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National Collegiate Inventors
& Innovators Alliance



SCHEDULE

▲

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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University of Florida Speaker Profiles

Click on a speaker's name to learn more.

- [Ted Astleford](#)
- [Katharine Burks](#)
- [Rob Campbell](#)
- [Eric Buffkin](#)
- [Howard Leonhardt](#)
- [Arnold Heggstad](#)
- [Lee May](#)
- [Dr. E. Ted Prince](#)
- [William Rossi](#)
- [Doran Oster](#)
- [Dan Rua](#)
- [Erik Sander](#)
- [David Saliwanchik](#)
- [Rhys L. Williams](#)
- [Stephanie Warrington](#)
- [Geoff Wilson](#)

Ted Astleford

Assistant Director, Experiential Learning Programs Ted graduated from University of Florida in 1998 with a degree in Finance. Since then he has helped to start three businesses (an online venture, a not-for-profit, and an event-planning services company). In 2004 Ted received his MBA from the University of Florida where he concentrated in Finance and Competitive Strategy. Shortly thereafter, he was asked to join the CEI team. Ted currently manages CEI's GatorNest, a student staffed early-stage business-consulting group. He also coaches the business teams participating in the Innovation Technology Venture (ITV), a new-product development partnership between the engineering and business schools.

[Back to Top](#)

Katharine Burks

Assistant Director of Programs and Special Events, Katharine oversees the daily operations of the Center and coordinates numerous programs and special events as well as managing many of the activities of the CEI Graduate Fellows and student assistants. Prior to coming to CEI, she was serving as Associate of Marketing and Operations with UF's Office of Technology Licensing, where she was responsible for marketing UF technologies, public relations and general operations. Katharine received her AA from Santa Fe Community College and continued her studies in English at the University of Florida. She is a veteran employee of the University with numerous years of administrative and PR experience from the President's Office to the College of Medicine and the Office of the VP of Research and Graduate Programs.

[Back to Top](#)

Rob Campbell

Rob Campbell holds the distinction of working directly for Apple Computer's founder, Steve Jobs and Microsoft's founder, Bill Gates. Rob is better known, however, for the products his startups developed - FileMaker and PowerPoint.

Rob has twenty years of experience in new business start-ups and in high growth market-driven companies. He is a proven business and marketing manager with an in-depth knowledge of computer and software markets and sales channels.

In the late 1970's, Rob founded Dakin5 and the Denver Software Company - two software companies

that lead the way in the use of Apple Computers in business applications. When Apple acquired Dakin5's products in 1979, Rob was hired as Manager of Application Software and reported to Steve Jobs. Within the next four years, Rob pioneered the development, acquisition and marketing of Apple's application software. Sales increased from \$300 thousand to \$65.0 million. When Apple's plan to spin out his group was delayed, Rob started this third startup – Forethought, Inc.

At Forethought, Rob continued his groundbreaking application software efforts by developing and marketing a number of high value products including FileMaker and PowerPoint. These were some of the first products that used a graphical user interface now popular with Microsoft Windows and the Macintosh OS. They continue to be the top selling database and presentation products for the Apple Macintosh and Windows. In 1987, Microsoft acquired the company.

After working for Bill Gates, Rob established RHC enterprises, a private consulting and investment firm. Rob worked closely with venture capitalists in helping technology startups to successfully identify and penetrate high growth markets. Today he is a founder and partner of New South Ventures, a Sarasota-based venture capital firm.

[Back to Top](#)

Eric Buffkin

Eric is a seasoned high technology executive with nearly twenty years of experience in the semiconductor industry, primarily in the networking and communications integrated circuits market. Eric has strong experience in the start up and growth phases of new technology ventures. He is also experienced in evaluating market opportunities for new technologies, developing and executing strategic plans for new technology ventures, strategic partnerships, raising capital, and technology positioning. Specific areas of expertise include home networking, wireless, coaxial cable, and powerline networking. Most recently Eric has focused on deployment of 802.11 wireless public networks with the launch of Pelagic Networks, the largest marina WiFi network in Florida, and surfnride, a college campus oriented WiFi hotspot service.

Eric has an MBA from Rollins College and a Bachelor's Degree in Electrical Engineering from the University of Florida.

