

# CELINE KRZAN

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## ACADEMIC EXPERIENCE

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### Clinical Assistant Professor of Entrepreneurship

*University at Buffalo School of Management, The State University of New York (2023 – Present)*

- Designed and delivered entrepreneurship courses at both undergraduate and graduate levels
- Student Evaluations 2021-2025: Overall Courses (4.7/5.0), Overall Instructor (4.9/5.0)
- Develop and integrate AI tools into courses to improve teaching and student learning
- Design and facilitate entrepreneurial intensive workshops for all learning levels
- Develop experiential learning strategies and immersive experiences
- Mentor and coach startups and emerging entrepreneurs
- Create educational case studies to enhance learning program effectiveness
- Foster strategic partnerships and collaborations with external stakeholders
- Lead customer discovery and product launch strategies for early-stage startups

### Adjunct Professor

*University at Buffalo School of Management, The State University of New York (2021 – 2023)*

- Student Evaluations for 2021/2022: Overall Courses (4.8/5.0) & Overall Instructor (5.0/5.0)
- Delivered entrepreneurship courses at undergraduate and graduate levels

### Adjunct Instructor

*Medaille College – SPE 130 Public Speaking and Communication – Spring 2020*

## CLASSES TAUGHT (2020 – Present)

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- MGO 199 – Creativity in Entrepreneurship (UB Seminar)
- MGG 199 – Corporate Social Responsibility (UB Seminar)
- MGO 330 – Introduction to Entrepreneurship and Small Business
- MGO 365/665 – Technology Entrepreneurship (Undergraduate & Graduate)
- MGO 463/663 – The Entrepreneurship Lab (Undergraduate & Graduate)
- MGG 211/611 – Silicon Valley Tech Trek (Undergraduate & Graduate)
- SPE 130 – Public Speaking and Communication (Medaille College)

## AWARDS AND NOMINATIONS

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- Nominee, Educator of the Year Award, WNY InfoTech Betas (2024, 2025)
- Luminary Award, UB Startup and Innovation Collaboratory (2026)

## GRANTSMANSHIP

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- NSF I-Corps Grant (\$250K). SOM entrepreneurship faculty lead for NSF I-Corps training program in cross-campus technology and research commercialization program. (2023-2026, funded). Certified I-Corps Regional Instructor, trained at Cornell University in 2022, facilitating multiple regional cohorts and serving as Adjunct Faculty for NSF I-Corps National Program.
- BOLD Program (\$130K). Designed and facilitated entrepreneur development program for emerging entrepreneurs from the Balkan nations. Recognized by the US State Department. (2022-2023, funded)
- Empire State Life Science Entrepreneurship Grant (\$500K). Facilitate execution, management, and development of Life Science Entrepreneurship program across UB School of Management, College of Arts and Sciences, and School of Engineering and Applied Sciences. (2022-2024, funded)

- Open4 Emerging Entrepreneurs Accelerator (\$120K). Support UB CEL in design, development, and execution of M&T Bank Minority and Women Emerging Entrepreneurs program, activities, and one-on-one leadership coaching. (2022-2024, funded)
- Nasdaq Foundation INVEST-East (\$60K). Design entrepreneurial mindset and skills course in collaboration with UB School of Engineering and Applied Sciences for STEM-based program. (2023, not funded)
- SUNY IITG Grant (\$59K). Co-PI, Global Sustainability Lab: Transforming Remote Learning through Immersive, Experiential Sustainability Education in collaboration with SUNY ESF. (2025, funded)
- SUNY OER Grant (\$60K). Co-PI, Upskilling Early Childhood Workforce: A Microcredential in Research-Informed and Child-Centered Practices in collaboration with ECC. (2026, in process)
- SUNY IITG Grant (\$58K). PI, AI in Business Writing and Decision-Making: A Cross-Campus Community of Practice in collaboration with SUNY Buffalo State. (2026, in process)
- SUNY IITG Grant (\$60K). Sustainable Futures Lab: AI-Powered Immersive Learning for Global Sustainability in collaboration at SUNY Geneseo. (2026, in process)

