globally, and is responsible for new media partner acquisition, business development, and sales and marketing.

Speakers



Tim Moll '04

Chief Scotch Whisky Officer, The Whiskey Library

Major: Business Administration & Accounting

Session: Breweries and Craft Spirits

In 2014, Tim founded The Whiskey Library with his partner, Brian Thompson, to share their love of whiskey with friends and family. From educational events at his condo, they transitioned to whiskey and food pairing dinners at bars and restaurants around the DC area. They have now set our sights on becoming “whiskey free agents” and event planners creating customized events for corporations and their associated brands at local venues. Their goal is to prove that they can step in on behalf of, or work in concert with these companies and their teams to create experiences in line with their strategies. If they have success with this model, they will attempt to bring in new people and replicate in other cities. The Whiskey Library has allowed Tim to channel a passion for this great spirit and become part of its thriving community in D.C. and around the world.



Patrick Mooney '84

Executive Director, Firm Risk Management, Morgan Stanley

Major: Business Administration & Accounting

Session: The FinTech Revolution

As a member of Morgan Stanley's Liquidity Risk Department within Morgan Stanley Firm Risk Management, Patrick is responsible as the COO for the group. Prior to joining Morgan Stanley in 2017. He was a director in BlackRock's Financial Markets Advisory Group within BlackRock Solutions from 2010-2016. He was responsible for managing and facilitating the execution of engagements with clients. Prior to BlackRock, he was the COO at NewOak Capital. Patrick is a financial services industry veteran with over 20 years of experience which includes a variety of senior management roles at Bear Stearns, TradeWeb, SIFMA and starting his career at PricewaterhouseCoopers. As a principal responsible for facilitating the growth of businesses, he has had oversight responsibility for multiple business units.

Speakers



Marc Ottinger '80

Managing Member, RecoverMD, LLC

Major: Sociology & Anthropology

Sessions: Rockets, Yachts, and Parachutes

After W&L, Marc received an M.B.A. from the Babcock Graduate School of Management at Wake Forest University. After working for Arthur Anderson in the operational consulting and corporate recovery services groups, Marc became the executive director of the Governor's Information Technology Board for the State of Maryland. This experience allowed him to look at the application of technology to old line businesses to change their life cycle curve. He has applied that approach to several business ventures since, ranging from packaging manufacturing to investment banking to healthcare technology and most recently the medical cannabis industry.



Tom Pearce '85

Chairman and CEO, MAXEX

Major: History

Sessions: The Next Frontier and the Disruptors Blazing the Trail Ahead

Tom is the chairman, CEO and co-founder of MAXEX, a Fintech company who, in partnership with J.P. Morgan (JPM), has launched the first exchange for trading residential mortgage loans through a centralized clearinghouse. Tom was founder and managing partner of Vertical Capital, LLC an asset manager sponsored by Bank of America. Prior to founding Vertical, Tom was founder and CEO of Peachtree Financial, LLC a middle-market commercial lending firm sponsored by First Union Bank. From 1986 to 1998, he served as a managing director, principal and senior member of the Mortgage Department at Bear Stearns in NY. Tom is also the founder and Chairman of FACTRelief.org, a 501(3)(c) he created to financially assist families with a terminally ill family member, predominately ALS patients.



Eric Pelnik '15

Growth + Ops, CommonStock

Major: Business Administration

Sessions: Pitch Decks, Term Sheets, and Negotiations; A Road Less Traveled

Eric is a member of the founding team at CommonStock, an app and website that allows you to trade, chat and get alerts when friends buy or sell crypto and stocks. Previously, Eric worked at Greenspring Associates, where he conducted growth-stage and fund investments, as well as worked with portfolio companies on business development initiatives.

Speakers



Sam Perkins '80, '83L

CEO/COB, Pürgenix

Major: Economics

Session: Breweries and Craft Spirits

Sam is the CEO and chairman of PHI Technologies, LLC (dba, Pürgenix), the home of PurHospital, where antibiotic resistant pathogens and other microbes are reduced or eliminated from air supplied to occupied spaces. PurHospital provides confidence to patients and staff that they are considerably safer in the hospital, addressing the second greatest fear in a hospital: picking up a disease while visiting. Sam has been a yearly participant of the W&L Entrepreneurship Summit since 2012.



Elizabeth Polanco Aquino '09

Executive Director, Senior Product Manager, J.P. Morgan

Majors: Economics and East Asian Languages & Lit.