[Back to Top](#)

Howard Leonhardt

Howard J. Leonhardt is the Founder of Bioheart and has served as Chairman and Chief Executive Officer of the company since it's founding in June of 1999. December 1998 through June 1999 he held the position of President of World Medical Manufacturing Corporation, a subsidiary of Medtronic, Inc. From 1986 to December 1998 he served as Founder and Chief Executive Officer of World Medical Manufacturing Corporation, a medical technology company that initially produced cardiovascular balloon catheters and later progressed into development of other products, including stent grafts for aortic aneurysm repair. Mr. Leonhardt is an inventor with seven issued US patents in the cardiovascular sciences and numerous patents pending worldwide.

He is also the Founder of World Biotech, a private investment fund specializing in biotechnology companies. He graduated from the accelerated International Trade from Anoka - Hennepin Technical College, attended Anoka-Ramsey Community College and the University of Minnesota and has received an honorary Doctorate of Biomedical Engineering degree from the University of Northern California. Mr. Leonhardt serves as Consulting Professor and Board Advisor at Florida International University, Biomedical Engineering Institute.

[Back to Top](#)

Arnold Heggstad

Dr. Arnold A. Heggstad, Holloway Professor of Finance and Entrepreneurship is the Founding Director of the Center for Entrepreneurship and Innovation and is currently responsible for the College of Business' entrepreneurship program. Dr. Heggstad has been at the University of Florida since 1974. He has served in many positions during his tenure at the University, including Chairman of the Department of Finance, Insurance and Real Estate, Associate Dean of the College of Business Administration, Director of the Center for Financial Institutions, Executive Director of the University of Florida Research Foundation, Associate Vice President of Research and Technology and Director of the Division of Entrepreneurial Programs.

Dr. Heggstad has been very active in public service. He was a founder of Enterprise Florida and has served on the Board of the Capital Partnership since 1993. He was a founder of the \$36 million Cypress Private Equity Fund of Enterprise Florida and serves as its Chairman. He was a founder of the North Florida Technology Innovation Corporation and serves as the Chairman of its successor, The Enterprise North Florida Corporation. He was founding chairman of Invest, its \$1.8 million venture capital fund.

From 1996 to 1998, Dr. Heggstad has served as Chairman of the Florida Commission on Government Accountability to the People, a statewide appointment by the Governor of Florida. He served from 1992-1998 as a Director of the Federal Reserve Bank of Atlanta, Jacksonville Branch. He has also served as Visiting Scholar, Federal Reserve Bank of Atlanta and as Senior Economist for the Board of Governors of the Federal Reserve System. He is currently a senior scholar for Tax Watch. His research interests include venture capital, banking, and economic development.

[Back to Top](#)

Lee May

Lee May is a founding member of Emergent Growth Fund, LLC (EGF), an angel fund based in Gainesville, Florida. EGF's focus is investing in start-up companies in their earliest stages of development with the intent to nurture the new company to the next level and ultimately to success. Since the inception of EGF in January 2004, they have invested in four emerging companies. EGF works closely with the University of Florida's Office of Technology and licensing to help jump-start exciting new intellectual properties.

Lee is not averse to taking risks. She has traveled the world, climbed mountains, raced cars and hunted wild game on African safaris. Her adventures include an official expedition to Ecuador with The Explorers Club to look for lost gold.

Lee first gained operations experience by developing premier single-family real estate. Her enthusiasm for real estate expanded to multi-family properties. She has attended Santa Fe Community College and the University of Florida.

Today Lee maintains her broker's license and continues to invest. Lee is also a partner in Banyan Diagnostics, Inc., a biotechnology company developing diagnostics for traumatic brain injury. The company is located at the Biotechnology Development Incubator (BDI) in Alachua, Florida.

[Back to Top](#)

Dr. E. Ted Prince

Dr. E. Ted Prince is CEO and Founder of The Perth Leadership Institute. Dr. Prince is an expert in the area of leadership performance and improvement. His book on leadership and company valuation, to be published by McGraw Hill, will appear next year. He is the architect of the Perth Leadership Outcome Model, the basis for the Perth Leadership System, which is licensed to executive education organizations.

Dr. Prince was Chairman and CEO of INSCI Corp, a Boston-based public (NASDAQ) company that developed software for online archiving and retrieval of commercial documents, for almost 6 years. Amongst several other CEO roles, he also served as President and CEO of Computer Power Group in New York (later acquired by Spherion). Dr. Prince has consulted with numerous emerging growth companies and has served on the boards of many others. He has had extensive experience in the mergers and acquisitions field and has acquired many companies in both the US and overseas including Europe and Asia.

