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National Collegiate Inventors & Innovators Alliance



SCHEDULE

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AI2V 1: Waltham, MA 8/1-4
AI2V 2: Urbana, IL 9/9-12
Southfield, MI - 9/28
Kansas City, MO - 9/29
St. Paul, MN - 10/6
 Fargo-Moorehead, MN - 10/12
Ontario, FL - 11/2

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Greater Delaware Valley: Speaker Profiles

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Rusty D'Aversa, from SELLMoreTechnologyNOW.com; speaker on Marketing & Sales

Oreste "Rusty" D'Aversa is an author, speaker and advisor to senior management and provides consulting services to corporations, small businesses, entrepreneurs, business associations and universities. Rusty has over twenty years experience within the technology industry in sales and sales management, consulting, corporate training, technical support and customer service. He has sold software and various technology based products and services. He has managed, mentored and trained sales teams generating millions of dollars in sales revenues. From selling complex technical solutions to selling basic products and services, Business-to-Business (B2B) or Business-to-Consumer (B2C), Rusty has the ability to adapt his sales methodologies and deliver proven sales techniques that deliver results and that can be duplicated by his clients insuring their success to close more business immediately! The founder of SELLMoreTechnologyNOW.com and SkyrocketSelling.com, Rusty has worked with companies like: IBM, American Express, Foster-Wheeler, ADP, UPS, Bank of New York, BMW of North America, British Airways, Office Depot, and TyCom amongst other Fortune 1000 organizations, as well as small-to-medium sized companies and entrepreneurs in all phases of the sales process.

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Allison S. Rulon-Miller, Independent Financial Consultant; speaker on The Perfect Business Plan **Allison S. Rulon-Miller**

Ms. Rulon-Miller provides financial consulting services to small businesses in the Mid-Atlantic region of the U.S. Her tasks regularly include preparing business plans, sale memoranda, financial projections, valuation analyses and investor presentations for small public and private companies; assisting management in analyzing merger/acquisition and financing transactions; and assisting management in analyzing company performance and strategic alternatives. Prior to launching her consulting business in August of 1998, Ms. Rulon-Miller spent six years in the Investment Banking department of Janney Montgomery Scott LLC, most recently serving as a Vice President. Ms. Rulon-Miller holds a B.S. Econ. from the Wharton School at the University of Pennsylvania, and a B.A.S. from Penn's School of Engineering and Applied Science.

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Mark Sever, Archer & Greiner, P.C.; speaker on Issues in IP

Mark Sever is a partner with the law firm of Archer & Greiner, P.C. Mark has significant experience in mergers and acquisitions, contracting and business organization and counseling, in addition to his specializations in the fields of intellectual property, Internet, privacy and technology related law. His experience covers a wide range of clients from Internet start-ups to some of the largest privately and publicly held companies in the country. Mark has spoken at seminars on various topics including intellectual property law, proprietary information protection, computer crime, and Internet related law issues.

Mark received his B.A. in 1991 from the University of Michigan, where he majored in Economics. In

1994, he received his J.D. from Rutgers University School of Law in Newark, where he was a Managing Editor of the Computer and Technology Law Journal.

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Kristie Deyerle, Archer & Greiner, P.C.; speaker on Issues in IP

Kristie Deyerle is special counsel to the law firm of Archer & Greiner, P.C. Kristie concentrates her practice in intellectual property and technology related matters, both transactional and litigation. She provides counseling to various-sized clients dealing with issues including the development of patent, copyright and trademark portfolios geared towards accomplishing clients' business objectives, the handling of related prosecution, clearance and enforcement activities, and the completing of transactional matters such as technology acquisitions and licensing.

Kris received her B.S. in 1986 from The College of William and Mary in Virginia, where she studied both biology and chemistry. She earned her M.S. in Biology from Villanova University in 1993. In 1997, Kris received her J.D. from the University of Pennsylvania School of Law. While attending law school, Kris was an associate Editor of the Comparative Labor Law Journal. Kris is licensed to practice before the United States Patent and Trademark Office in Washington, D.C.

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Georgia Wood, Bridge2Market.com; speaker on Marketing & Sales

Georgia Wood is a principal at Bridge2Market, a marketing services consultancy that helps software startup companies reach and penetrate their target markets. Prior to consulting, Georgia worked at Lotus Development Corporation for 12 years, which spanned the periods before, during and after the IBM acquisition of Lotus. She earned a marketing-focused MBA from Northeastern University in 1995.