Sessions: The Next Frontier and the Disruptors Blazing the Trail Ahead; Demystifying Blockchain

Elizabeth is an executive director and senior product manager at J.P. Morgan's Blockchain Center of Excellence, driving the development of blockchain-based solutions to address client challenges across the firm's treasury services and trade finance businesses. Previously, she led development of data-driven products for J.P. Morgan's New Product Development lab and held various sales and product roles in the investment bank across M&A and syndicated leverage finance. She is originally from the Dominican Republic.



Dan Silberberg '72

CEO, DIGINTEL

Major: English

Session: From Liberal Arts or STEM Graduate to Successful Entrepreneur

Dan has over 45 year of experience across multiple industry verticals including: consumer products, apparel, food and beverage, and personal care, business consulting, and technology. He brings a wealth of expertise with particular expertise in strategy, innovative business models, and exponential top line revenue growth. In addition to working with Fortune 500 companies, Dan has a strong track record in turning around troubled businesses. Currently, he is launching a cognitive technology platform of strategic assets, DIGINTEL Inc, including but not limited to predictive analytics, social media analytics, and strategic intelligence reporting.

Speakers



Hugh Sisson '76

Founder, Heavy Seas Beer

Majors: English and Drama

Session: Breweries and Craft Spirits

Hugh has been a leader in craft beer since 1989 when his family's restaurant became the first brew pub in Maryland. He also founded the Brewer's Association of Md, sits on the PR and Marketing Committee for the national Brewer's Association, and has cohosted a Baltimore area radio show on wine and beer for the last 26 years. He has been basically engaged in entrepreneurial activities since 1980.



Shelby Stephens '05

Founder, Servable

Majors: French Language & Literature and Physics & Engineering

Sessions: Social Environments and Human Values; Ideation Lab

Shelby is founder and CEO of Servable, a seed-stage startup based in Austin that makes contractor management software for small businesses, helping SMBs organize, coordinate and pay their flexible workforce. Shelby has been an entrepreneur for over a decade, launching and growing multiple businesses that rely on independent contractors. He lives in Austin with his family, and organizes the local community of designers who are passionate about design ethics and the Time Well Spent movement.



Reid Thompson '04

Career Advisor, University of Virginia Darden School of Business

Major: Spanish

Session: The FinTech Revolution

Reid has worked in financial services, startups, manufacturing, and higher education. He now advises M.B.A. students at the University of Virginia's Darden School in the areas of entrepreneurship, venture capital, and general management. Reid worked at YB MoneySpot, a financial technology startup, as vice president of market strategy, Latinum Network in marketing and research, BB&T bank in their Leadership Development Program, and a manufacturing facility in Monterrey, Mexico. Reid earned an M.B.A. from the University of Virginia Darden School of Business.

Speakers



Catherine Tobin '11L

Director, Partnerships, Foundation

Session: The FinTech Revolution

Catherine currently works as a director of partnerships at Foundation Group, LLC, an online lender and technology solutions provider that partners with banks and other organizations to help them enable small businesses to access the capital they need via a fast and seamless digital application process. Catherine is also a FINRA arbitrator and provides advisory and consulting services on a number of business topics. Prior to joining Foundation in 2018, Catherine worked in strategy and corporate development at TD Bank and Capital One. Catherine initially worked in legal on corporate transactions at Capital One after graduating from the W&L School of Law.



David Valentine '92

Co-founder, Head of Investment Banking, Athena Blockchain

Major: History

Session: Demystifying Blockchain

David has spent 25 years in the financial services industry. After W&L, he spent 12 years as an investment banker. For the first five, he was an analyst and associate at the Dutch bank ABN AMRO, and for the last five, he was at UBS, as a director in leveraged finance. Later, he was the global head of debt private placement. After leaving the sell-side, David moved back to Chicago from New York to join Magnetar Capital as one of its original co portfolio managers. Along with several of his associates of Magnetar, David helped to co-found Victory Park Capital. He also founded and is managing partner in a specialty finance company, Wilson Gordon. Earlier this year, David co-founded Athena Blockchain, where he is now the head of investment banking.

Speakers



Geoff Veale '99

Principal, Outrider Capital Partners

Major: Business Administration

Session: Buyouts, M&As, Turnaround, Workout

Geoff is the founder of Outrider Capital Partners, a private equity firm focused on providing long term capital to manufacturing, distribution and services businesses. He was a principal and member of the investment committee at Milestone Partners, a lower middle market private equity firm with over \$600 million of capital under management. Previously, Geoff was with Jefferies Capital Partners, a middle market private equity firm in New York, and he worked in the Mergers and Acquisitions Group of J.P. Morgan. Geoff plays an integral role in sourcing, screening, structuring, and negotiating acquisitions, working with portfolio companies post-acquisition, and positioning portfolio companies for successful exits. He has significant prior transaction and investment experience in the industrial, consumer, technology, transportation and aerospace Industries.



