



Innovation & Entrepreneurship Program
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Clark University Innovation & Entrepreneurship (I&E) Program

"Clark I&E students don't just develop business plans, they create businesses, performing and visual art projects and non-profits. Our program gives them the skill sets and motivation to create things that change their lives and the world around them."

- George Gendron, Founder, Clark's I&E Program

Program Founded: Fall 2005

Program Description: Clark's I&E program teaches innovation and entrepreneurship for the 21st century. It is dramatically different from other programs because:

- *It's a minor, not a major.* I&E marries a student's passion – and major - with entrepreneurial and innovation skills to create an economically sustainable life focused around his or her passion.
- *It's about doing. Not just dreaming.* Clark students don't develop business plans, they create businesses, art projects, non-profits and environmental companies. Clark students create things that change their lives and the world around them.
- *It teaches how to do more with less.* The I&E program encapsulates the true meaning of entrepreneurship - creating something new in an environment of resource scarcity. I&E teaches skills to prepare young people for the challenges of their professional, civic and philanthropic lives.

Location: www.clarku.edu/clarkinnovation and across the campus in Worcester, Massachusetts

Leadership: George Gendron, founder and executive director
Former Editor-in-Chief of *Inc.* magazine

The I&E program builds on Clark University's long-standing tradition of blending real-world experience with academic analysis. Each semester, Entrepreneurs-in-Residence (E-I-Rs) bring their experiences into Clark classrooms and bring our students into the marketplace. They share their entrepreneurial and operational experiences as mentors, virtual board of advisors, make connections and open the doors of opportunity for Clark students.

Current E-I-Rs:

2006-2007 Entrepreneurs-in-Residence include:

- *Jim Bildner*, (E-I-R in the Arts), chairman of the Literary Ventures Fund and general partner of New Horizons Partners, LLC
- *David Jordan*, (Social E-I-R), president and CEO, Seven Hills Foundation
- *Douglas Mellinger*, vice-chairman and founder, Foundation Source
- *Ronald Ranauro*, (E-I-R in the Sciences), CEO, Gene-IT
- *Jamie Rotman*, (E-I-R in the Arts), president, Deisgncenters.com
- *Katya Fells Smyth*, (Social E-I-R), founder, Full Frame Initiative
- *Steve Rubin*, E-I-R, Chairman Longwatch Inc. and Boynton Angles, LLC

Prominent Clark Graduates and Entrepreneurs:

Matt Goldman, '84, co-founder, Blue Man Group
William Mosakowski, '76, president, Public Consulting Group
Hugh Panero, '78, former CEO, XM Radio
Ronald Shaich, '76, founder, Panera Bread Company

Accomplishments:

Through Initial Advantage, the student-run entrepreneurship club, Clark students have already:

- Founded Onslaught Battle Circuit
- Founded Halyard Clothing
- Founded Interactive Purchasing Solutions
- Founded Student Discount Black Card
- Founded STIR Magazine
- Hosted Art as a Business Panel

Recommended Reads:

The Art of the New - Innovative Discussions to Inspire Entrepreneurship at <http://ieblog.clarku.edu>

Pope, Lauren. Colleges That Change Lives. New York: Penguin Group, 2006.

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Clark University Innovation & Entrepreneurship Program

George Gendron, founder and executive director



George Gendron is the **founder and executive director** of Clark University's Innovation and Entrepreneurship program, which teaches innovation and entrepreneurship for the 21st century to all undergraduate students of all majors. Gendron brings more than 25 years of entrepreneurial experience and background, transferring his knowledge to Clark's young innovators through his courses in entrepreneurship and innovation in the undergraduate school as well as in the MBA program at the Graduate School of Management.

Previously, as editor-in-chief of *Inc.* magazine for two decades, Gendron guided the publication from a start-up through its sale to Bertelsmann, the \$20 billion media company. Under his direction, *Inc.* became the world's premiere business magazine for the founders and CEOs of small- to mid-sized growing businesses.

During Gendron's leadership, the magazine developed the **Inc. 500**, a ranking of America's fastest-growing private companies, which quickly became a brand in its own right by identifying many of the world's leading entrepreneurial organizations when they were still in their infancy and virtually unknown--companies such as Microsoft, Patagonia, Timberland, Charles Schwab and countless others. During this time, he also created a joint venture with Ernst & Young to produce the first national "**Entrepreneur of the Year.**" Additionally, Gendron co-authored *Inc.*'s best-selling video, "How to Really Start Your Own Business," which won the American Film Institute Award for outstanding business and economic programming.