In her final position at Lotus/IBM, Georgia generated strategic business plans and target market analyses on the North American market for the Lotus Knowledge Management (KM) and eLearning initiatives. She also planned and executed multi-tiered marketing programs focused on enterprise software solutions. Prior to this, Georgia held positions in Product Marketing and Product Management where she defined, managed and led marketing efforts including: Market segmentation research, marketing communications strategy, competitive research & analysis, marketing program planning & implementation, product messaging & positioning, product branding & naming, corporate marketing, web site design & creation, sales and partner pipeline training, technical training course creation & delivery, customer service & support models. In addition to software, Georgia also has experience in the finance and hospitality industries.

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Alan Massara, Pinion Capital Partners, Inc.; speaker on "Building the Team"

Alan Massara is a Managing Partner of Pinion Capital Partners, Inc., a boutique investment banking firm that utilizes its expertise, capital and capital access to facilitate the success and growth of early stage companies. Specific areas of strength include: execution of viable Business Plans (Pinion may fill interim management positions), deal structuring and syndication support, turnaround management and restructuring, M&A advice. With over 17 years of investment banking experience Alan has raised over \$2.5 Billion in privately placed debt and equity and he has provided mergers and acquisition advisory services in over 2 dozen transactions ranging in magnitude from \$10 Million to over \$1 Billion.

Prior to founding Pinion, Alan founded Independent Financial Advisors, and was a Senior Vice President at ING Barings in New York. In the late 1980's and early 1990's Alan was a Vice President in Citicorp's global Mergers and Acquisitions group. Prior to his being recruited into Citicorp, Alan spent 13 years in industry with Texaco and Gulf Oil. Alan has an MBA in Finance from Wharton and a BS in engineering from Lehigh University.

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Dr. Kimble Byrd, Rowan University Professor of Management, Angel Investor; speaker on "Finding the \$"

Kimble Byrd, Professor of Management, holds an A.B. from Villanova University and a J.D. from the University of Pennsylvania Law School. Professor Byrd has taught in the legal environment of business area, and business strategy and ethics, with special focus on entrepreneurial financing. He won the Innovation in Teaching as well as the Faculty of the Year awards in the College of Business. Previously a faculty fellow at Princeton University, he served for five years as the Associate Dean of the College of Business Administration and for eight years co-directed the Harley Flack Male Mentoring Program. He has published in a number of journals including the Journal of Management Research and the American Business Review. Before joining Rowan, Professor Byrd was a partner in a commercial law firm in Washington, D.C. and served as a legal advisor with the U.S. Department of Commerce and as an adjunct professor at Howard University. Professor Byrd additionally provides venture and entrepreneurial consulting to businesses and industry trade groups.

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Lou Bucelli, Applied Communications and Information Networking (ACIN); speaker on Tech Ent. For You?

Lou Bucelli is the Entrepreneur-in-Residence at Drexel University's ACIN Camden Center for Entrepreneurship in Technology, advising high technology startup companies focused military and homeland defense and funded as and part of a \$40 million contract from the US Department of Defense.

Bucelli has over twenty-five years experience in developing and managing high growth businesses. He recently served as President and CEO of CMECourses.com — an e-commerce site and search engine promoting continuing medical education programs, which he co-founded in August 1999. HealthStream (HSTM) an e-learning company acquired the company in January 2000. Bucelli served as President and CEO of CME Information Services, a company he co-founded in 1989. CME was a high growth, distance medical education company that partnered with leading medical institutions including Mayo Clinic, Cleveland Clinic, Hopkins, Harvard, UCLA, Memorial Sloan Kettering. It was ranked on the Inc. 500 list of fastest growing companies in America in 1994 – 1996, Philadelphia Top 100 1993-1995 and the New Jersey Top 20 in 1996. In 1994, Mr. Bucelli was named Ernst & Young Entrepreneur of the Year for emerging business. Previously, Mr. Bucelli directed the capital raising and M&A activities of a healthcare management company and he was also involved in the administration of a \$200 million federal hospital energy grant program. Mr. Bucelli has an MS in Finance from Drexel University College of Business 1983, and has attended the University of Pennsylvania, Wharton School, and Temple University.

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Pam Roach, Breakthrough Marketing Technology; speaker on Opportunity Assessment

Pamela Roach provides critical counsel to clients making strategic product and market decisions. She has led Fortune 100 business segments in global marketplaces and delivered top and bottom line growth before co-founding BREAKTHROUGH MARKETING TECHNOLOGY. At AlliedSignal/Honeywell, she successfully developed, launched, and grew polymer and specialty chemicals business.

Ms. Roach delivers strategic and tactical advise, analysis, and training working at every phase of the marketing process – from opportunity identification and strategy development to marketing communications. Her clients include DuPont, Rutherford Chemicals and Philips Electronics.

Education

Bachelor of Arts, Harvard University Executive Masters of Business Administration, Columbia University Business School

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NCIIA • 100 Venture Way, Hadley MA 01035 • Tel: 1.413.587.2172 • Fax: 1.413.587.2175 • www.nciia.org • info@invention2venture.org
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