Christian von Hassell '16

Growth & Operations, Common Energy

Major: Economics

Session: A Road Less Traveled

Christian works on data strategy, financing, and software implementation for Level Solar, a NYC-based, vertically-integrated solar start-up.



Matt Wallace '06

Co-founder, 'Chups Craft Condiments

Major: Environmental Studies

Session: Food Entrepreneurs

Matt operates 'Chups Craft Condiments with his wife, Kori. A cherry ketchup experiment in the kitchen eventually led to the launch of 'Chups in 2014, which sought to bring variety to the tomato-dominated ketchup market. 'Chups original flavors include cherry, spicy pineapple, mango, blueberry, cranberry, and plum. In addition to fruit ketchups, Matt added a Table Mustard to the lineup and rebranded the company as 'Chups Craft Condiments. He has several new condiments in development which he plans to add to the 'Chups family of products. 'Chups was selected as a Garden & Gun Magazine 'Made In The South Award' runner-up for 2017. The 'Chups story was also featured in the "How You Built That" segment of the popular "How I Built This" podcast with Guy Raz in September of 2017.

Speakers



Stephen Welker '05

Partner & Dir. of Research, Sherborne Investors

Major: Business Administration & Accounting

Session: Buyouts, M&As, Turnaround, Workouts

Stephen is a partner and director of research of Sherborne Investors, responsible for leading the firm's research function, including identifying investments, establishing the turnaround thesis and participating in the management of the investment. He is a non-executive director of TGI Fridays and an advisor to Electra Private Equity plc. Previously, he was an advisor to F&C Asset Management plc. Prior to joining Sherborne Investors, he worked at Morgan Stanley on both real estate investment banking and principal investment transactions.



Mike Wilner '13

Co-founder, Propeller

Major: Business Administration

Session: Rockets, Yachts, and Parachutes

Mike became W&L's first Venture for America Fellow, joining the second-ever class. He spent two years working for startups in Detroit as part of his fellowship, while starting his own startup, Compass, an on-demand creative service marketplace for small businesses, towards the end of the fellowship. Compass joined Venture for America's first incubator program, won the UBS Venture Catalyst Award, has raised over \$300K in funding, and has grown to a team of 7 people based in Philadelphia.

Faculty



Jeffrey P. Shay

Rupert H. Johnson, Jr. Professor of Entrepreneurship and Leadership

Professor Shay joined the W&L faculty in July 2009 as the Johnson Professor of Entrepreneurship and Leadership. At W&L, he has led the development of a comprehensive entrepreneurship program that now includes: The Connolly Center for Entrepreneurship, Venture Club, W&L Business Plan Competition, Entrepreneurship Summit, and the Entrepreneurship Internship Program. Prior to coming to W&L, he was the Poe Professor of Entrepreneurship and the Chair of the Management, Marketing, and International Business Department at the University of Montana (UM). At UM, he taught MBA and undergraduate courses in entrepreneurship, international business, and strategic management for ten years and received nine teaching awards and two service awards. He has also taught courses at London School of Economics, Peking University, Cornell University, and University of Brescia in the areas of strategic management, cross-cultural management, entrepreneurship, leadership, organizational behavior, international business, and human resource management. He has served as the President of both the North American Case Research Associate (twice) and the Western Academy of Management.

Dr. Shay's professional experience includes providing strategic planning, international business planning, and new venture development consulting services through his company, Shay Consulting International. His most recent clients include: Bank of Montana, Bitterroot Resort, Blue Cross - Blue Shield Montana, Benchmark Simulations, PowerWater Beverages, Watson Children Shelter, Montana World Trade Center, Hi-Noon Petroleum, Big Sky Brewing Company, Precision Partners, and the Inland Northwest Space Alliance (NASA). He provides these services in order to keep current with the practical application of what he teaches in his courses. Dr. Shay has over 30 years of consulting experience in these areas.

Faculty



Marc Junkunc

Associate Professor of Business Administration

Professor Junkunc teaches courses related to entrepreneurship. He has been deeply involved with multiple startups, entrepreneurial ventures and small and mid-sized businesses in various capacities, including founder, CEO, team member, investor, advisor and board director. He started his first business while an M.B.A. student, grew it to profitability and later sold it. For seven years he was on the board of directors of a 90+ year-old family business involved in manufacturing for the aerospace industry, wherein he directed a successful turn-around, management buyout and succession plan. Among many consulting assignments, recently he advised a profitable service and product venture with wholesale, retail, internet and international operations, and he also advises not-for-profit enterprises.