In 1997, Gendron created a joint venture with Michael Porter, of the Harvard Business School, to publish the **Inner City 100**, a ranking of the fastest-growing companies in America's inner cities. This list has played a major role in focusing public attention on the role of entrepreneurship in creating jobs and wealth in America's most economically distressed urban areas.

Gendron is at work on a book titled "**The Art of the New,**" designed to demystify entrepreneurship and innovation. The book will synthesize Gendron's 20 years of documenting the rise of many of the world's leading entrepreneurial organizations, and explore the process of transforming an idea into something tangible, in business, the non-profit sector, the arts, education and government.

BOARDS

Founding Director, iFly: A pioneering launch in the aviation industry, iFly will be the nation's first executive jet-based air taxi service. iFly's Chairman and CEO is Robert Crandall, the former CEO of American Airlines.

Advisory Board Member, Foundation Source: This venture-backed company assists high-net-worth individuals create and manage their own personal or family foundations. A recent analyst's report concluded that Foundation Source was playing a major role in "democratizing philanthropy" in the U.S.

Director, PBFN: The Professional Business and Financial Network was launched by All-Pro defensive-back Ryan McNeil to help professional and Olympic athletes successfully manage the transition from their athletic career into a career in business or entrepreneurship. PBFN has also launched *OT*, a magazine devoted exclusively to the interests of professional athletes.

National Director, Initiatives for a Competitive Inner City: Founded by Michael Porter of the Harvard Business School, ICIC creates strategies designed to foster economic growth in our nation's inner cities.

National Director, Community Wealth Ventures: CWV is one of the country's first consulting firms to focus on working with non-profit clients who want to create recurring revenue streams. It was launched by Billy Shore, founder of the pioneering hunger organization Share-our-Strength.

Founding Director, Literary Ventures Fund: Created by Jim Bildner, founder of J. Bildner & Sons and the former CEO of Tier Technology, LVF is attempting to create literature-focused, sustainable publishing models to counter the effects of massive consolidation among publishing houses and channels of distribution.

Chairman of the Board: Roxbury Community College's School of Business and Computer Technology: This board is dedicated to preserving and enhancing the unique community asset represented by Roxbury Community College for the local community.

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**Clark University
Innovation & Entrepreneurship Program**

**2007-2008 Entrepreneurs-in-Residence (E-I-R)
Biographies**

Jim Bildner (E-I-R in the Arts) is chairman of the Literary Ventures Fund and a general partner of New Horizons Partners, LLC, a boutique venture philanthropy firm specializing in early stage companies that advance critical public policy issues in literature, healthcare, education, the environment and the arts.



Bildner is a trustee of The Kresge Foundation, Case Western Reserve University, Lesley University and The Trustees of the Reservation. He is the author of two books and his articles and commentaries have appeared in publications including the *Boston Globe*, *Pittsburgh-Post Gazette*, *Boston Globe Sunday Magazine* and NPR's *Morning Edition*. Bildner, a graduate of Dartmouth College, earned his J.D. from Case Western Reserve School of Law and has an M.F.A. from Lesley University.

With more than 30 years of experience in rehabilitation, education and healthcare management, **David Jordan (Social E-I-R)** is currently president and CEO of Seven Hills Foundation. Jordan holds an M.A. degree in Special Education from Salve Regina College, a Masters of Public Administration from Clark University and received his Doctorate in Health Administration (DHA) from the Medical University of South Carolina. Jordan was honored by the Worcester Business Journal in 2002 as its first-ever *Business Leader of the Year – Nonprofit* category and again in 2005 when the publication ranked Seven Hills Foundation as the fastest growing nonprofit organization in Central Massachusetts. Dr. Jordan's current academic research involves the emerging phenomenon of social entrepreneurship - the blending of economic value with social value - and applied leadership.



Douglas Mellinger (E-I-R) is vice-chairman and founder of Foundation Source, the nation's leading provider of outsourced services for private foundations. Mellinger has a long-standing interest in philanthropy, starting at age ten, when he participated in his first fundraiser for the Jerry Lewis MD Telethon. Since then he has been an active entrepreneur, philanthropist, fundraiser, non-profit executive, non-profit board member and foundation director. Mellinger has a keen interest in community service directed toward youth, education and economic development. He is a graduate of Syracuse University with a degree in Entrepreneurial Science.



