

Core Business

Presented by Jake Reder, PhD, Rick Greenwald, PhD, Adam Josephs, Andrew Vinard, Gabor Bethlendi

Description: Core Business introduces helpful business concepts to Core Facility Directors with a goal of easing the management and improving the outcomes of Core Facilities across the IDeA states. The session is divided into four modules: 1) Business Fundamentals 2) Risk Management 3) Core Support Communities and 4) Marketing: Inside and Outside the University. Business Fundamentals covers value propositions, pricing, budgeting, cradle-to-grave planning, and resource utilization; Risk Management introduces the "Risk Up Front" method of risk and project management, Core Support Communities features offerings from The Association of Biomolecular Resource Facilities (ABRF) and Meenta, and Marketing focuses on analytical and communications aspects of marketing strategy. Each module will be 45 minutes of facilitator-led discussion with 15 minutes reserved for Q&A. Importantly, modules will include near and long-term continued learning opportunities i.e., the session is introductory, and aims to inspire curiosity, interest, and a strong rationale for additional growth. Core Business is not an MBA course, but rather an overview of business topics of special importance to Core Directors' success.

Session theme or topic: Business Training for Core Directors

Session format (Lecture, facilitated discussion, panel discussion, Q&A): Lecture Q&A

3 anticipated participant learning outcomes:

- Broad exposure to best-practices in Business Operations
- Business support for Core Directors
- Marketing your core

Intended audience: Core Facility Directors

Name, title, Institution/bio for each facilitator/presenter:



Jake Reder, PhD
CEO, Celdara Medical PI, DRIVEN Accelerator Hub
Celdara Medical

Jake cofounded Celdara Medical and currently serves as a Director and as CEO. He is the PI on the DRIVEN Accelerator Hub, with a mission to increase quality-adjusted life years (QALY) by supporting biomedical entrepreneurs in IDeA states. He had previously founded the New Ventures Office at Dartmouth Medical School and still serves as its first Director. Prior to Dartmouth, Jake led business development, open innovation, and knowledge management initiatives at Cabot Corporation where he served as a member of Cabot's Research Council, Technology Board, and Nanotechnology EHS Council. Jake joined Cabot from PolyTechnos Venture-Partners, a Munich-based venture capital firm. He has served on numerous non- and for-profit boards, including Virtici, MBV, StemSynergy Therapeutics, NIH's TREAT Program and the University of Vermont's SPARK Program. Jake has testified before Congress on entrepreneurship, was appointed by the Governor to the New Hampshire Innovation Research Center's Board of Directors, and by US Senator Jeanne Shaheen to her Small Business Advisory Council. Jake earned a B.Sc. with First Class Honours from the University of Waterloo, and a Ph.D. (Chemistry) as a Brown-Wetherill Fellow at Purdue University and Ludwig Maximilians Universität.



Rick Greenwald, PhD
Co-Founder & President
Simbex

Dr. Greenwald is an entrepreneur and biomedical engineer. He is the Co-Founder and President of Simbex and Co-Founder of iWalk (now BionX). He is co-founder and Executive Director of the non-profit National Institute for Sports Science and Safety, and is an Adjunct Professor at Thayer School of Engineering at Dartmouth College. He is Co-Director of the NIH funded Center for Translation of Rehabilitation Engineering Advances and Technology (TREAT), a national rehabilitation infrastructure resource, and Co-Director of the previously FDA funded New England Pediatric Device Consortium (NEPDC). Dr. Greenwald's research interests include biomechanics, injury prevention, sports equipment, product development, and technology commercialization. In 2000, he founded Simbex, and has long been active in the development of biofeedback and data acquisition products for the medical and rehabilitation industries. Dr. Greenwald and Simbex have received numerous research and development awards, including ones from NIH, NSF, and the Department of Defense, for product development through the Small Business Innovation Research (SBIR) program. Dr. Greenwald previously served as a member of the National Advisory Child Health and Human Development Council of the Eunice Kennedy Shriver National Institute of Child Health and Human Development and as a member of the NIH Council of Councils in the Office of the Director at the National Institutes of Health. He is a Fellow of the National Academy of Inventors (NAI) and the American Institute of Medical and Biological Engineering (AIMBE), and also served as President of the International Society for Skiing Safety. He has 85 peer reviewed publications, and holds 15 US patents, with 4 patents pending.



Adam Josephs
Founding Partner
Celerity Consulting

Adam Josephs is a founding partner at Celerity Consulting Group LLC. Celerity trains and coaches organizations all over the world on applying Risk Up Front to accelerate product development and organizational change. Before Celerity, he managed engineering projects and product organizations at Apple Computer, Microsoft and a variety of startups. Adam is an adjunct faculty member in entrepreneurship and strategy at the David Eccles School of Business at the University of Utah, and has taught these subjects at New York University, U.C. Berkeley, Singularity University, and many industry conferences. He is a graduate of Stanford University and Oxford University. Adam makes his home in New York City, where he plays rugby and board games. He is a passionate advocate for local animal rescues.



Andrew Vinard
Director Centralized Core Facilities
UMass Amherst, Institute for Applied Life Sciences

Andrew Vinard assumed the role of Director of Centralized Core Facilities at UMass Amherst in October 2016. He is responsible for administrative management of 31 core facilities, housed in the Institute for Applied Life Sciences (<https://www.umass.edu/ials/core-facilities>). Prior to joining UMass Amherst, Andrew worked for 10 years at the University of Miami, first with the Sylvester Comprehensive Cancer Center as manager of Facilities and Shared Resources, then as the Director of Biotechnology Resources, providing support to 60 core facilities across the institution, and most recently as the Coulter Program Director, where he worked closely with researchers to identify projects could be converted from benchtop research to commercializeable technology, identify resources, funding and partners to aid in the process. Andrew received his BA in Environmental Planning, and Masters of Public Administration from the University of Miami, FL.



Gabor Bethlendy
CEO & Founder
Meenta

Gabor has 20 years of business expertise in the area of genomics and diagnostics spanning some of the best companies in the field including Agilent Technologies and Roche Diagnostics. As founder and Chief Commercial Officer of Parabase Genomics he built the company from the ground up creating the first commercial play in the field of Neonatal Precision Medicine.
