

Robert A. Neubert

University at Buffalo School of Management
Buffalo, NY 14260

ACADEMIC EXPERIENCE

Director Entrepreneurship Academic Programs & Clinical Associate Professor	2025-present
Director Entrepreneurship Academic Programs & Clinical Assistant Professor	2016-2024
CLOE Faculty Member	2018-present
Director, Life Science Entrepreneurship Program	2021-2023
Director, Entrepreneurship Clinic	2020-2021
Experiential Learning Network Fellow	2017-2019
Entrepreneurship Academy Director	2015-2017
Clinical Assistant Professor	2015-present
<i>University at Buffalo, The State University of New York - Buffalo, New York</i>	
Adjunct Professor	2009-2015
<i>Lebanon Valley College, MBA Program – Annville, Pennsylvania</i>	

EDUCATION

Saint Joseph's University, Philadelphia, PA	MBA, Financial Management, 1988
Lebanon Valley College, Annville, PA	B.S., Management, 1986
Lebanon Valley College, Annville, PA	B.S., Chemistry, 1982

CERTIFICATIONS

Cornell University, Ithaca NY	NSF I-Corp Faculty Certification, 2022
Babson College, Wellesley, MA	Symposium for Entrepreneurship Educators, 2015
University of Pennsylvania, Philadelphia, PA	Re-Engineering Pharmaceutical Marketing, 1994
Saint Joseph's University, Philadelphia, PA	Pharmaceutical Marketing Strategy, 1993

SIGNIFICANT ACCOMPLISHMENTS

Developed the entrepreneurship program from two independent, low-enrollment courses into a comprehensive, thriving academic program. The program is now recognized internationally, on a rapid growth trajectory, and tightly integrated into the Western New York entrepreneurial ecosystem.

- Led the efforts resulting in the UB Undergraduate Entrepreneurship Program being ranked the #7 program in the Northeast, #22 public university program nationally, and #41 overall program nationally by Entrepreneur Magazine & The Princeton Review. (2025)
- Deshpande Foundation Symposium National Award for Excellence in Curriculum Innovation in Entrepreneurship. (2024)
- USASBE Emerging Program Finalist (top three nationally). (2024)
- Over 8,000 UB students are engaged in entrepreneurship programming annually. (2021-2025)
- Deshpande Foundation Symposium National Award for Excellence in Student Engagement in Entrepreneurship recognizing the UB for leadership and engagement in developing innovative extra and co-curricular activities that support the development of entrepreneurial awareness, skills and practice. (2023)
- GCEC Exceptional Activities in Entrepreneurship Across Disciplines Award. (2023)

- School of Management Faculty Award for Alumni Engagement. (2023)
- BETAS Innovative Educator Award Finalist. (2023, 2024)
- More than 125 recommendations from students on LinkedIn: <https://www.linkedin.com/in/bobneubert/>
- Developed and launched the Entrepreneurship Concentration for the School of Management. (2019-2021)
- Developed and launched the UB Entrepreneurship Minor through the School of Management. (2019-2021)
- Grew the entrepreneurship course enrollment 15X. (2016-2025)
- Student Evaluations: Overall Courses (4.8/5.0) Overall Instructor (4.9/5.0). (2024)

GRANTS & FUNDING

- I-Corp Grant (\$250K). SOM entrepreneurship faculty will deliver the NSF I-Corp training program in a cross-campus program focused on technology and research commercialization. (2023-2024)
- BOLD Program (\$200K). Developed and delivered an entrepreneur development program for emerging entrepreneurs from the Balkan nations. (2022-2024)
- Empire State Life Science Entrepreneurship Grant (\$1.7 million). Developed the Life Science Entrepreneurship Program strategy, co-wrote the grant application, and managed the program launch activities. (2020-2023)
- Entrepreneurship Clinic Funding (\$115K). Secured the grant for the Entrepreneurship Clinic through the office of Business and Entrepreneur Partnerships and the School of Management. (2020)
- Farris Foundation Grant (\$60K). PI on the Farris Foundation Grant for the Development of a Modularized Entrepreneurship Curriculum. (2018)

CONSULTING PROGRAMS

Developed and delivered customized original content focused on the development of innovation and entrepreneurship capabilities in regional start-ups and large corporations.

