

**Robert A. Neubert**  
8825 Cambridge Court  
East Amherst, NY 14051  
(215) 290-7026 bobneubert@me.com

## **EDUCATION**

- MBA, Finance, 1988, Saint Joseph's University, Philadelphia, PA
- BS, Management, 1986, Lebanon Valley College, Annville, PA
- BS, Chemistry, 1982, Lebanon Valley College, Annville, PA
- Symposium for Entrepreneurship Educators, 2015, Babson College, Wellesley, MA

## **SPECIALIZED SKILLS**

- Entrepreneurship Course Development and Delivery
- Entrepreneur Confidence and Clarity Development
- Cross-Discipline Program Development
- Experiential Learning Pedagogy Development
- Business Model Development for Start-ups
- Early-stage Customer Development
- Development of External Partnerships & Collaborations
- Mentoring Early-Stage Emerging Technology Companies

## **ACADEMIC EXPERIENCE**

**Director of Entrepreneurship Academic Programs & Clinical Assistant Professor  
University at Buffalo, The State University of New York (UB) (2015 to Present)**

### *Academic Programs*

- Student Evaluations for 2019: Overall Courses (4.8/5.0) & Overall Instructor (4.9/5.0)
- More than 50 recommendations from students on LinkedIn: <https://www.linkedin.com/in/bobneubert/>
- Developed the Entrepreneurship Concentration for the School of Management.
- Undergraduate entrepreneurship course enrollment has grown 5X since 2016.
- Introduced the UB entrepreneurship capability framework to support course design and ecosystem integration.
- Facilitated the rapid spin-up of customized entrepreneurship workshops and programs by developing a method for modularizing entrepreneurship pedagogy.
- Delivered workshops and programs utilized in the UB Blackstone Launchpad.
- Introduced Video Pitch competitions into the UB ecosystem.
- PI on the Farris Foundation Grant for the Development of a Modularized Entrepreneurship Curriculum. Designed and developed dozens of modules and tools to cultivate the entrepreneurial capabilities of students including personal development tools, creativity enhancement tools, opportunity discovery methods, experimental design methods, customer segmentation design tools, and launch & grow tools.

### *Academic Programs (continued)*

- Developed and delivered entrepreneurship courses at both the undergraduate and the graduate levels:
  - ✓ MGO 660 Intro Entrepreneurship
  - ✓ MGO 330 Entrepreneurship and Small Business
  - ✓ MGO 199 How Entrepreneurs Use Creativity to Improve the World
  - ✓ MGO 149 Entrepreneurship & Scientific Research Seminar
  - ✓ MGG 211/611 Silicon Valley Tech Trek & Boston Tech Trek
  - ✓ MGO696/SW 988 Social Innovation (developed with the School of Social Work)
  - ✓ MGO 493 Finance for Entrepreneurs
  - ✓ MGO 463/663 eLab (Entrepreneurship Lab)
  - ✓ MGO 365/665 Technological Entrepreneurship

### *Experiential Learning Programs*

- Developed the Buffalo Entrepreneur Speakers Series integrating UB students into the thriving Buffalo entrepreneurial ecosystem. More than sixty leading entrepreneurs have given talks on campus in the past three years.
- Lead UB campus-wide Business Pitch Competitions. Hundreds of students have pitched new venture concepts.
- Developed and delivered coaching & mentoring programs for the Panasci Business Plan competition. I mentored the winners of the 2016, 2017, and 2018 competitions and many of the competition finalists. The Panasci Competition brings together UB students from science, technology, the arts, and business, to create viable businesses in Western New York.
- Served as the Director of the Undergraduate Entrepreneurship Academy (2015, 2016), provided experiential learning programs including:
  - ✓ Entrepreneur dinner series
  - ✓ Entrepreneur ecosystem tours
  - ✓ Entrepreneur cook-nook series
  - ✓ Global perspective programs
  - ✓ Social innovation programs
  - ✓ Scientific research programs
  - ✓ Community service programs
- Served as a founding Experiential Learning Network Fellow (2017, 2018, 2019), provided experiential learning programs including:
  - ✓ Life planning workshops for living-learning communities
  - ✓ Early-move-in program entrepreneurship workshops
  - ✓ Escape Room Adventure Series
  - ✓ Creativity Scavenger Hunt
  - ✓ Entrepreneur Incubator Sessions
- Developed the UB Entrepreneurship Clinic providing start-up evaluation and projects to campus and ecosystem partners. (2019, 2020)
- Advisor to the MBA Consulting Group (2019, 2020)