## SCHOLARSHIP OF INSTRUCTION

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- “Innovate, Collaborate, Succeed: Harnessing the Power of Innovation Sprints in Higher Education” – Co-facilitated workshop at the Global Consortium for Entrepreneurship Centers Fall 2023 Conference with Jessica Driscoll, UB CoLab Innovation Sprint Coordinator.
- “Radical Collaboration: Building Entrepreneurial Bridges in Upstate NY” Co-facilitated workshop at the Global Consortium for Entrepreneurship Centers Fall 2024 Conference with Jonathan Wess, Syracuse University
- “Innovation Frameworks and Improv in Business” Co-facilitated workshop at Creative Professional Exchange Summer 2024 Conference with Kelsey Wagner, UB CoLab Entrepreneurial Training Coordinator
- “How Women Entrepreneurs and Leaders Use Failure To Catapult Themselves to Success: Tips and Insights” – Published article, December 2023
- Volkswagen CSR Crisis Simulation, Case, Piloted 2025
- Unapologetic Coffee Startup Financial Case, In process
- The Ticketing Co Innovation Case, In process

## RESEARCH

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- *Evaluating AI-Supported Edtech Applications: A Multi-Domain Rubric* - Manuscript in preparation for submission
- *AI for Coaching Education* - IRB Approved; UB Center for Leadership and Global Impact; initial findings presented at April 2026 conference
- *School Leaders' Perspectives on AI* - Ongoing; Summer 2025 data collection; in collaboration with UB Graduate School of Education Center for Early Literacy and AI
- UB Early Childhood Research Center - Business Model Evaluation (Research & Consulting Project)

## ADDITIONAL ACTIVITIES

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### Program Leadership and Directorships

- Faculty Director, Creativity, Entrepreneurship and Innovation LLC, UB CoLab (Spring 2026 – Present)
- Director and Facilitator, UB CoLab Marketing Studio (2024 –2025)
- Program Director and Facilitator, UB Center for Entrepreneurial Leadership M&T Bank Emerging Entrepreneurs Program (2022 – 2024)

## **NSF I-Corps Program**

- NSF I-Corps National Program, Adjunct Faculty – May/June 2025
- Buffalo NSF I-Corps Regional Course – May 2025, October 2025
- NSF I-Corps SUNY Summer School – July 2025

## **Event Organization**

- Organizer, UB x Tech Buffalo AI Tech Jam – Summer 2026
- Organizer, UB AIX AI Summer Camp – June 2025
- Organizer, UB SOM Community of Practice: AI in Business Education (Fall 2025-Present)
- Organizing Committee, UB Pitch for a Purpose (2025)
- Organizing Committee and Facilitator, UB Startup Bootcamp – 2023, 2024, 2025

## **Presentations, Workshops and Panels**

- UB Center for Entrepreneurial Leadership, AI for Productivity Workshop – March 2026
- Facilitator, UB Erie 1 BOCES Superintendents Session – March 2026
- Leadership Accelerator Program, Innovation Frameworks – March 2026
- Buffalo Niagara Partnership Empower Program, Business Strategy and Innovation – March 2026
- UB Graduate School 3MT Pitch Prep + Coaching Sessions – February 2026
- Seneca Gaming, Interpersonal Leadership Presentation – February 2026
- Buffalo Niagara Sales and Marketing Executives, Marketing, AI and Personal Branding – January 2026
- UB Alumni Webinar, Engaging a Multigenerational Workforce – December 2025
- UB Center for Entrepreneurial Leadership, AI for Small Business, Emerging Entrepreneurs Program – December 2025
- UB Center for Entrepreneurial Leadership, Using AI to Boost Productivity, CORE Program – December 2025
- Facilitator, UB Community of Practice, Leveraging AI in the Classroom – November 2025
- Speaker, Syracuse University IDE 302, Entrepreneurship – October 2025
- Facilitator, Jordan Daniels Nonprofit Board Fellowship – October 2025
- Buffalo Niagara National Association of Women Business Owners, AI and Personal Branding – September 2025
- UB Center for Leadership and Global Impact, Global Leadership Time Management – August 2025
- MBA Advantage, Improv and Communication in Business – August 2025
- Buffalo Niagara Partnership Empower Management Training – June 2025
- UB Center for Entrepreneurial Leadership Emerging Entrepreneurs Program Reactor - May 2025
- UB Center for Leadership and Global Impact, Leadership Express, Innovation Frameworks – May 2025
- UB Center for Entrepreneurial Leadership, Emerging Entrepreneurs Reactor – May 2025
- Seneca Gaming, Interpersonal Leadership Presentation – March 2025
- UB Graduate School 3MT Pitch Prep + Coaching Sessions – February 2025
- Leadership Accelerator Program, Lunch and Learn – February 2025
- National Fuel IT Leadership Program – February 2025
- Campus Living, Reimagining Your Purpose – January 2025
- Lornamead, Innovation Frameworks – December 2024
- National Fuel, Interpersonal Leadership Program: Engaging a Multigenerational Workforce – October 2024
- BOLD Fellowship Facilitator – March 2024
- “Innovate, Collaborate, Succeed” – Global Consortium for Entrepreneurship Centers Conference – Fall 2023
- UB Graduate School 3MT Pitch Prep + Coaching Sessions – February 2024
- UB Graduate School 3MT Pitch Prep + Coaching Sessions – February 2023
- UB MBA Advantage, Pitch and Brainstorming Workshop – 2020–2024

