

## LEN MIDDLETON

*A global strategic thinker who develops distributive technologies, starts and scales companies, assesses and turnarounds organizations, and has extensive corporate, family, and non-profit board experience. Len teaches all aspects of business and has an extensive international network.*

### **ROSS SCHOOL OF BUSINESS at the UNIVERSITY OF MICHIGAN Ann Arbor, Michigan**

*Faculty (Lecturer IV), Strategy and Entrepreneurial Studies (1999-Present)*

- Developed and taught courses in entrepreneurship, family business, and international projects to undergraduate, graduate, and executive-level business school students
- Regularly work with three of the university's top donors
- Worked with over 120 high-tech companies in Ireland and 500 companies in Israel. Honored by the Prime Ministers of Ireland and Israel for this work
- Recruited Nobel Peace Prize Laureate Jerry White to the EMBA program and organized his graduation speech. The only business school to have a Nobel Peace Prize recipient
- Worked with Women for Women International Founder/CEO Zainab Salbi as a board member and MAP faculty adviser. Co-Chair of the Governance Committee
- MAP sponsor development and management of project relationships with Fortune 500 companies, world-class non-profit organizations, and incubators in China, Ireland, and Israel. Started the non-profit MAP sector and worked with high profile projects with King Abdullah of Jordan, President Carter, Rosalyn Carter, Sting, Bono, Meryl Davis, and Queen Noor
- Created a Women CEO advisory committee
- Helped found the organization, Figure Skating in Detroit (FSD), a nonprofit that combines academics and figure skating for girls ages 6-18 with Olympic Gold Medalist Merle Davis
- Led a turnaround MAP project with Sting's Rainforest Foundation and reset Bono's DATA Foundation to the ONE Campaign focused on ending extreme poverty and disease
- Worked with a MAP team that wrote Carbon Disclosure Project (CDP) first business plan that started the organization in London. Today, CDP has offices in 14 countries, employees 150 people, and has all Fortune 500 as clients. CDP is one of the top environmental organizations in the world
- Member of the UK COP26 cabinet committee
- A Tauber Institute for Global Operations faculty advisor for 20 years.
- Chaired Tauber committee to review and update the program final deliverables
- Wrote a case study on Berkshire Hathaway and met with Warren Buffet to review
- Co-founding member of the University President's China Advisory Group and Subcommittee
- Since 2017, nominated every year for the UM Michigan Golden Apple Award
- The Playbook course was featured on CBS Sunday Morning for being the first course to help pro potential athletes not go broke. No student who has taken the course or seminar has financial issues

### **Co-Director of Global MBA Project Courses - MAP (2000-2008)**

- Responsible for co-directing 46 international MBA project teams (200+ students) per year
- Taught 17 FT MAP project teams and received a 5.0 rating (2004)
- Develop and direct 20 academic faculty members and support staff
- Provided the \$500,000 funding, created the course budgets, and fundraised with individuals and foundations to cover project expenses. Co-managed the university's biggest donor
- Created program pedagogy and teaching sessions for faculty and students
- Established business communication faculty and librarians as cornerstones of the program

### **Co-Director of ExecMAP (2003-2015)**

- The first-year student rating was 1.0 on a 5.0 scale, after we took over the course the second year, it went to 4.6 rating and regularly scores in the 4.7-4.9 range
- Highest project satisfaction rating and teaching scores for twenty years. In 2021, received 5.0 rating from five teams

### **Leadership**

- Member of the University President's International Committee and created the Global Engagement Team to provide international safety protocols. Experienced with moving MBA students and faculty out of global conflicts or dealing with health issues
- The faculty advisor and board member that created the Salokaya Nursing School in New Delhi, India. This was the first western nursing school in India. Also, setup the partnership and student exchange program between Salokaya and the UM Nursing School
- Co-director and faculty member of the MBA Essentials and Entrepreneurship program for 50 faculty members and doctoral students (2008)
- Co-Founder and Board member of the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies (2018). Worked with local and national venture capital firms to develop partnerships and utilize resources
- Founded the annual Private Equity Conference at the University of Michigan (2004)
- Originated the Tamid Group at UM which now operates 63 university chapters
- Designed and executed the Honigman Family Business conference with the top 25 family businesses in Michigan. It's the first time these families have come together
- Helped start the Michigan Fashion Media Summit as faculty advisor. In five years, the event now attracts 3,000 students from 60 different universities and attracts the biggest names in fashion to help get students jobs
- Together with a Michigan Ross BBA student, co-founded and serve as a board member for the Spill the Honey Foundation, an organization that promotes human dignity and advances public knowledge of the Holocaust and Civil Rights Movement through educational and artistic expression
- An advisor to Hawke Ventures Scout program that helps minority students learn about a career in venture capital. The second program has 25 students
- Organized President Colemans outreach program to help the State of Michigan by offering seminars and providing counsel to help improve the state's current economic situation
- Started the MBA Open Road program with an MBA team at UM and worked to setup initial funding