### *Mentorship and Consulting Programs*

- Developed and delivered an Innovation Program for M&T Bank. Developed customized content to introduce innovation practices to the M&T Bank Treasury Division. Mentored teams to discover and develop innovation projects. Mentored senior executives focused on introducing an innovation program throughout M&T Bank (2018, 2019, 2020).
- Developed and delivered an Innovation Program for Rich Products. Developed customized content to introduce innovation practices to Rich's R&D Leadership Team (2018, 2019).
- Developed and delivered an Innovation Program for Pennsylvania Intermediate Unit 13. Developed customized content to introduce innovation practices to the Intermediate Unit 13 staff and leadership team (2019).
- Advised more than one hundred UB student and Buffalo ecosystem start-ups. These companies span a wide array of company types, including high-tech start-ups, life-style businesses, small businesses, and non-profits.
- Mentored companies that reached the semi-finals or higher in the 43North competition (\$5 million in annual prizes, largest prize purse in the world).
- Serve as a LeaderCore Coach for MBA students. (2017 – 2020)

### *Entrepreneurial Ecosystem Programs*

- Founding Advisory Board Member, Emerging Cleantech 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. Since its inception in 2018 our ECO companies have raised \$123 million. (2018, 2019, 2020)
- Judge of the 43North Competition (\$5 million in annual prizes, largest prize purse in the world). (2019, 2020)
- Interfaced with the UB technology transfer office, and the Office of Economic Development to enhance frameworks to support economic development in Western New York. (2017 – 2020)
- Built interfaces with Angel and VC networks in Western New York. Member of the Buffalo Angels and the Western New York Ventures Association. (2018 – 2020)
- Developed and delivered a presentation for the School of Management Dean's Advisory Council highlighting UB's enhanced entrepreneurship programs including the launch of Blackstone's Launchpad program, revamped course designs, cross-discipline entrepreneurship programs, and the success of the UB business plan and pitch competitions. (2016)
- Developed and delivered an Entrepreneurship Fireside Chat featuring Steve Blank, leader of the lean start-up movement. Program was delivered in San Francisco as an alumni development program co-sponsored by the School of Management and the School of Engineering. (2016)
- Participated in the Critical Path Program focused on assisting Buffalo start-ups. (2017)
- Lead Alumni Network Meetings in San Francisco and worked with the Alumni engagement office to enhance alumni mentoring programs. (2017- 2020)
- Developed the *Built in Buffalo* video series. (2018)

### *Cross-Discipline Programs*

- Served on the leadership committee to develop the Social Innovation program at UB. (2016)
- Co-developed and delivered the course in Social Innovation (SW988) with the School of Social Work. (2017)
- Co-developed and lead a workshop series on Social Innovation with the School of Social Work. (2016, 2017)
- Integrated multi-discipline efforts to promote entrepreneurial action at UB, including the School of Engineering, the School of Dentistry, the Center for Entrepreneurial Excellence, the School of Public Health and Health Professions, the Law School, the School of Social Work, and the NSF I-Corp program.
- Developed and delivered a student recruitment workshop for the Admissions Office. (2017)
- Co-PI on UB SMART Exploratory Grant application - Integrative Product Development Pathway. This is a cross-discipline effort including faculty and researchers from the School of Management and the School of Engineering. (2018 – 2020)
- Judge for the UB World Challenge Challenge Competition (2017)
- Delivered presentations to large audiences including:
  - ✓ Buffalo Google Developer Group Conference, Keynote Address (2015)
  - ✓ School of Dentistry, Innovation Lunch & Learn (2016)
  - ✓ School of Engineering, Design Process & Methods (2016 – 2019)
  - ✓ School of Medicine and Biomedical Sciences, UB Blast Speaker (2019)