At W&L, Professor Junkunc conducts research at the Williams School in areas related to entrepreneurship and innovation. He has done extensive work on venture capital transactions, initial public offerings (IPOs), patents, science-based technology industries, strategic alliances, governance, founders and entrepreneurship in developing countries including venture capital. Professor Junkunc has published his research in top management and entrepreneurship academic journals, including Management Science, Journal of Management, Journal of Business Venturing, Strategic Entrepreneurship Journal, Entrepreneurship Theory and Practice, and Organizational Research Methods, among others.

Prior to joining W&L, Professor Junkunc had received teaching excellence awards for undergraduate teaching in entrepreneurship at both the University of Miami (FL) and Virginia Tech. At Virginia Tech he was also the Academic Director of the Apex Systems Center for Innovation and Entrepreneurship, and was the founding faculty director of VT's Innovate Living Learning Community, which he co-launched. His entrepreneurship students have won regional, national and global entrepreneurship competitions and have started many ventures. Professor Junkunc received his Ph.D. from the UCLA Anderson School where he also received an M.B.A. He also holds a Master's degree in Economics from UCLA and a B.A. in Economics from UC Berkeley with highest honors.

Faculty



Gavin L. Fox

Associate Professor of Business Administration

Professor Fox joined the W&L faculty in 2014, following five years of teaching at Texas Tech University. He teaches courses in marketing management, services marketing and innovation, and customer contact. Pedagogically, he is interested in the intersection of business and the liberal arts, specifically as they pertain to fostering innovation. Additionally, Professor Fox has become involved in app development and views it as an outstanding vehicle for understanding service process design that is enhanced by an interdisciplinary approach. Throughout his career, he has consulted with a number of businesses on service process design, primarily in the medical and veterinary industries.

Professor Fox served eight years in the Army Reserve as a Quartermaster Officer, including a deployment to Iraq in 2004 as a First Lieutenant. During the experience, he learned a great deal about leadership, logistics, innovation, and the meaning of the word “challenge.”

Professor Fox’s research interests span service innovation, customer complaining behavior, and viral marketing. His work has been published in the International Journal of Operations & Production Management, the Journal of Advertising, the Journal of Retailing, Psychology & Marketing, Industrial Marketing Management, among others. Professor Fox also reviews for a number of academic journals.

Faculty



Jeff Schatten

Assistant Professor of Business Administration

Professor Schatten joined the W&L faculty in 2016 after finishing his Ph.D. at Georgia State University in Managerial Sciences. He received numerous teaching awards at Georgia State and spent his summers teaching at two universities in China. Following the 2008 financial crisis, Professor Schatten started and developed a residential real estate investment company. He has also worked as a consultant in a social enterprise start-up incubator in Cape Town, South Africa. In addition, for two years Professor Schatten had a radio show in Atlanta on business, economics and politics. He has also been a pro-bono strategy consultant for several nonprofit organizations.

Professor Schatten's experience as a teacher and researcher lies at the intersection of business and the liberal arts. He received a B.A. in philosophy from the University of Maryland and has taught philosophy and psychology for many years. Professor Schatten's research in organizational behavior, which draws dually on management and psychology, focuses on negotiation, leadership, and decision making. His work has been featured in the award-winning International Encyclopedia of Social and Behavioral Sciences as well as Harvard University's Negotiation Journal, the Journal of Management and Organization and Leadership Quarterly. In addition to winning the award for "Best Paper in Organizational Behavior" by the Southern Management Association, Professor Schatten's research has been presented at conferences that include the Society for Industrial and Organizational Psychology, Academy of Management Conference and several presentations at Southern Management Association. Professor Schatten lives in downtown Lexington with his wife, Kimary, infant daughter, Sam, and infant son, Milo.

Venture Club

The Venture Club was established in 2010 to help students from across campus learn about entrepreneurship in a hands-on environment. The Venture Club plays a critical role in the planning and execution of the Entrepreneurship Summit. The club is advised by Johnson Professor of Entrepreneurship and Leadership Jeff Shay and Associate Professor of Business Administration Marc Junkunc.

Student Officers

President: Anna Lee Riccio '19

Executive Team: Adit Ahmed '19

Executive Team: Max Hanamirian '19

Executive Team: Graham Novak '19

Executive Team: Jesse Evans '20

Executive Team: Catherine Latour '20

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Liam Delehanty
Donovan Fiore
Brianna Karpowich
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Notes

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