In addition to his work with The Perth Leadership Institute, Dr. Prince also holds the position of Visiting Lecturer at the University of Florida where he teaches Entrepreneurship in the Warrington College of Business Administration. He is also on the Adjunct Faculty of the State University of New York at Stony Brook in Long Island, New York.

Dr. Prince holds a BA First Class Honors degree in languages and political science from the University of New South Wales in Sydney, Australia, and MA and Ph.D., degrees in political science from Monash University in Melbourne, Australia. He has numerous publications in the area of management, strategy and technology.

[Back to Top](#)

William Rossi

Bill Rossi is currently the Associate Director of the Center for Entrepreneurship and Innovation at the University of Florida. He has extensive experience in finance, general business, sales and operations management and has held several senior-level positions with Ford, Goodrich and Picker International. Since relocating to Florida in 1986, Bill has worked in executive management positions in smaller, entrepreneurial companies. Most recently he served as Vice President of Finance and Chief Financial Officer of Applied Digital Technology, Inc., a Florida corporation that provides turnkey solutions for the compression, storage, editing, transmission and broadcasting of digital audio and video information. Bill holds an MS degree in Operations Research from the University of Massachusetts and an undergraduate degree in Mechanical and Industrial & Systems Engineering from Ohio University.

[Back to Top](#)

Doran Oster

Doran is the founder and CEO of Sabine, Inc., a manufacturer of professional audio equipment essential to live, installed and recording sound venues large and small.

As a graduate of the University of Florida's School of Engineering, Doran built the company based on innovation and quality. Beginning as a small guitar repair company, they have grown into an internationally recognized leader in their field with new international headquarters in Alachua, Florida. Users of Sabine products include: The White House, the Vienna State Opera House, the Australian Parliament, the United Nations Headquarters, SeaWorld Adventure Parks, the Walt Disney Company, NASA, the Rolling Stones, the BlackEyed Peas, Universal Studios, the Vatican, the Oprah Winfrey Show, the David Letterman Show and many others.

Dan Rua

Dan is an experienced early-stage venture capital investor with a technology foundation and product design, development and management experience. Inflexion Fund is his third early-stage venture capital fund. Prior to Inflexion, Dan was a Partner with Draper Atlantic, the east coast fund of Silicon Valley's highly successful early-stage venture firm Draper Fisher Jurvetson. Dan has participated in funding and building thirty-two companies and managed funds totaling over \$140 million.

Prior to Draper, Dan gained startup operating experience in Research Triangle and gained seven years of operating technology experience in IBM's Networking Research Labs. He designed or led a variety of networking projects involving encryption, high performance routing, data compression, packet switching, and telephony protocols. Dan has been actively involved with university tech transfer and entrepreneurship, and taught entrepreneurship and venture capital seminars at institutions such as University of Florida, University of Central Florida, Florida State University, University of North Carolina, and University of Maryland -- where he was named the 2000 Volunteer of the Year.

Dan holds a B.S. in Computer Engineering from the University of Florida. He also earned a J.D. with Honors from the University of North Carolina School of Law and an M.B.A. from the Kenan-Flagler Business School, where he graduated as Dean's Scholar.

[Back to Top](#)

Erik Sander

From 1984 through 1994, Erik Sander served in various positions ranging from Project Manager to Senior Engineer analyzing advanced fighter aircraft engines and the Space Shuttle Main Engine for Lockheed Martin Corporation, General Electric Corporation and Pratt & Whitney Corporation. From 1994-1995, Erik was Lead Technology Transfer Officer for Lockheed Martin where he was responsible for all technology transfer activities between the NASA Marshall Space Flight Center, Lockheed Martin and private sector industries. From 1995 to 1998, Erik served as Director of the University of Florida University Center, a program which assists small companies commercializing university, federal and private sector technology. Since 1998, Erik has served as the Associate Director for Industrial Collaboration for the University of Florida Engineering Research Center as well as Director of Industry Programs for the College of Engineering. Beginning in 2001, Erik also assumed the responsibilities of Director of Business Development for Cenotec, a private technology accelerator company. Along the way, Erik started and grew four successful companies.

Erik received his Bachelor of Science in Mechanical Engineering from the University of Florida and graduated Summa Cum Laude from the University of Alabama in Huntsville with a Masters of Science in Management of Technology. He has served on the Board of Directors for several world class companies and research institutes, is a published technical author, and is a recipient of the NASA Achievement Award and the Martin Marietta Eagle Award.