Ronald Ranauro (E-I-R in the Sciences) is currently CEO of Gene-IT, a leading supplier of genomic search software for life science research enterprises. Ranauro leans on his experiences as an entrepreneur, sales executive, engineer and team builder to lead Gene-IT. Prior to this position, Ranauro founded and led Blackstone Technology Group, a provider of grid computing for life sciences research. He has an M.S. in Computer Science and a B.S. in Management from Worcester Polytechnic Institute.



Jamie Rotman (E-I-R in the Arts) worked in the entertainment industry for ten years, initially as a production assistant and later as an actor, producer and second assistant director. Rotman ultimately attained the position of director of development for Pfilmco where she analyzed scripts and worked closely with directors and writers. Overall, Rotman's work traversed a range of media including television, theatre, film and music. Currently, she is president of Designcenters.com, an online jewelry and accessory store, which sells items from around the world and donates money to non-profit organizations. She holds an M.B.A. with a concentration in Management and Marketing from Clark University.



Steve Rubin (E-I-R) founded Intellution, a worldwide leader in processes monitoring and control software for personal computers. Rubin grew Intellution to a global company with over 300 employees, before selling the company to Emerson Electric in 1995. Currently, Rubin sits on the board of many technology start-ups and is the chair of an angel investor group in central Massachusetts that serves emerging companies.



Katya Fels Smyth (Social E-I-R) is Founder and Principal of the Full Frame Initiative, to which she brings nearly two decades of experience in program development, services and community networking. The Full Frame Initiative is an intermediary organization, creating a national network of highly-effective, poorly-replicable community-centric urban social service programs. A recognized social entrepreneur, her honors include being named one of five "Moms Who Change the World" by Working Mother magazine in 2006 and being a profiled "Agent of Change" in the 22nd edition of *Government by the People* (one of the most widely used political science textbooks).



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Innovation & Entrepreneurship Education for the 21st Century
www.clarku.edu/clarkinnovation

Q: What is the Innovation & Entrepreneurship (I&E) program at Clark University?

A: Clark's I&E program, an undergraduate minor for all students, delivers innovation and entrepreneurship education for the 21st century by helping students build the skills and attitudes needed today - imagination, innovation, inventiveness, resourcefulness and courage - to deal with the challenges of their professional, civic and philanthropic lives.

Q: Why is Clark University the setting for this program?

A: The I&E program grew out of Clark's rigorous liberal arts education and long-standing commitment to bringing outside experiences into the classroom. Additionally, Clark visionaries wanted to transform entrepreneurial education by shifting the primary focus away from typical undergraduate focus – development of business plans and raising capital - to focusing on creating actual art projects, non-profits and businesses that change the world.

Q: How is the I&E program at Clark different than other collegiate programs?

A: Clark University's I&E program is unique in that it truly marries a student's passion with entrepreneurial and innovation skills to create an economically sustainable life focused around his or her passion. And the reason it so easily combines passion with innovation and entrepreneurship is because Clark's program is a minor, not a major. Therefore, a student can major in performing arts and also take entrepreneurial classes to gather skills needed to open his or her own theater.

Q: How many students are enrolled in the program and what are their majors?

A: Currently, there are 60 students enrolled in the I&E minor, all from various majors ranging from science to performing arts and management to marketing.

Q: Who are Entrepreneurs-in-Residence (E-I-Rs) and what are their responsibilities?

A: Each year, the I&E program welcomes distinguished leaders from varying professional backgrounds to help students turn their ideas into realities by serving as mentors for students enrolled in the program. These esteemed individuals are referenced on campus and in-passing as Entrepreneurs-in-Residence (E-I-Rs).

E-I-Rs are responsible for bringing real experiences and deep networks into the classroom, in addition to serving as sounding boards for Clark's young entrepreneurs

and inspiring all students to take control of their own financial and professional destinies. Reflecting Clark's diverse student population, E-I-Rs come from sciences, arts, business and non-profit backgrounds.

Q: Are any of the I&E students entrepreneurs?

A: Yes, many students within the I&E program already manage their own organizations – some for profit companies and other non-profit entities. In some cases, students entered the program with experience, in other cases; they got ideas off the ground with help from Clark faculty and staff, their peers and E-I-R mentors. For a glimpse at what some of Clark students are accomplishing, see [Clark Visionaries](#).

For more information, see [The Art of the New](#), the I&E blog hosted by founder George Gendron, [Initial Advantage](#), the student-run entrepreneurial program and Loren Pope's [Colleges that Change Lives](#).

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