

Annual Conference - January 19-22, 2017 - Philadelphia



Thursday, January 19, 2017

Rick Alexander, Head of Global Policy, B-Lab

Rick Alexander is Head of Legal Policy at B Lab. Before coming to B Lab, he spent 26 years at Morris, Nichols, Arsht & Tunnell LLP as a corporate law attorney, including four years as managing partner. He remains counsel to the firm.

Mr. Alexander formerly chaired the Council of the Corporation Law Section of the Delaware State Bar Association and the General Review Task Force of the ABA Committee on Corporate Laws. He currently chairs the ABA Task Force on Two Step Mergers and the State Law Initiatives Task Force. He is a member of the Delaware Access to Justice Commission and serves on the Advisory Committee for the Securities Regulation Institute. He is a member of the ABA Business Law Section Publications Board and an Inaugural Fellow of the American College of Governance Counsel.

Mr. Alexander has been named as one of the ten most highly regarded corporate governance lawyers worldwide by The International Who's Who of Corporate Governance Lawyers. He was selected by Best Corporate Law Lawyers as the Delaware Mergers & Acquisitions Lawyer of the Year and as the Delaware Corporate Law Lawyer of the Year, and was named as one of the 500 leading lawyers in the United States by the Lawdragon guide.

He is the author of *The Delaware Corporation; Legal Aspects of Organization and Operation 1-5th C.P.S.* (BNA 2014) and has written numerous articles, including *Benefit Corporations in the Public Markets* (Agenda 2015); *Amendments Remove Obstacles to Adoption of Public Benefit Status* (Corporate Law and Accountability Report 2015); *Doing Well While Doing Good: New Delaware Law Authorizes "Public Benefit" Corporations* (Delaware Corporate & Legal Services Blog 2013); *Forum Selection By-laws: Where We Are and Where We Go From Here* (Insights 2013); *Responding to Unsolicited Takeover Offers* (Conference Board 2009).

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DREXEL UNIVERSITY
Charles D. Close
School of Entrepreneurship

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Friday, January 20, 2017

John Fry, President, Drexel University

John Anderson Fry, appointed Drexel University's 14th president in 2010, has served higher education for his entire professional life. Through his roles as a consultant, board member, chief operating officer and chief executive, he has acquired a deep and broad understanding of the challenges of leading a major educational institution.

Fry set out to transform Drexel into what he has termed the "modern urban university of the future"—an institution that harnesses both its long-established and still-emerging strengths to serve its students, its neighborhood, its city and the nation.

Under Fry's leadership, Drexel is setting a new standard for cooperative education, transforming its online and hybrid offerings, and becoming a powerful force for economic development in the Greater Philadelphia region. Fry led the University community's collaboration on a five-year strategic plan, launched in 2012, to guide the pursuit of those goals.

Fry has announced high-impact academic initiatives to increase the breadth of opportunity for students and faculty. He negotiated a groundbreaking merger in 2011 with the Academy of Natural Sciences of Philadelphia, America's oldest major natural history museum and a world leader in natural sciences research. Drexel launched the Close School of Entrepreneurship in 2013 to integrate entrepreneurial learning into the curriculum and support campus innovators. And Fry has forged a series of academic and research partnerships to enhance Drexel's global connections in China, Turkey, Israel, Brazil, Chile, India and South Korea.

Fulfilling a commitment he made to Drexel's neighbors in his first address as Drexel president, Fry has championed major neighborhood initiatives including the PECO-Drexel Education Collaborative supporting local public schools, the Lindy Institute for Urban Innovation and the Dornsife Center for Neighborhood Partnerships. He also attracted corporate partners to invest in Drexel's campus development; for example, American Campus Communities has invested more than \$300 million in residential/retail projects, which will reduce the destabilizing effect of student housing on surrounding blocks, while Drexel's enhanced Employee Home Purchase Assistance Program encourages increased owner occupancy in the neighborhood. A focal point of Drexel's strategic plan is to become an even greater economic engine for Greater Philadelphia. Fry announced the creation of Drexel Ventures, a subsidiary enterprise to help faculty and students partner with the private sector to build businesses around their inventions. And those relationships will be at the heart of Schuylkill Yards, a 14-acre live/work/learn development on University real estate adjacent to Philadelphia's Amtrak 30th Street Station.