### **Innovation**

- Developed the VentureStart I- IV programs with MAP teams for Shannon Development/Enterprise Ireland, and worked with MAP teams to develop the Ryan Academy which focuses on second-stage companies in Dublin, Ireland
- Created and taught an International corporate MAP program for the Chinese company Shui On in Shanghai. This partnership includes executive education courses, an annual China CEO leadership conference, and the first China-wide business plan competition at a new entrepreneurship academy
- Built the Jordan Small Business Administration with a MAP team to help entrepreneurs create companies
- Co-organized the Grand Rapid Entrepreneurship event with the Grand Rapids Grand Angels and brought six university presidents together to facilitate the program for 12 years

## **Donor Management**

- Manage high net-worth donors and foundations to secure MAP project funding. These are long-time relationships with the biggest university donors that goes back 20, 30, and 50 years
- Developed grant proposals for MAP funding from several foundations
- Secured funding gifts from the Apple President and the CEO of a law firm

## **NFL PLAYER ENGAGEMENT Ann Arbor, Michigan**

*Director and Professor of Learning (2013-present)*

- Created and teach the Business Academy, Franchise Workshop, and Real Estate Workshop along with webinars for current players, Legends (former players), and spouses/significant others to help them prepare for their next career

## **MICHIGAN INSTITUTE FOR MEDICAL INNOVATION at the UNIVERSITY OF MICHIGAN Ann Arbor, Michigan**

*Executive Director and Professor (2014-2018)*

- Created the Michigan Institute for Medical Innovation that reported to President Coleman and EVP Ora Pescovitz
- Raised millions of dollars for the program and started the Big House Venture Fund
- Developed a Medical School innovation and entrepreneurship program
- Taught the VentureStart courses
- Developed and funded an ovarian cancer solution while working with MAP teams

## **Courses Taught**

### Undergraduate BBA

- Entrepreneurial Management: Team-based course in which students develop and research an idea, do a feasibility analysis, and write a complete business plan.
- Introduction to Entrepreneurship: Created this course to teach sophomores the basics of entrepreneurship and how to properly assess a business idea.
- The Playbook: The first of its kind course to help pro potential student athletes learn budgeting, personal finance, estate planning, brand management, and public relations
- Personal Finance: The course focused on all aspects of personal finance

### Graduate MBA

- Global Projects – Entrepreneurial Field Study Projects: Second-year graduate course in which teams of students do projects for entrepreneurial start-up companies in China, Ireland, Israel, non-profit organizations, and Fortune 500 corporations. The projects include a variety of areas such as strategic plans, business plans, marketing plans, fundraising plans, market entry strategies, and acquisition evaluation
- Continuing a Legacy - Leading a Family Business: Explores the strategic, operating, financial, family and career issues found in family-owned and managed companies or privately held firms
- Strategies for Management Consulting: Students gain knowledge of the methodologies used in the consulting process and develop the skills that are essential to becoming a manager or partner in a consulting firm
- Day MAP – International Field Study Projects: Students apply their knowledge and business skills to evaluate an international business issue facing the sponsor and provide potential solutions

### Executive MBA

- Executive MBA – Entrepreneurial Ventures: The course is the highest bid elective course in the EMBA program. The focus is on how to find and assess business ideas both in a startup and corporate settings
- Executive MBA MAP – Field Study Projects: This course provides an opportunity for teams of Executive MBA students to work with worldwide organizations to identify important organizational issues, engage in data collection and analysis, and recommend insightful solutions

### Weekend MBA

- Weekend MAP – Field Study Projects

### Masters of Entrepreneurship

- MAP – Field Study Projects: An entrepreneurial MAP program

### Executive Education (Ann Arbor and Hong Kong)

- International Corporate MAP Program: Created an international MAP course for a large Chinese company
- Entrepreneurial Edge: Innovation Process: Explores the entrepreneurial mind-set to begin the process of identifying and assessing opportunities and building an environment where change and innovation is accepted
- Entrepreneurial Edge: Business Planning for Managers and Entrepreneurs: Participants learn how to develop a full business plan with financial models for either a new product or service within an existing business, or for an entirely new venture
- Family Business Executive Program: Explores the strategic, operating, financial, family and career issues found in family-owned and managed companies or privately held firms with an emphasis on executive and owner-level participants
- MBA Essentials and Entrepreneurship: This program provides participants with the frameworks, concepts and tools necessary to commercialize their ideas

### **AUTHORED WORKS**

#### Articles:

- Linking Strategy and Performance Management in a Continuously Changing World
- How to Teach Entrepreneurship – A New Model
- Family Business Venture Office
- STRATEGY: Past, Present, & Future
- Revolutionizing the Biotech Incubation Model
- Action-Based Entrepreneurial Learning

#### Case Studies and Support Materials:

##### Entrepreneurship:

- The Tanaka Consulting Company
- Golden Motors
- Campus Reports
- The Great Catalog Company
- Ventura Beach Cafe
- How to Buy a Company
- Space
- 3D Eagleview
- VentureStart 3 – Growing the Entrepreneurial Organization