- Advised hundreds of UB students and Buffalo ecosystem start-ups. These companies span a wide array of verticals including high-tech start-ups, life-style businesses, small businesses, family businesses, and non-profits. (2015-2025)
- Needs Based Innovation Program. (2023-2025)
- Seneca Nation Innovation Program. (2024)
- Leadership Accelerator Program. (2024)
- Henkel M&A Consulting. (2022-2023)
- Rich Products R&D Innovation Program. (2018-2022)
- M&T Bank Treasury Division Innovation Program. (2018-2022)
- Wilmington Trust Innovation Program. (2020)
- Pennsylvania Intermediate Unit 13 Innovation Program. (2019)

PROFESSIONAL ASSOCIATIONS

- USASBE (2023-2025)
- Strategyn ODI Pro Community (2022-2025)
- Entrepreneurship Education Summit for Western New York (2017–2025)
- Buffalo Angels (2018–2025)
- Western New York Venture Association (2018–2025)
- Black Ambition (2021-2025)

COURSE DEVELOPMENT & DELIVERY

Developed original curriculum to provide comprehensive entrepreneurship academic programming. Courses provide students with the essential capabilities to be effective entrepreneurs, corporate innovators, and leaders of social innovation projects.

MGO 664	Corporate Innovation -MBA
MGT 648	Entrepreneurship Clinic - MBA
MGO 658	Entrepreneurship Foundations - MBA
MGO 660	Intro Entrepreneurship – MBA
MGO 663	Entrepreneurship Lab – Graduate
MGO 665	Technological Entrepreneurship – Graduate
MGO 695	Corporate Innovation – PMBA
MGO696/SW 988	Social Innovation (developed with the School of Social Work) - Graduate
MGO 149	Entrepreneurship & Scientific Research Seminar - Undergraduate
MGO 199	How Entrepreneurs Use Creativity to Improve the World - Freshman Seminar
MGO 330	Entrepreneurship and Small Business - Undergraduate
MGO 363	Finance for Entrepreneurs - Undergraduate
MGO 365	Technological Entrepreneurship – Undergraduate
MGO 463	Entrepreneurship Lab – Undergraduate
MGG 211/611	Silicon Valley Tech Trek - Undergraduate & Graduate
LVC MBA Program	Capstone Strategy Course
LVC MBA Program	Intro to Entrepreneurship

As the Director of the Life Science Entrepreneurship Program, I lead a multi-school effort to develop and approve twenty-three one-credit graduate courses that will be used to deliver the asynchronous Advanced Graduate Certificate in Life Science Entrepreneurship:

Entrepreneurship I	Entrepreneurship II
Entrepreneurship Practicum I	Entrepreneurship Practicum II
Marketing	Finance Basics
Management Operations Basics	Global SCM
Venture Capital & Entrepreneurship Finance	Entity Choice
Project Management Basics	Strategy Basics
Intellectual Property	Entrepreneurship Mindset & Habits
Bio Business Strategy	Molecular Biology Basics
Immunology Basics	Biomedical Informatics Basics
Tissue & Cell Engineering Basics	Regulatory Affairs
Quality Management	Reimbursement
Biomedical Instrumentation Basics	

EXPERIENTIAL LEARNING PROGRAMS

Developed and delivered extensive experiential programming to build a thriving ecosystem for an effective entrepreneurship program.

- Advisor to the Venture Capital/Private Equity Student Organization. (2023-2025)