- UB Management Honors Program, Pitch and Brainstorming Workshop – 2020–2024
- UB Global Programs, Pitch and Brainstorming Workshop – 2020–2024
- WNY Prosperity Fellowship Orientation, Pitch and Brainstorming Workshop – 2020–2024
- UB Blackstone LaunchPad, Pitch and Stage Presence Session – 2020–2023
- UB 3MT Competition, Pitch and Stage Presence Session – 2020–2024
- Inclusive Autonomous Vehicle Design Challenge, Pitch and Stage Presence Session – 2020
- UB Panasci Competition, Pitch and Stage Presence Session – 2019
- UB Graduate School, Recorded Pitch and Stage Presence Training – 2021
- Guest Lecture, UB ENG 394SEM Writing Workshop, Brainstorming, Pitching, and Marketing – Fall 2020
- Guest Lecture, UB MGB 361 Leadership Development II, Leadership and Teamwork Skills – Spring 2019, Fall 2020, Fall 2021, Fall 2022
- Guest Lecture, UB MGG 315 Career Connections Part II, Social Media Marketing and Careers in Entrepreneurship – Fall 2019

## **12 Months of Leadership Webinar Series**

*Facilitator, UB Center for Leadership and Global Impact (2025 – Present)*

### **2025**

- January – Leading Across Cultures (Dorothy Siaw-Asamoah, Maria Kraimer)
- February – Cultivating Inclusive and Purpose-Driven Leadership (Ron C. Hamilton, BS/MBA '94)
- March – Agile Leadership in Business (Ananth Iyer, PhD, Dean, UB School of Management)
- April – Lessons on Servant Leadership (Scott Bieler, President and CEO, West Herr Automotive Group)
- May – Thinking Patterns: Does the Way You Think Help or Hinder You? (Marsha King, PhD)
- June – Leadership Under Pressure (Ryan Dunlap, Founder and CEO, Conflictish)
- July – What is Coaching and How Do We Use It in Our Jobs? (Marsha King, PhD)
- August – Leading Through Volatility: Transforming Uncertainty into Opportunity (Richard Ferranti, EMBA '97, CEO, Rich Products Corp.)
- September – Leading With a Collaborative Mindset (Cross-campus panel: SOM, Public Health, Medicine, Engineering, Nursing)
- October – From Local to Global: Research and Collaboration Across Borders (Dr. Indianna Minto-Coy; Prof. Augustina Ampofo-Tawiah; Felipe Queipo, UN)
- November – The Role of Relationships in Effective Leadership (Sujata Yalamanchili, BS '88, MBA '89, Hodgson Russ LLP)
- December – The New Leadership Mandate (Sarah Tanbakuchi-Ripa, JD/MBA '14, CEO, 43North Foundation)

### **2026**

- January – A Lifetime of Learning to Lead (Tom Ulbrich, CEO, Goodwill of WNY)
- February – Igniting Sustainability from Any Seat (Evelyn Kessler, M&T Bank)
- March – Pushing Forward for Gender Equity (Jade Cochran, Programme Specialist, UN Women)

## **Experiential Learning Programs**

- Led design, delivery, and coordination of intensive training programs for entrepreneurs from Bosnia and Herzegovina and Serbia (2022-2023, four cohorts)
- Partnered with UB Blackstone LaunchPad to co-create and deliver 8-week virtual summer accelerator program (2022-2023)
- Facilitated Silicon Valley Tech Trek with UB Global Programs (2023)
- Developed Marketing Studio in partnership with UB Startup and Innovation Collaboratory (2025)
- Developed business case study for UB Global Programs virtual trip (2020-2023)