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Heidi Neck, Ph.D., Babson College Professor and the Jeffrey A. Timmons Professor of Entrepreneurial Studies.

She has taught entrepreneurship at the undergraduate, MBA and executive levels. Neck is the President of the [United States Association of Small Business & Entrepreneurship \(USASBE\)](#), an academic organization dedicated to the advancement of entrepreneurship education. She is Faculty Director of [The Babson Collaborative](#), a global institutional membership organization for colleges and universities seeking to increase their capability and capacity in entrepreneurship education. Additionally, Neck is Faculty Director of Babson's [Symposia for Entrepreneurship Educators \(SEE\)](#) – programs designed to further develop faculty from around the world in the of art and craft of teaching entrepreneurship and building entrepreneurship programs. Through her leadership she has directly trained over 2,000 educators around the world. An award-winning teacher, Neck has been recognized for teaching excellence at Babson for undergraduate, graduate, and executive education. She has also been recognized by international organizations, the Academy of Management and USASBE, for excellence in pedagogy and course design. Most recently in 2016 The Schulze Foundation awarded her "Entrepreneurship Educator of the Year" for pushing the frontier of entrepreneurship education in higher education.

Her research interests include entrepreneurship education, entrepreneurship inside organizations, and creative thinking. Neck is the lead author of [Teaching Entrepreneurship: A Practice-Based Approach](#) (Elgar Publishing) – a book written to help educators teach entrepreneurship in more experiential and engaging ways. Additionally, she has published 40+ book chapters, research monographs, and refereed articles in such journals as *Journal of Small Business Management*, *Entrepreneurship Theory & Practice*, and *International Journal of Entrepreneurship Education*. She is on the editorial board of the Academy of Management Learning & Education journal and is a Forbes blogger on entrepreneurship content.

Neck speaks and teaches internationally on cultivating the entrepreneurial mindset and espousing the positive force of entrepreneurship as a societal change agent. She consults and trains organizations of all sizes on building entrepreneurial capacity. She is the co-founder of VentureBlocks, an entrepreneurship education technology company and co-owner of FlowDog, a canine aquatic fitness and rehabilitation center located just outside of Boston. Heidi earned her Ph.D. in Strategic Management and Entrepreneurship from the University of Colorado at Boulder. She holds a B.S. in Marketing from Louisiana State University and an MBA from the University of Colorado, Boulder.

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Victor Hwang, Vice President of Entrepreneurship, Ewing Marion Kauffman Foundation

Victor W. Hwang is Vice President of Entrepreneurship at the Kauffman Foundation, the world's leading foundation for entrepreneurs. The Foundation supports entrepreneurs starting and building businesses, leaders seeking guidance in the innovation economy, and cities and communities growing competitive jobs and sustained business creation. This work includes education for entrepreneurs; investing in entrepreneurial programs that can scale and create impact; and investing in metropolitan areas to create vibrant ecosystems that help companies start and grow.

Prior to joining the Kauffman Foundation, Hwang was co-founder and CEO of Liquidity, a Silicon Valley venture-backed nanotech firm that makes filters for safe drinking water. He led the company through first product launch, early revenues, and winning the TechCrunch Disrupt startup competition. He was CEO and co-founder of T2 Venture Creation, a venture firm that built startup companies and designed the ecosystems that foster entrepreneurial innovation in dozens of countries and cities. In addition, Hwang was executive director of the Global Innovation Summit, a conference focused on building innovative ecosystems with delegates from over 50 nations. He is past president of Larta Institute, an organization that commercializes technology from key government agencies, such as the National Science Foundation and the National Institutes of Health. He was Chief Strategy Officer of Veatros, a video startup where he led the company's acquisition by DivX. He practiced corporate and technology law with the firms of Mayer, Brown & Platt and Irell & Manella.