- Developed the team to deliver the NSF I-Corp training at UB. (2022-2024)
- Judge for the Computer Science Pitch Competition. (2021-2025)
- Developed the Technology Entrepreneurship Pitch Competition. (2021-2024)
- Developed the MBA Pitch Competition. (2022-2023)
- Moderated the Leaders on Leadership Series – FinTech Innovation. (2021)
- Developed and launched the Entrepreneurship Clinic. (2020-2021)
- Developed the Silicon Valley ecosystem utilizing alumni network custom workshop delivery and the annual Silicon Valley Tech Trek. (2016-2024)
- Advisor to the MBA Consulting Group. (2019-2020, 2024-2025)
- Served as a LeaderCORE Coach for MBA students. (2017-2021)
- Established the Entrepreneurship Through Acquisition Workshop Series. (2019-2021)
- Developed the Buffalo Entrepreneur Speakers Series integrating UB students into the thriving Buffalo entrepreneurial ecosystem. More than 100 leading entrepreneurs have given talks on campus in the past five years including topics in entrepreneurship, social innovation, and corporate innovation. (2017-2024)
- Served as a founding Experiential Learning Network Fellow and provided experiential learning programs including life planning workshops, early-move-in program entrepreneurship workshops, escape room adventure series, creativity scavenger hunt, entrepreneur incubator sessions. (2017-2019)
- Developed and delivered coaching & mentoring programs for the Panasci Business Plan competition. The Panasci Competition brings together UB students from science, technology, the arts, and business, to create viable businesses in Western New York. (2016-2024)
- Developed Life Planning frameworks to facilitate entrepreneurial identity development. (2018-2024)
- Co-developed and led a workshop series on Social Innovation with the School of Social Work. (2017)
- Served on the leadership committee to develop the Social Innovation program at UB. (2016-2018)
- Developed experiential learning programs: entrepreneur dinner series, entrepreneur ecosystem tours, entrepreneurship cook-nook series, global perspective programs, and social innovation programs. (2015-2017)

ENTREPRENEURSHIP ECOSYSTEM PROGRAMS

Served in multiple leadership roles to support climate tech company growth, to aid the development of underrepresented entrepreneurs, to administer government programs to aid start-up ventures, and to facilitate the development of economic growth in Western New York.

- Founding Advisory Board Member, Emerging Climate Tech Opportunity (ECO) Incubator. ECO is an incubator administered by LaunchNY and the New York State Energy Research and Development Authority (NYSERDA) for high growth cleantech companies. ECO Incubator's mission is to support cleantech startups with measurable and scalable impacts on New York State energy efficiency, renewable energy, greenhouse gas reduction, and overall sustainability goals. Since the inception of ECO our companies have raised over \$290 million, created 320+ jobs, and generated \$31+ million in revenue. This program also developed the Invest Local Network in 2020 that is now made up of over 300 accredited investors that have funded 20+ deals and invested over \$2 million in 2023. (2018-2025)
- Expert Reviewer for the Black Ambition national competition. Founded by Pharrell Williams, Black Ambition creates the space and conditions for Black and Hispanic entrepreneurs to excel. Through an annual prize competition and campus initiatives, Black Ambition provides mentorship and access to capital, community, and care to early-stage startups founded by Black, Hispanic, and HBCU affiliated entrepreneurs. As a Black Ambition application reviewer, I evaluated applications based on their solution, market, business model and team. Black Ambition's goal is to fund bold ideas, and to help reduce barriers to capital. Black and Hispanic entrepreneurs are eligible to receive mentorship and win up to \$1,000,000 in funding. Since its inception,

Black and Hispanic founders have secured \$280 million in capital and have generated over \$265 million in revenue. (2022-2025)

- Judge of the 43North Competition (\$5 million in annual prizes). (2019-2022)
- START-UP NY committee member. START-UP NY helps new and expanding businesses through tax-based incentives and innovative academic partnerships. START-UP NY offers new and expanding businesses the opportunity to operate tax-free for 10 years on or near eligible university or college campuses in New York State. (2021-2025)
- Built interfaces with Angel and VC networks in Western New York. Member of the Buffalo Angels and the Western New York Ventures Association. (2018–2024)
- Developed the *Built in Buffalo* video series. (2018)

COMMUNITY SERVICE

Developed and delivered local and national programs to address community needs across a wide range of programming types.

- Developed personal financial management content and delivery systems that have reached thousands of students. (2022-2025)
- Assisted the St. John Fisher University Family Business Program (2024)
- Reviewed applications for the \$20 million Erie County Back to Business Grant Program. (2020)
- Distributed PPE to thousands of community members in Buffalo disadvantaged neighborhoods during coronavirus pandemic. (2020)
- Assisted with the distribution of \$100,000 of groceries to Buffalo disadvantaged neighborhoods during the coronavirus pandemic. (2020)
- Rock-the-Barn Event to support Meals on Wheels volunteer. (2019-2021)
- Assisted St Bonaventure University's entrepreneurship program. (2019-2020)
- Supported Invest Local Program development through LaunchNY. (2020–2024)
- Secured \$150K M&T sponsorship for large scale Eight Days of Hope Buffalo Neighborhood Restoration Event. Connected the Buffalo city council, the non-profit leadership, and a large corporate sponsor to facilitate thousands of volunteers coming to Buffalo to renovate a distressed neighborhood. (2018-2019)
- Advised and supported the launch of the Buffalo Collegiate Charter School. (2017-2018)
- Judge for the UB World Challenge Competition. (2017)
- Judge for the Panasci Competition. (2016)
- Coordinated Volunteer Teams to serve Buffalo city neighborhoods. (2015-2020)
- Judge for the Google Developers Hackathon Competition. (2015)