## **COMMITTEES AND SERVICE**

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### **University Service**

- Committee Member, First Year Experience (2024-Present)

- LeaderCORE Coach, University at Buffalo (2019-2021, 2023-2025)
- LeaderCORE Mentor (2023-Present)
- Search Committee: Clinical Assistant Professor of UB 101 – UB School of Management, 2025
- Search Committee: Marketing Coordinator for UB Center for Entrepreneurial Leadership, 2025
- Search Committee: Entrepreneurial Training Coordinator for UB CoLab, 2023

### **Community Service**

- Community Advisory Board Member, Buffalo AKG (2024 – Present)
- Board Member, Kenan Center (2024 – Present)
- Board Member, Second Generation Theatre Company (2022 – Present)
- Limited Partner, Good Neighbor Fund (2023 – Present)
- Board Member, Friends of Niagara University Theatre (2017 – 2025)
- Board Member and Executive Committee Member, WNY Prosperity Alumni (2017 – 2023)
- Committee Member, Buffalo Startup Week (2022 – 2024)
- Marketing Committee Member, Every Person Influences Children (2020 – 2023)

## **PROFESSIONAL EXPERIENCE**

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### **Founding Team - Marketing and Product Lead**, Equipt Women, October 2021 – July 2024

As the Marketing and Product Lead at Equipt Women, I played a critical role in the launch of the platform. I led the marketing and community management efforts, developing a strategy that attracted individuals from top-tier companies such as Apple, Deloitte, Nike, and P&G to participate in the program. Additionally, I supported curriculum development and virtual experience design efforts, ensuring that the program was comprehensive and engaging. As a facilitator of marketing outreach and branding efforts, I worked to build awareness and reach a wider audience to scale the company and prepare for initial investment.

### **Community Marketing Manager**, MemoryFox, March 2021 – July 2024

As the Community Marketing Manager at MemoryFox, I was responsible for a range of marketing initiatives. I launched a successful podcast and webinar series that effectively converted marketing qualified leads (MQLs) to sales opportunities, driving business growth. Additionally, I managed the marketing agency relationship, ensuring that goals were aligned and campaigns were effective. I regularly wrote blog content using a targeted SEO strategy, providing valuable insights and establishing MemoryFox as a thought leader in the nonprofit tech industry.

### **Public Relations and Content Strategist**, Shea's Performing Arts Center, December 2019 – January 2022

As a Public Relations and Content Strategist at Shea's Performing Arts Center, I produced and edited digital content for promotional purposes, oversaw and executed digital media, email, and PR campaigns for a campus of three theaters, and coordinated media communications for institutional efforts and season shows. I designed and implemented paid social media campaigns, managed budgets, and analyzed metrics to measure effectiveness. Additionally, I maintained social media calendars increasing overall weekly engagement to more than 23K and average reach of 130K. I compiled data for senior leadership teams, providing strategic insights and recommendations.

### **Marketing Product Manager**, Launch NY, January 2019 – December 2019

As a Marketing Product Manager at Launch NY, I managed a range of marketing and communication initiatives. I led the development and design efforts to launch a new website and curated a social media campaign that generated over 70K views. In addition, I assisted with grant reporting and fundraising to back entrepreneur programming and community partnerships. I led monthly roundtables with founders from across WNY, reviewed pitch and investment decks, and attended WNY Venture Association meetings on behalf of the company. I facilitated events for LPs and provided strategic insights and recommendations to drive business success.

### **Organizational Change Management Analyst**, M&T Bank, July 2017 – January 2019

As a proactive leader and change manager, I spearheaded the initiative to rebrand the Bankwide Transformation division as the Enterprise Transformation Office. I coordinated a project management team to define and

manage the project timeline, budget, change efforts, and key performance indicators. Additionally, I was selected for the Management Development Program, which provided intensive one-year training to develop both technical and leadership skills. As part of this program, I presented to senior leadership of the bank on innovation strategies in FinTech. Furthermore, I managed internal website content and a newsletter that was distributed to over 17,000 employees, ensuring consistent and effective communication.

## **EDUCATION**

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### **University at Buffalo, The State University of New York**

Master of Business Administration, May 2017

Western New York Prosperity Fellow | LeaderCORE™

### **Niagara University**

Bachelor of Fine Arts in Theatre Performance, Summa Cum Laude, May 2013

Bachelor of Arts in Political Science, Summa Cum Laude, May 2013