Hwang is an alum of the Kauffman Fellows, a leadership society for venture investors. He is co-author of the book *The Rainforest: The Secret to Building the Next Silicon Valley*, which explains how companies, communities and countries can foster systemic innovation at large scale. The book was awarded Book of the Year, Gold Medal, by ForeWord Reviews. He also wrote the follow-up book, *The Rainforest Blueprint*, a practical design guide for innovation ecosystems. He has been a contributing columnist to *Forbes*, *The Wall Street Journal*, *TechCrunch*, and *Entrepreneur*. National Public Radio named his graduation address to Austin Community College one of the best commencement speeches ever. His opinions have been cited in *The New York Times*, *The Wall Street Journal* and the *Los Angeles Times*, among others.

Hwang serves on the board of Silicon Valley Forum, the largest and oldest not-for-profit organization in Silicon Valley. He was appointed to the California Blue Ribbon Task Force on Nanotechnology, and was awarded a Marshall Memorial Fellowship, a program for emerging trans-Atlantic leaders.

Hwang is a graduate of Harvard University and the University of Chicago Law School.

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Jay Coen Gilbert, Co Founder, B Lab

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and as a result society will enjoy a more shared and durable prosperity.

B Lab drives this systemic change by: 1) building a global community of **Certified B Corporations** who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability; 2) promoting **Mission Alignment** using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high impact businesses be built to last; 4) helping tens of thousands of

businesses, investors, and institutions **Measure What Matters**, by using the B Impact Assessment and B Analytics to manage their impact -- and the impact of the businesses with whom they work -- with as much rigor as their profits; and 4) inspiring millions to join the movement through compelling story-telling by **B the Change Media**.

Certified B Corporations meet the most rigorous standards of social and environmental performance and transparency, and legally expand their fiduciary duties to include consideration of stakeholder interests. As of May 2016, there are more than 1,700 Certified B Corporations from over 130 industries and 50 countries; more than 3,500 businesses have registered as benefit corporations in the 30 states that have enacted benefit corporation laws; more than 40,000 businesses measure and manage their impact using B Lab's B Impact Assessment; and more than 100 investors and fund managers with billions of dollars in assets under management, including UBS, JPMorgan, and Prudential, are using B Lab's B Analytics data platform and GIIRS Ratings to measure and report on the impact of the companies in whom they invest and with whom they work.

Prior to B Lab, despite having no game, Jay co-founded and sold AND 1, a \$250M basketball footwear and apparel company based outside Philadelphia. Jay led AND 1's product and marketing and was AND 1's CEO during its period of most rapid growth and decline.

Jay is a Henry Crown Fellow of the Aspen Institute, President of the Board of the Philadelphia chapter of KIPP Philadelphia Schools, a growing cluster of high performing public charter schools, and a former Board member of Investors' Circle and Social Venture Network, leading national networks of social entrepreneurs and early stage social investors.

Jay grew up in New York City before heading west to Stanford University, graduating with a degree in East Asian Studies in 1989. Prior to AND 1, Jay worked for McKinsey & Co and several organizations in NYC's public and non-profit sectors.

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Will Rozenweig, Dean & Executive Director, The Food Business School

William B. Rosenzweig has spent more than twenty-five years integrating the practices and perspectives of an entrepreneur, venture investor, and educator. He is regarded internationally as an expert in cultivating and transforming impactful ideas into thriving enterprises.

Will was founding CEO (and Minister of Progress) of The Republic of Tea, an award-winning specialty tea company that is credited with creating the premium tea category in the United States. As an entrepreneur and investor, he has been

involved in Odwalla, Trinity Springs, Winetasting.com, Yummly, and Brand New Brands, a functional food incubator he founded in 2004.

In November 2014, Will joined forces with The Culinary Institute of America (CIA) to launch The Food Business School (FBS), the CIA's new center for executive and graduate education. As Dean and Executive Director of The Food Business School of The Culinary Institute of America, Will is working with industry experts to create specialized programs that enable and empower entrepreneurs to design, deliver, and lead transformative innovations that address the world's most pressing food challenges—and its greatest business opportunities.