GUEST PRESENTATIONS

Created original entrepreneurship and innovation content used in guest presentations, workshops, and podcasts. The speaking engagements have helped to establish and enhance UB's entrepreneurship program reputation.

- Abundant Life Planning workshops in SOM courses. (2020-2025)
- Trending Topics – Entrepreneurial explosion: How can pandemic-era startups continue to thrive? Buffalo Business Magazine (2024)
- UB Alumni Association Webinar – Inspired Corporate Innovation (2023)
- BOLD Program – How to identify Market Opportunities (2022-2024)
- CEL MWEE Program – Using Outcome Driven Innovation Methods to Develop Your Product (2022)
- Exotanium Company Retreat – Developing Teamwork in a High Growth Technology Venture (2021)

- Sao Paulo University Brazil – Entrepreneurship Fundamentals (2021)
- Rich Products R&D Division Innovation Presentations (2021-2022)
- School of Engineering, Design Process & Methods (2016-2021)
- Experiential Learning Network Innovation Series (2016-2020)
- Global Studies Innovation Lectures (2018-2020)
- Multiple Presentations and Workshops to engage the Alumni Network in Silicon Valley (2017-2021)
- M&T Bank Innovation Series (2019-2022)
- SUNY’s School of Management Dean Association Speaker (2019)
- University of Cape Coast Africa Leadership Program (2019-2020)
- School of Medicine and Biomedical Sciences UB Blast Speaker (2019)
- M&T Bank Treasury Division Innovation Presentation and Program (2018)
- UB School of Management Career Fair, Keynote Address (2017)
- Critical Path Program Presentation - Building a Buffalo-based Life Science Start-up (2017)
- Admissions Office Student Recruitment Event Speaker (2017)
- Entrepreneurship Fireside Chat featuring Steve Blank, leader of the lean start-up movement. Program co-sponsored by the School of Management and the School of Engineering to build the Silicon Valley alumni network. (2016)
- School of Dentistry, Innovation Lunch & Learn (2016)
- UB DECA, Guest Speaker (2016-2020)
- Delivered multiple workshops and programs utilized in the UB Blackstone Launchpad. (2016-2021)
- Pennsylvania Intermediate Unit Conference Keynote Address (2015)
- Lebanon Valley College Alumni Speaker Series (2015)
- Buffalo Google Developer Group Conference, Keynote Address (2015)

ARTICLES

Created original articles for course content. The articles provide unique perspectives on entrepreneurship, corporate innovation, life planning, and personal financial management.

- Customer Segment Monopoly (2024)
- Building a Pro Forma Income Statement: A Guide for Entrepreneurs (2024)
- Capabilities Create Competitive Advantage (2024)
- Collaboration Ground Rules (2024)
- Crossing the Chasm by Serving Different Unmet Needs: Rethinking Moore’s Technology Adoption Lifecycle (2024)
- Entrepreneurship: Taking 100% Responsibility and Creating Value (2024)
- Fail Fast Fallacy (2024)
- How Does Capabilities Coherence Create Value? (2024)
- Hunting Zones (2024)
- Jobs-to-be-Done: A Framework for Customer Needs (2024)
- JTBD Growth Strategy Matrix (2024)
- Normal is Messy (2024)
- Red Flag Method (2024)
- Rethinking the Technology Adoption Lifecycle: Why It’s Time to Bury the Bell Curve and Start with Unmet Needs (2024)

