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**SCHEDULE**

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## ARCHIVES - 2005

### I2V Rowan University: Speaker Profiles

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#### Dr. Kimble Byrd, Rowan University Professor of Management, Angel Investing

Dr. Kimble Byrd 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, Entrepreneur-in-Residence at Drexel University's ACIN Camden Center for Entrepreneurship in Technology

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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**Michael Edmondson, PhD, President and Co-Founder of MEAPA, LLC**

Dr. Edmondson co-founded MEAPA, LLC, the biotechnology commercialization company, with his colleague and long-time associate Peter Abramo, PhD. MEAPA partners with biotechnology companies and creates sophisticated commercialization and marketing plans for their products. MEAPA also works with biotech incubators and helps them better understand the significance and value of conducting strategic market assessments for their client companies.

Dr. Edmondson just returned from conducting a one-day workshop for biotech incubators at the National Business Incubator Association's Fall Workshop in San Diego entitled: "How To Tell More Savvy Stories About Your Biotechnology Product: A Step-by-Step Guide to Conducting Strategic Market Assessments."

Dr. Edmondson's contribution to the Invention to Venture workshop will be a presentation entitled: "The Missing Link: Market Assessments and Your Product's Value Proposition." He will explain the value and utility of creating marketing assessments early in your product's development and how that is directly tied to your product's value proposition and positioning statement – two ingredients vital for a technology product's competitive advantage.

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**David Hanrahan, The Bank**

David J. Hanrahan, Executive Vice President/Commercial Lending at The Bank; South Jersey's Best Community Bank. Hanrahan has been with The Bank almost since its inception in 1989 and has held many varied positions through that time. His career at The Bank began as the first Management Trainee. He then was promoted through the ranks to his current position as Executive Vice President. He is responsible for credit administration functions including but not limited to Loan Collections and Workout, Credit Department and Loan Underwriting and Loan Documentation.

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**Mark Sever, Archer & Greiner**

Mr. Sever is a member of Archer & Greiner's Corporate Department. He has significant experience in mergers and acquisitions, contracting and business organization and counseling, in addition to his concentration in the fields of intellectual property, Internet, privacy and technology related law. His experience covers both litigation and transactional matters. Mr. Sever has represented a wide range of clients from Internet start-ups to some of the largest private and publicly held companies in the country. Mr. Sever has also spoken at seminars on various topics including intellectual property law, proprietary information protection, computer crime, and Internet related law issues. Mr. Sever received his B.A. from the University of Michigan, and his J.D. from Rutgers University School of Law in Newark. He resides in Moorestown, New Jersey.

Archer & Greiner, P.C. is a full-service law firm consisting of over 120 lawyers in five offices serving Fortune 100 clients, small to medium-sized businesses and individuals for over 75 years. The firm's located in Haddonfield, NJ, with offices in Princeton and Flemington, NJ, Philadelphia, PA, and Wilmington, DE.

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**Christopher Starr, Innovation Philadelphia**

Christopher Starr is a Managing Director and VP of Investments at Innovation Philadelphia and is Executive Director of the first angel fund in the Greater Philadelphia region, the Mid-Atlantic Angel Group Fund. He is an experienced venture capitalist, formerly at Lenfest Capital and the Eastern Technology Fund. Previously, he worked for such companies as Morgan Stanley, Merck, Innovation Factory, and the law firm of Stevens & Lee.

In 2001, PhillyTech magazine selected Mr. Starr as one of the "30 Under 30" business executives to watch, and in 2002, the Philadelphia Business Journal recognized him as one of the region's "40 Under 40" young business leaders. He earned a B.B.A., magna cum laude, and M.B.A. from the Temple University School of Business, and a J.D. from the Temple University School of Law.

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**Michael Willmann, WMSH Marketing Communications**

An Emmy-winning, marketing communications veteran, Michael is the co-founder, Chairman, and CEO of WMSH Marketing Communications. During his professional career, he has helped to create marketing programs for hundreds of organizations throughout the region and across the country.

Michael has also taught at the collegiate and professional levels, where his courses have included Creative Concepts, Copywriting, Management, Advertising, Business Law, Journalism, and Marketing.

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**Guy Winters, Venture Capitalist of Drinker Biddle**

Guy Winters works for Drinker Biddle, a national law firm providing corporate law, securities law, complex litigation and other legal services to leading businesses and organizations. Until recently he was employed by PA Early Stage, a family of early stage venture capital funds that seeks portfolio

companies located in the corridor from New York to Washington, D.C.

Prior to PA Early Stage, Mr. Winters practiced law in the Mergers and Acquisitions Department of Milbank Tweed Hadley & McCloy, New York, and in the Business and Finance Department of Morgan, Lewis & Bockius LLP, Philadelphia. Mr. Winters has substantial experience in public and private financing transactions, mergers and acquisitions, and the representation of venture capital funds, technology companies, and entrepreneurs.

Mr. Winters serves on the Boards of Directors of BIAP Systems, CerionX, and Maxwell Systems, and is an observer to the Board of Directors of Circadian Systems. Mr. Winters holds a BA degree from Rutgers College and a JD degree from the University of Pennsylvania.

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