### *Community Service*

- Volunteered with Eight Days of Hope in various programs including the large scale 2019 Eight Days of Hope Buffalo Event. Connected the Buffalo city council, the non-profit leadership, and large corporate sponsors to help facilitate thousands of volunteers coming to Buffalo to help a distressed neighborhood. Distributed PPE to thousands of community members during coronavirus pandemic. Assisted with the distribution of \$100,000 of groceries to Buffalo community members during the coronavirus pandemic. (2019, 2020)
- Delivered a keynote presentation at the Pennsylvania Intermediate Unit Conference promoting entrepreneurship in Pennsylvania high schools (2015).
- Assisted St Bonaventure University's entrepreneurship program. (2019)
- University of Cape Coast (Africa) leadership program event. (2019)
- Presented a review of UB's Entrepreneurship Academic Programs to SUNY Deans. (2019)
- Supported Invest Local Program development through LaunchNY. (2019)
- Judge for the Google Developers Hackathon Competition (2015)
- Judge for Panasci Competition (2016)
- Fox Chase Cancer Center - Immersion Science High School Program (2015)
- UB School of Management Career Fair, Keynote Address (2017)
- UB DECA, Guest Speaker (2016, 2017, 2018, 2019)
- Entrepreneurship Education Summit for Western New York (2017, 2018, 2019)
- Advised and supported the launch of the Buffalo Collegiate Charter School (2017, 2018)
- Rock-the-Barn Event to support Meals on Wheels volunteer. (2019)

## **ADDITIONAL TEACHING EXPERIENCE**

### **Adjunct Professor, Lebanon Valley College, MBA Program**

**2009 to 2015**

- Designed and delivered the Entrepreneurship (MBA 865) course.
- Designed and delivered the Strategic Management (MBA 895) MBA capstone course.
- Developed original workshops and case studies, introduced simulations, utilized inverted classroom, introduced on-line review meetings, developed gamification grading system, developed original entrepreneurial tools, introduced Voicethread collaboration system, introduced on-line course components, and introduced lean start-up methods.

### **Merck Procurement Training Program**

**1994 to 1995**

- Developed procurement educational materials including lectures, case studies, role plays, and simulations.
- Managed a series of training courses delivered in Madrid, Brussels, and Whitehouse Station.
- Course attendees included multi-national managers, directors, and vice-presidents representing cross-functional responsibilities.
- Results exceeded \$100 million in collaborative costs savings.

### **SmithKline Beecham Procurement Training Program (GlaxoSmithKline)**

**1991 to 1994**

- Developed procurement educational materials including lectures, case studies, role plays, and simulations.
- Managed a series of week-long training courses delivered in Princeton, Paris, London, and Philadelphia.
- Course attendees included multi-national managers, directors, and vice-presidents representing cross-functional responsibilities.
- Results exceeded \$250 million in collaborative costs savings.

## **PROFESSIONAL EXPERIENCE**

### **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 have 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 investor 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 sale 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 consulting and management services to Dakota until 2010.

**N5, Co-Founder**

**2001 to 2006**

N5 developed and managed two independent restaurant concepts. One concept was 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. By implementing strategic sourcing processes and training programs, I helped Merck save more than \$100 million in the first year of the re-organized procurement program. Coached diverse international teams through dramatic improvements in supply chain management. Built cross-disciplinary collaborations and introduced procurement management tools & negotiation frameworks.

**SmithKline Beecham, Marketing Operations (now GSK)**

**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 Enderix-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.