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CURRENT INVOLVEMENT

- 2003 – present **ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN** *Ann Arbor, MI*
Lecturer of Entrepreneurial Studies & Entrepreneur in Residence, [Zell-Lurie Institute for Entrepreneurial Studies](#) (ZLI) – Nominated for MBA Teaching Excellence Award 5 years straight 2013-2017. Have created and taught entrepreneurial business planning elective to over 2,000 2nd-year MBAs. Faculty advisor to >80 “Multidisciplinary Action Project” (MAP) 7-week/full-time MBA corporate consulting teams plus [Tauber Institute](#) operations engineering project teams. Also mentor hundreds of undergrad and grad student-entrepreneurs from all academic divisions of UM through “Dare to Dream” and “Michigan Business Challenge” programs. From 1998-2005, advisor to \$10 million [Wolverine Venture Fund](#). Member of ZLI advisory board 1998-2005.
- 2012 – present **ENTREPRENEUR, HUFFPOST, BUSINESS INSIDER, VC-LIST** *New York, NY*
Contributing Columnist – Frequent contributing writer to publications including [Entrepreneur.com](#), [The Huffington Post](#), [Business Insider](#), [VC-List](#), and Inc., offering perspective on the innovation and entrepreneurship ecosystem. Successful posts attract 100s of social media mentions and >100,000 readers.

ENTREPRENEURIAL LEADERSHIP EXPERIENCE

- 2000 – 2013 **COMPANYCRAFTERS LLC** *Ann Arbor, MI*
Founding Partner – Through this boutique consulting firm, advise corporations and universities on the planning, formation, capitalization, launch, growth, and spin-out/sale of growth-oriented businesses. (Examples of engagements described in appendix.)
- 2006 – 2011 **CIELO MEDSOLUTIONS LLC** *Ann Arbor, MI*
Cofounder & Chairman – UM tech transfer startup – Provider of SaaS healthcare applications. Negotiated tech transfer deal with University of Michigan (Health System), and oversaw corporate structuring and fund-raising of \$1.9 million. Sold company for \$15 million in 2011 to [The Advisory Board Co.](#) (Nasdaq: ABCO), delivering avg. 47% IRR to investors.
- 2004 – 2007 **SOAR TECHNOLOGY INC.** *Ann Arbor, MI*
Member, Board of Directors & CEO Coach – UM tech-transfer startup – [Leading-edge developer of artificial intelligence software](#) for defense and intelligence applications. As CEO advisor and lead outside director, was active in strategy, executive recruitment, deal negotiations, and commercialization of technology.
- 1998 – 2000 **CENTROMINE, INC.** *Ann Arbor, MI*
Angel Investor & Board Member – Personally co-invested with VC firm in seed round of first-in-category, behavioral healthcare SaaS company. Actively participated in strategy, recruitment of CEO, raising of over \$21 million in venture capital. Firm achieved liquidity through acquisition.
- 1999 – 2000 **MAXFUNDS.COM INC.** *Ann Arbor, MI*
Cofounder & Chairman – Co-founded, launched, raised \$1.5M in VC and angel capital and served as interim CEO of this early fintech startup (www.maxfunds.com) that provides online mutual funds analysis and investment

screening tools for investment advisors and individuals. Successfully launched site and relocated company to California.

- 1996 – 1998 **TRANSOM TECHNOLOGIES INC.** *Ann Arbor, MI & Philadelphia, PA*
Founder & CEO – Launched and led this B2B software company specializing in human-body simulation, biomechanics and ergonomics. Negotiated tech transfer deal to spin out software technology from University of Pennsylvania, and raised \$5 million in funding. Built successful customer relationships with over 100 global corporate accounts. Sold company for \$20M in 1998 to EAI (subsequently Siemens), delivering avg. 48% IRR to investors.
- 1988 – 1996 **MECHANICAL DYNAMICS, INC.** *Ann Arbor, MI*
VP, Marketing & Customer Support – B2B software company specializing in 3D simulation for design automation, spun out from UM School of Engineering. Corporate officer, major shareholder and key member of management team that turned around an 11-year-old, \$3M, closely-held company in 1988 and transformed it into a \$40M publicly-traded market leader. Led branding, marketing, engineering services, OEM sales and bus dev. Drove co. through \$180M IPO (Nasdaq: MDII) in May 1996. (Later acquired by MSC Software.)

