

**Program developer. Program manager. Entrepreneurial problem-solver.**

*With broad-based business development experience, and the ability to engage people, I have the ability to resourcefully and flexibly augment the needs of client organizations.*

Experience

Program Manager for Outreach (part-time)  
National Collegiate Inventors and Innovators Alliance (NCIIA) June 2006 – Present  
Scaling nationwide *Invention to Venture* ([www.invention2venture.org](http://www.invention2venture.org)) program from 10 to 40 workshops per year, including the design and launch of a new *Advanced Invention to Venture* workshop ([www.invention2venture.org/advanced](http://www.invention2venture.org/advanced)). Successful at scaling due to academic partnership development and introduction of many franchise-like tools and templates, enabling NCIIA to effectively manage branding and quality control of I2V experience. Also provided leadership in developing BMEidea ([www.nciia.org/bmeidea](http://www.nciia.org/bmeidea)), a nationwide student biomedical engineering competition.

Consultant, Hadley, MA ([www.humera.com](http://www.humera.com)) February 2005 – Present  
Provide clients with business development solutions, encompassing marketing, sales, due diligence, proposal writing and web strategies.

Partial Client List:

Grinspoon Family: Select confidential project work scoping out new investment and philanthropic opportunities.

NCIIA / Five Colleges Inc.: Served as consultant from June '05 - June '06 essentially performing the same function as outlined above. ([www.nciia.org](http://www.nciia.org))

Route9Auto: Responsible for all marketing functions for rapidly growing automotive sales and service retail operation, including branding, advertising, public relations, web development and strategic planning. ([www.route9auto.com](http://www.route9auto.com))

Kellogg Playschool (Volunteer): facilitated strategic planning, renaming, brand, photography and website development for care provider. ([www.kelloggplayschool.com](http://www.kelloggplayschool.com))

Hadley Preschool (Volunteer): developed electronic and print collateral for silent auction, enabling increase in fundraising from \$3K to \$8.5K. ([www.hadleypreschool.com](http://www.hadleypreschool.com))

Microtest Laboratories: revamped business plan enabling successful bank refinancing of large expansion project. ([www.microtestlabs.com](http://www.microtestlabs.com))

K and M Electronics: managed development and submission of MA Workforce Training Fund grant. ([www.kandm.com](http://www.kandm.com))

Founder, Edical May, Chicopee, MA ([www.edicalmay.com](http://www.edicalmay.com)) February 2005 – Present  
Medical Device manufacturing and business development for early-stage companies. Supporting Virginia-based client with clinical devices and other startup resources.

Regional Technology Corporation (RTC) ([www.rtccentral.com](http://www.rtccentral.com)) April 2001 – February 2005  
and Regional Technology Alliance (RTA)

Vice President, Springfield, MA

July 2003 – February 2005

Developed, cultivated then merged three independent networks resulting in private-sector funded 501(c)3, RTC, creating a 100+ membership organization and cohesive brand. Successfully attracted grant funding, forged collaborative relationships, developed programs and promoted technology interests of region. Recruited originally by UMASS Amherst, MA to develop the Regional Technology Alliance (RTA) and implement network development activities for two-year \$600,000 National Science Foundation, "Partnership for Innovation" grant.

Independent Consultant/ Entrepreneur  
VentureFuse Partners, New York, NY

December 1999 – October 2002

Conducted due diligence and edited business plans for startup ventures in a variety of sectors, including an ISP (Internet Service Provider) in China, a building management ASP (Applications Service Provider), a custom-made clothing retailer and a marketer of all-natural hair, skin and cosmetic products.

Ricebuddy.com, Hadley, MA

Manufactured heat-therapy product and developed online business, achieving revenue of \$13,000 per annum as means to develop skills in e-business and augment personal income.

Local Commerce Director, DailyJolt.com, Boston, MA

Spearhead sales efforts targeting college town merchants interested in marketing to students via DailyJolt.com college portals. Established model for advertising revenue that was scaled to over 100 college towns nationwide.

LiveResearch.com, Hadley, MA

Developed business concept of online focus groups. Finalist in the Mass Ventures business plan competition.

Rexam Graphics (now [www.intelicoat.com](http://www.intelicoat.com)), South Hadley, MA

February 1993 – May 1999

Product Manager, Ink Jet Media

January 1998 – May 1999

Commercialized high-end ink jet media for digital proofing applications within commercial printing marketplace. Wrote business plan and set strategy for Rexam's entry into marketplace. Responsible for all aspects of business development including development, resource prioritization, channel development, pricing and marketing communications. Worked closely with sales to land key deals and train reseller sales force.

Product Manager, CAD Media

July 1996 – December 1997

Managed \$40 million dollar Computer Aided Design product line. Increased profitability of mature electrographic (EG) product-line by 25%, while fostering 30% growth of ink jet (IJ) product line.

#### Education

MBA, Isenberg School of Management, University of Massachusetts Amherst

June 2000

BS Mathematics (Minor Economics), Smith College, Northampton, MA

May 1992

#### Additional Skills

Highly networked amongst technology-based business, academic and service provider community in Massachusetts and other research hubs in the United States. Sophisticated in commissioning or self-creating information technology solutions related to web site creation & management, database development, email campaign and more. Highly computer literate in business and graphics programs (Office, Adobe, HTML, etc), on both PC and MAC platforms. Generally web and technology savvy.

#### Boards and Committees Served

- Western Mass Enterprise Fund, Holyoke, MA ([www.wmef.org](http://www.wmef.org)) – Financial lending non-profit
- In Mixed Company, NY, NY ([www.inmixedcompany.com](http://www.inmixedcompany.com)) – Modern dance company
- Pioneer Valley Connect, Springfield, MA ([www.pioneervalleyconnect.org](http://www.pioneervalleyconnect.org)) – Expanding affordable and ubiquitous broadband infrastructure in Western Massachusetts

#### Personal

US Citizen, born and raised in NYC. Lived in Pioneer Valley since 1988. Enjoy camping, boating, traveling and gourmet cooking. Married with two children.