- Stop-Loss Methodology (2024)
- Techniques for Empathy Interviews in Design Thinking (2024)
- The Biases That Innovators Must Navigate Adding Speedbumps to the Decision Process (2024)
- The Illusion of Precision: Why Startup Revenue Forecasting Is Nearly Impossible (2024)
- The Optimal Stopping Model (2024)
- The Power of Collaboration: Moving Beyond the Lone Genius Innovator (2024)
- The Problem Log (2024)
- The Role of Business Capabilities in Strategy Execution (2024)
- The Role of Finance in Entrepreneurship: Building a Financial Mindset for Venture Success (2024)
- The Serendipitous Inception of the Mr. Clean Magic Eraser: A Case Study in Accidental Innovation (2024)
- Understanding Startup Cash Flow: Burn Rate, Runway, and Working Capital Management (2024)
- Unlocking Innovation: Drucker's 7 Methods for Business Success (2024)
- What is Entrepreneurship? (2024)
- Understanding the Difference Between Passion and Purpose (2024)
- 7 Reasons Why You Need to Pay Yourself First (2024)
- 14 Money Mindsets of Successful People (2024)
- Investment Basics (2024)
- Achieving Financial Independence: A Guide to Freedom and Fulfillment (2024)
- Unlocking Wealth: Intentional Career Management for Increased Earnings (2024)
- Why Care About Your Credit Score? (2024)
- The Biases That Innovators Must Navigate: Adding Speedbumps to the Decision Process (2024)
- The Pitfalls of Dollar Cost Averaging with a Lump Sum: A Flawed Investment Strategy (2024)
- 27 Money Moves That Could Set You Up for Life (2024)
- Why You Should Care About Personal Finance (2024)
- 9 Realistic Ways to Reach Your Personal Financial Goals (2024)
- How Predatory Institutions Manipulate College Students (2024)
- Dysfunctional Beliefs: Impact on Perceptions and Performance (2023)
- Embracing Life's Challenges: Transforming Perceptions and Overcoming Problems (2023)
- The Dream. Plan. Do. Method: Creating an Abundant Life (2023)
- The Significance of Market Size for Innovators: A Key to Success (2023)
- The 80:10:10 Method (2023)
- Achieve Your Dreams with 90-Day Sprints: A Blueprint for Success (2023)
- Maximizing Success with an Action Log: The Green, Red, and Yellow Light Approach (2023)
- Crafting Your Future: The Power of Life Planning (2023)
- Creative Destruction: Fueling Innovation for a Brighter Future (2023)
- Unleashing Disruptive Innovation (2023)
- Navigating the Future: The Innovation Ambition Matrix by Bansi Nagji and Geoff Tuff (2023)
- Exploring the Intriguing Concept of "The Adjacent Possible" by Steven Johnson (2023)
- Capability-Driven Strategy: Creating Value and Achieving Strategic Ambitions (2023)
- Unleashing the Dog Toy Market - A Case Study in Market Sizing and Job-to-be-Done Analysis (2023)
- Why Innovation Fails and How to Fix It (2023)
- Traditional Budgeting Doesn't Work (2024)
- How Debt Works (2022)
- 9 Freedoms of Entrepreneurship (2022)
- The Power of Collaboration: Moving Beyond the Lone Genius Innovator (2022)

- Ambidextrous Organization (2022)
- Reframing Entrepreneurial Risk: The Power of Stop-Loss (2022)
- 15 Ways to Shift from A Scarcity Mindset to An Abundance Mindset (2022)
- 9 Methods to Take Control of Your Desire for Instant Gratification (2022)
- 15 Ways to Change Your Money Mindset and Live with Abundance (2022)
- Use Backcasting to Build an Abundant Life (2022)
- Fail Fast Fantasy (2022)
- Corporate Innovation Challenges (2022)
- Disrupt Or Be Disrupted (2022)
- Normal Is Messy (2022)
- What Is Entrepreneurship? (2022)
- 33 Personal Finance Moves That Could Secure Your Financial Future and Set You Up for Life (2022)
- 11 Realistic Ways to Reach Your Personal Financial Goals (2022)
- 9 Reasons Why You Need to Pay Yourself First (2022)
- What Is a Savings Account and How Does It Work? (2022)
- Why Personal Financial Management Matters (2022)
- 15 Money Habits That Are Harmful (2022)
- The Problem Log Tool (2021)