[Back to Top](#)

David Saliwanchik

Mr. Saliwanchik is a shareholder in Saliwanchik, Lloyd & Saliwanchik. Prior to joining the firm, Mr. Saliwanchik received degrees in Chemistry (B.S. cum laude) and Environmental Engineering (B.S. Eng. cum laude) from the University of Florida. He received his Juris Doctor law degree from the University of Michigan Law School. While attending the University of Michigan, Mr. Saliwanchik served as the Managing Editor of the University of Michigan Journal of Law Reform.

Mr. Saliwanchik is a member of the Florida Bar and is a Registered Patent Attorney, having been licensed to practice before the United States Patent Office since 1985. Mr. Saliwanchik has represented clients in obtaining over 200 patents for agricultural, chemical, medical, mechanical, microbiological and pharmaceutical inventions, including US Patent No. 5,000,000, which was honored at a Department of Commerce ceremony. The primary focus of Mr. Saliwanchik's current practice is on representing clients as they protect and commercialize biotechnology and pharmaceutical inventions. The scope of this representation includes obtaining patent protection, negotiating license agreements and providing opinions relating to patentability and freedom-to-operate. Mr. Saliwanchik's clients are located throughout the US, Asia, and Europe.

Mr. Saliwanchik has successfully represented clients before the US Patent & Trademark Office Board of Patent Appeals and Interferences, and he has authored articles on legal and scientific topics. Mr. Saliwanchik has also taken part in arbitration proceedings, appearing as an expert witness testifying on intellectual property law issues. Mr. Saliwanchik, an Adjunct Professor at the University of Florida Levin College of Law, has also provided support in intellectual property litigation by reviewing pleadings and briefs, and providing expert testimony.

Mr. Saliwanchik is a member of the American Bar Association, American Chemical Society, Society for Industrial Microbiology, and Tau Beta Pi, the national engineering honor society. He is also listed in Who's Who in Intellectual Property Law, and is Vice-Chairman of the Intellectual Property Committee of the Florida Bar.

[Back to Top](#)

Rhys L. Williams

Rhys Williams is President of Tequesta Ventures. His prior experience includes senior associate/principal with SI Ventures, a technology venture capital fund affiliated with Gartner, Inc.; Associate VP of finance & associate general counsel for Ixion Biotechnology; financial consultant with Salomon Smith Barney; operations director & in-house counsel for TranZitions, Inc.; and operations

supervisor at American Express. Rhys is a frequent panelist for the Florida Venture Forum, BioFlorida, and University of Florida's Technology Commercialization Council. In addition to the CEI Board, he serves on the Board of the Phoenix-S.K. Club of Harvard University. He earned both MBA and law degrees from UF and a bachelor's degree from Harvard University magna cum laude. As MBA class president he was inducted into Florida Blue Key. He is admitted to the Florida and New York Bars and speaks Spanish and Portuguese. Rhys' 14 years of both active and reserve component military service included command of an Army Special Forces combat diver detachment and numerous deployments to Latin America. A fifth generation Floridian, Rhys lives in Delray Beach with his wife Dr. Lorna Sohn Williams and their two children.

[Back to Top](#)

Stephanie Warrington

Stephanie Warrington, MBA/MHA is an Associate with the Gainesville-based biomedical investment fund, Synogen. Ms. Warrington has extensive health care industry and start-up experience both in the United States and the United Kingdom. Her health industry background includes strategic analysis and project management as an analyst for Blue Cross and Blue Shield of Florida and London consulting firm, Newchurch & Company. Her technology commercialization experience includes university-based bioengineering research management, consulting to new and potential spin-off companies while working at the University of Florida technology transfer office, and co-founding a UF spin-off company to develop diagnostic medical devices. Ms. Warrington obtained her graduate degrees from the University of Florida in 1994.

[Back to Top](#)

Geoff Wilson

Geoff is the founding CEO of 352 Media Group and the several Ben and Jerry's. Geoff founded 352 Media Group in 1997 while a student at the University of Florida. Geoff later graduated with Dean's List recognition and now teaches classes at his alma mater about Web development strategy. Because of 352 Media's rapid growth and success, Geoff has also been featured in many news publications. Geoff is currently expanding his entrepreneurial repertoire by opening a series of Ben & Jerry's Ice Cream Shops in Florida (2 in Gainesville) and Georgia.

[<<Back to workshop](#)

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