Will is co-author of *The Republic of Tea: How an Idea Becomes a Business*, which was named one of the 100 Best Business Books of All Time. His work has been profiled in *The Wall Street Journal*, *Sound Money*, *Business Week*, *USA Today*, and the *San Francisco Chronicle*.

Will is also founding managing partner of Physic Ventures, the first venture capital firm dedicated to investing in keeping people healthy, where he has supported innovative early-stage companies including Revolution Foods, Pharmaca, Recyclebank, Novomer, Gazelle, EnergyHub, Watersmart, and Yummly. Based in San Francisco, the firm's strategy is to capitalize on major economic, social, and political trends that shape health and sustainability.

In 2013, Will was named chairman of the Vitality Institute Commission, a national effort focused on promoting health and well-being and preventing chronic disease.

In 2014, Will was named on the Purpose Economy 100 list of leaders who are "the first to research, develop, and shape markets that foster community, expression, and impact." In 2016, Will was recognized as one of the 7 shapers of the future of food by [Bon Appetit magazine](#).

He serves on advisory boards for The Culinary Institute of America, a Gates Foundation funded project on Sanitation, and SustainAbility, a London-based think tank. Will is a sought after speaker and also an avid gardener, and blogs at www.ideagarden.com.

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Andrew Yang, CEO, Venture for America

Andrew is the Founder and CEO of Venture for America, and has worked in startups and early-stage growth companies as a founder or executive for more than twelve years. He was the CEO and President of Manhattan GMAT, a test prep company that was acquired by the Washington Post/Kaplan in 2009. He has also served as the co-founder of an Internet company and an executive at a health care software startup. Andrew has been selected by the White House as a Presidential

Ambassador for Global Entrepreneurship and a Champion of Change for his work with Venture for America. He is the author of "Smart People Should Build Things," published by Harper Business (excerpts [here](#) and at [Amazon](#)). He was named one of Fast Company's "100 Most Creative People in Business," and has appeared on CNBC, Morning Joe, Fox News, TIME, Techcrunch, the Wall St. Journal, and more. He is a graduate of Columbia Law and Brown University and lives in New York City with his wife and son.

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David Audretsch, Distinguished Professor, Ameritech Chair of Economic Development, Institute for Development Strategies, Indiana University

Dr. David Audretsch is a distinguished professor at SPEA and also serves as director of the SPEA Overseas Education Program, Ameritech Chair of Economic Development, and director of the Institute for Development Strategies. He is co-founder and co-editor of *Small Business Economics: An Entrepreneurship Journal* and also works as a consultant to the United Nations, the World Bank, the OECD, the EU Commission, and the U.S. State Department.

Audretsch's research focuses on the links between entrepreneurship, government policy, innovation, economic development, and global competitiveness. His articles, mainly in the fields of industrial organization and innovation, number more than 100 have been published in journals such as the *American Economic Review*, the *European Economic Review*, the *Review of Economics and Statistics*, the *Schmalenbach Business Review*, and the *International Journal of Industrial Organization*.

Audretsch is a member of the advisory board to a number of international research and policy institutes, including chair of the the *Deutsches Institut fuer Wirtschaftsforschung Berlin* (German Institute for Economic Analysis Berlin), chair of the *Stifterverband fuer die Deutsche Wissenschaft* (Foundation for the Promotion of German Science), *New York Academy of Sciences*, the *Swedish Entrepreneurship Forum*, and the *Jackstädt Centre for Entrepreneurship in Wuppertal, Germany*.

He has received honorary doctorate degrees from *Jonköping University* in Sweden and *University of Augsburg* in Germany. He is an honorary professor of *Industrial Economics and Entrepreneurship* at the *WHU-Otto Beisheim School of Management* in Germany. In addition, Audretsch serves as a visiting professor at the *King Saud University* in Saudi Arabia, honorary professor at the *Friedrich Schiller University of Jena* in Germany, and is a research fellow of the *Centre for Economic Policy Research* in London. He was awarded the *2011 Schumpeter Prize* from the *University of Wuppertal* and the *2001 Global Award for Entrepreneurship Research* by the *Swedish Foundation for Small Business Research*.

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