ADMINISTRATIVE ACTIVITIES

- Undergraduate Policy Committee (2023-2025)
- I-Corp Committee (2022-2024)
- Entrepreneurship Articulation Review Lead (2021-2025)
- Search Committee – Entrepreneurship Associate Professor Position (2024)
- Search Committee Lead – Entrepreneurship Clinical Assistant Professor Position (2023)
- Life Science Entrepreneurship Advanced Graduate Certificate Development Team (2000-2024)
- Congressional Directed Spending Request Proposal Team (2023)
- Fantone FAST Project Proposal Team (2023)
- MBA Core Faculty (2020-2024)
- PMBA Faculty (2020-2024)

PROFESSIONAL EXPERIENCE

Evviva Wealth, Co-Founder

2022 to Present

Evviva Wealth helps students start their personal financial management journey by delivering easy to use tools and systems. Evviva supports the development of student entrepreneurial skill development through its coaching community, side-hustle tools, and one-on-one coaching calls. Evviva has impacted thousands of students.

Cave Creek Management Systems, Founder

2021 to Present

Cave Creek is a real estate development company. This is a family business focused on home renovations, tenant management, and short-term rental arbitrage.

Immersion Science, Fox Chase Cancer Center**2013 to 2015**

The Immersion Science program is a three-phase program comprised of a one-day Health Careers Symposium that exposes 150-250 diverse high school students to the array of careers available at a National Cancer Institute-designated Comprehensive Cancer Center followed by a 10-week laboratory research training course, and finally independent summer research for individual students in Fox Chase research laboratories. I provided Immersion Science with business support, funding methods, and design thinking methods for program design. Success of the program was reported on a feature story on NPR.

Quadrant Group, Founder & President**2010 to 2014**

Quadrant provided pharmaceutical companies with prescription sampling compliance systems and data capture services. Founded in 2010, Quadrant provided sales force analytics and consulting services to pharmaceutical companies. Quadrant was an international operation providing services in a highly regulated environment. Quadrant was acquired by a private company in 2014.

Group Buying Edge, Co-Founder**2008 to 2011**

Group Buying Edge (GB) was a buying service for independent and small chain restaurants. GB was launched in April 2008 and reached \$800 million in food purchases in 2011. GB developed advanced procurement and data analysis methodology to obtain savings for restaurant owners. GB was sold to a private equity group in 2011.

Dakota Service Corp, Founder & President**1996 to 2010**

Dakota provided pharmaceutical companies with prescription sampling compliance systems, and salesforce management systems. Founded in 1996, Dakota provided data analysis and consulting services covering more than 50% of the pharmaceutical sales representatives in the United States. Dakota went from a garage start-up to a 200+ person firm in eighteen months. Dakota was acquired by a private equity group in 2005. I provided management services to Dakota until 2010.

N5, Co-Founder**2001 to 2006**

N5 developed and managed two independent restaurant concepts. One concept focused on the quick service sandwich market, and the second concept was focused on the fast-casual family market. N5 restaurants were acquired by private investors in 2006.

The Pathway Group, Co-Founder & President**1995 to 1997**

The Pathway Group was a buying service for pharmaceutical marketing departments. Founded in 1995, Pathway provided a multi-national buying service to pharmaceutical marketing departments. Pathway developed web-based tools used for procurement collaboration between pharmaceutical companies. The Pathway Group was acquired by private investors in 1997.

Merck & Company, Director, Global Procurement**1994 to 1995**

Member of the five-director procurement management team responsible for more than \$3 billion in global procurement spend. Saved more than \$100 million in the first year of the re-organized procurement program by implementing strategic sourcing processes and training programs. Coached diverse international teams through dramatic improvements in supply chain management. Built cross-disciplinary collaborations and introduced procurement management tools & negotiation frameworks. Developed and delivered procurement educational materials including workshops, case studies, role plays, and simulations.

SmithKline Beecham (now GlaxoSmithKline), Marketing Operations**1991 to 1994**

Responsible for \$250 million of annual marketing procurement. Served as a member of the record-setting launch teams for Relafen, Paxil, and Engerix-B products. Responsible for writing and delivering global procurement training programs. Coached diverse international teams through dramatic improvement in marketing procurement and supply chain management. Built external partnerships and implemented innovative marketing programs. Designed negotiation strategies and lead all major marketing negotiations.