CORPORATE EXPERIENCE

- 1987 – 1988 **NEC INFORMATION SYSTEMS, INC.** *Boxborough, MA*
U.S. computer systems subsidiary of major Japanese electronics company
Manager, Strategic Marketing. Responsible for building NA marketing and distribution channels for a new line of engineering workstations. Created and operated a successful software vendor recruitment program with \$10 million annual budget. Traveled frequently to NEC's Tokyo HQ to coordinate strategy.
- 1983 – 1987 **COMPUTERVISION CORPORATION** *Bedford, MA*
Fortune 500 enterprise software pioneer
Director, Business Development. Oversaw all technology in-licensing and out-licensing plus 3rd-party developer relations. Managed \$18 million P&L for hardware & software specials, guiding from loss to profitable in 12 months.
- 1981 – 1983 **RESOURCE PLANNING ASSOCIATES, INC.** *Cambridge, MA*
Strategic management consulting firm
Associate. Advised domestic and international corporations regarding M&A, strategic planning, and market entry strategies for new product lines.
- 1976 – 1979 **GORDIAN ASSOCIATES, INC.** *Washington, DC*
Management consulting firm
Project Manager. Economic / policy analysis for public agencies and corp's.

EDUCATION

- 1979 – 1981 **STANFORD GRADUATE SCHOOL OF BUSINESS** *Palo Alto, CA*
M.B.A. awarded June 1981. General Management curriculum. Concentrations in Marketing and Finance. Member of successful Bay Area rock band.
- 1972 – 1976 **OBERLIN COLLEGE** *Oberlin, OH*
B.A. awarded May 1976. Major in Government; minors in environmental sciences and music. Multi-season varsity track & field letter-winner in high- and intermediate-hurdles under Coach Tommie Smith, Olympic Gold Medalist. Co-founder and lead saxophonist, Oberlin Jazz Ensemble. Member of multiple rock, jazz and rhythm-and-blues bands.

PUBLICATIONS & COURSEWARE

The following courseware and papers have been published by **GLOBALENS**, the web-based business academic publishing arm of University of Michigan's William Davidson Institute – (see author page at <http://globalens.com/Featured/JPrice/>):

PRODUCT TYPE	NAME	DESCRIPTION
BOOK	"The Launch Lens: 20 Questions Every Entrepreneur Should Ask"	Michigan Publishing, publ. 03/2018, ISBN Print: 978-1-60785-476-0 ISBN Elec: 978-1-60785-477-7
COURSEWARE	"Entrepreneurship: New Venture Creation" Course Overview	Course Overview
	Module 1: "Evaluating Entrepreneurial Career Options and Startup Opportunities"	Comprehensive courseware materials comprised of: (a) 88-page teaching note, (b) 3 papers, (c) 1 slide deck, (d) 2 Excel workbooks
	Module 2: "Understanding Startup Finances and Capital Requirements"	Comprehensive courseware materials comprised of: (a) 36-page teaching note, (b) 3 papers, (c) 2 slide decks, (d) 2 Excel workbooks
	Module 3: "Developing and Presenting Your Startup Business Plan"	Comprehensive courseware materials comprised of: (a) 44-page teaching note, (b) 5 papers, (c) 1 slide deck
	Module 4: "Launching and Managing the Startup Enterprise"	Comprehensive courseware materials comprised of: (a) 32-page teaching note, (b) 3 papers, (c) 1 slide deck, (d) 1 Excel workbook
E-BOOK	"The Entrepreneur's Dictionary"	Publ. 10/2011, product ID #1-429-194, 52 pp.
CONCEPTUAL NOTES (WHITE PAPERS)	"Writing a Winning Business Plan"	Publ. 07/2009, product ID #1-428-847, 7 pp.
	"The Secrets of Entrepreneurial Success"	Publ. 01/2010, product ID #1-428-969, 11 pp.
	"The Launch Lens: 12 Questions to Bring any New Business Idea Into Clear Focus"	Publ. 10/2011, product ID #1-429-186, 8 pp.
	"The Elevator Pitch"	Publ. 07/2009, product ID #1-428-848, 5 pp.
	"Developing Financial Projections for Startups and Growth Businesses"	Publ. 07/2009, product ID #1-428-846, 12 pp.
	"The Venture Presentation"	Publ. 07/2009, product ID #1-428-832, 12 pp.
	"Capitalization Tables for New Ventures: Figuring Out How Much Money Your Startup Needs, When You Should Raise It, and How Much It Will Cost"	Publ. 08/2009, product ID #1-428-874, 11 pp.
	"Managing Investor Due Diligence"	Publ. 03/2009, product ID #1-428-791, 9 pp.
	"Business Model Innovation"	Publ. 02/2009, product ID #1-428-784, 7 pp.
	"Building a Successful Startup Management Team"	Publ. 02/2009, product ID #1-428-785, 5 pp.
	"Commercializing Corporate Innovation"	Publ. 02/2009, product ID #1-428-786, 4 pp.
	"What's Your VQ? Using the Venture Quotient Framework to Manage Early-Stage Business Risk"	Publ. 02/2009, product ID #1-428-792, 9 pp.
	"The Venture Value Chain: "	Publ. 02/2009, product ID #1-428-793, 16 pp.
	"What Corporations Can Learn From Entrepreneurs"	Publ. 02/2009, product ID #1-428-790, 6 pp.