#### Family Business:

- Shafer Wines with video
- Asian Family Business Harmony
- One Tree Singapore

#### Corporate:

- Intel Corporation
- Hawaiian Guava & Coffee Company: Entering a Foreign Culture
- Berkshire Hathaway
- Overview of the Consulting Process

#### Non-Profit:

- Landmine Survivor Network - Economic Opportunity Model
- Women for Women International – Sustainable Enterprise
- US Olympic Committee - Non-Profit Scorecard
- Evaluating a Non-Profit Business
- Branding and Marketing Non-Profits
- A Call to Action: Selecting and Managing a Non-Profit Board

#### Books:

- Impacting the World: Teaching at the Edge of Business (in-progress)
- How to Teach Entrepreneurship – A New Model (in-progress)
- Linking Strategy and Performance Management in a Continuously Changing World
- The Wishbone Factor: A Strategy for Achieving Short-Term Success and Long-Term Dominance
- Creating Entrepreneurs, “Teaching Global Entrepreneurship Through Action-Based Learning” (chapter)

#### **SELECTED SPEAKING ENGAGEMENT**

- NBA Talks- February 2022
- NFL Webinars – May 2015-2022
- ASEAN Conference – Bangkok, Thailand – August 2020
- Global Entrepreneurial Symposium – The Hague, Netherlands - Speaker – June 2020
- Allen & Co Disruption Talk – Sun Valley, Idaho – July 2019
- CEO Connect – February 2011 and 2017
- China Entrepreneurship Innovation Conference – Keynote Speaker – November 2010
- Hong Kong Young Presidents’ Organization – 2009, 2015
- Hong Kong Entrepreneurship Organization – 2008, 2019
- Grand Rapids Angels – Celebrating Entrepreneurship – May 2008
- Industry Association Conference – Family Business – May 2008
- European Business Incubation Centers – Entrepreneurship – June 2007
- US Association for Small Business Educators Conference – 2005, 2006

#### **SPECIALTIES**

- Entrepreneurship – Business Planning and Second Stage Growth Development
- Family Business Strategy and Management
- Venture Capital and Private Equity
- Corporate and Non-Profit Governance
- Strategic Business Planning and Execution
- International Market Entry Strategies

## **ASSOCIATIONS**

- US Association of Small Business Educators
- Small Business Institute
- US Family Business Institute

## **EDUCATION**

Bachelor's degrees and MBA

## **ADDITIONAL EXPERIENCE**

### **Ecolix**

*Founder (2016-present)*

A pure energy technology company that reformulates CO2 into chemicals and fuels while working towards a carbon-free solution. Ecolix's mission is to create a clean, healthy, affordable energy that has no impact on our planet.

### **Trident Venture Labs**

*Founder (2023)*

A startup solutions lab that focuses on energy, defense, and medical products.

### **Educational Ascend 4A**

*Founder (2019-present)*

Educational programs for the NFL, NBA, student-athletes, actors, and artist who want startup knowledge and career workshops.

### **International Child Care / Grace Children's Hospital**

*Co-Chair and Board Treasurer (2013-present)*

Led the turnaround of a children's hospital in Port-au-Prince, Haiti that treats 151,000 children a year, and is a leader in the diagnosis and treatment of TB and HIV. The organization needed a completely overhaul of the board, finances, staff, marketing, and processes.

### **Spill the Honey Foundation**

*Board Member (2020-present)*

The foundation promotes human dignity and advances public knowledge of the Holocaust and Civil Rights Movement through educational and artistic medium to move people to act for social change.

### **Big Ideas for the 21<sup>st</sup> Century**

*Founder/Executive Director (2014-present)*

Developed to teach students how to create and build their own future, multi-disciplinary teams approach learning how to solve today's most critical humankind challenges

### **iHeed**

*Board Chair (2012-2021)*

A leading online medical education company that helps (helping) healthcare professionals deliver better care, improve their careers, and enhance their global mobility.

### **United Bank & Trust**

*Board Member – Audit Committee (2010-2015)*

**River Rock Group**

*Founder and Chair (2000-present)*

A private equity company and foundation.

**M Farms**

*Gentleman Farmer (1999-present)*

**CGO Energy**

*Vice Chair (1996-2011) and Chair (2011-present)*

**American Medical Products**

*Co-Founder and CEO (1992-1998)*

A medical device company sensors, pacemakers, stethoscopes, catheters, and coding systems

**BOARD/ADVISORY POSITIONS**

- United Bank & Trust; Ann Arbor, Michigan
  - Navy SEAL Foundation; San Diego, California
  - Caster Concepts; Albion, Michigan
  - CGO; Pittsburgh, Pennsylvania
  - RKA; Detroit, Michigan
  - American Medical Products – Ann Arbor, MI
  - Arcadia Hedge Fund; Singapore
  - Ann Arbor Hands-On Museum; Ann Arbor, Michigan
  - Regional Development Partners, Limerick, Ireland
  - Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies; Ann Arbor, Michigan
  - Women for Women International, Washington, DC
  - The Carter Center, Atlanta, Georgia
  - Salokaya Nursing School; Delhi, India
  - Habitat for Humanity, Atlanta, Georgia
- 
-