

Thomas Murdock
326-B Jacobs Management Center
Buffalo, NY 14260

716.645.7367
murdock2@buffalo.edu

Academic Appointments and Leadership Positions

University at Buffalo School of Management

Faculty Director, Engineering Management

Clinical Associate Professor

Clinical Assistant Professor

Director and Principal Investigator – Reimagine Entrepreneurship

Adjunct Instructor – Entrepreneurship

Buffalo, NY

2025 – present

2025 – present

2021 – 2025

2022 – present

2018 – 2021

Instruction:

- Developed and delivered courses including:
 - MGG 199 (First Year Seminar)
 - MGO 230 (Creativity and Leadership for Entrepreneurs)
 - MGO 330 (Entrepreneurship & Small Business)
 - MGO 660 (Intro to Entrepreneurship)
 - MGO 463/663 (Entrepreneurship Lab)
 - MGT 648 (Social Impact Fellowship)
- Student Evaluations: Overall courses 4.5/5, Overall instructor 4.8/5

Grants:

- Principal Investigator for *Reimagine Entrepreneurship* proposal, which successfully attracted \$342k in grant funding through a competitive application process.
- Co-Principal Investigator on UB Business & Entrepreneur Partnerships WNY Incubator Network (\$3.25M over 13 years to UB)

Recognition:

- Led the effort which resulted in UB Entrepreneurship joining national rankings
 - Top 50 Undergraduate Entrepreneurship programs (Princeton Review and Entrepreneur.com – 2021-current)
 - Recognized as the top university nationally for engaging students with startup companies (VentureWell and Deshpande Foundation - 2023)
 - Selected as America's Most Innovative Entrepreneurship Curriculum (VentureWell and Deshpande Foundation - 2024)
 - Cited as one of the top three emerging entrepreneurship programs (USASBE - 2024)
- Student Evaluations: Overall courses 4.5/5, Overall instructor 4.7/5
- Selected as Innovative Educator by InfoTech WNY from a field of 13 finalists

Conference Presentations:

- 2024 USASBE: *Introducing Empathy Interviews* – Birmingham, AL
- 2024 VentureWell: *Engaging Students in Off-Campus Ecosystems* – San Diego, CA
- 2024 BIANYS: *Introducing the UB and Buffalo Ecosystems* – Buffalo, NY
- 2025 USASBE: *Tools for Entrepreneurial Concepts* – Las Vegas, NV
- 2025 iNBIA: *Engaging Students* – Philadelphia, PA

Service:

- CLOE Instructor, Seneca Business Skills (2024-)
- Committee Member, School of Management Rankings (2021-)
- Faculty Advisor, Panasci Competition (2021-)
- Committee Member, Internships (2022-)
- Committee Member, WNY Prosperity Fellowship Selection (2014-)
- Committee Member, Employee Engagement (2024-)

- Senator, UB Faculty Senate (2024-)
- Committee Member, Selection
 - Career Design Center: *Global Career Consultant* (2021)
 - School of Management: *Clinical Assistant Professor* (2023)
- Faculty Lead, Social Impact Fellowship (2021-)
- Faculty Lead, Experience the 50 Austin, TX / Silicon Valley Tech Treks (2021-)
- Active Association Memberships
 - United States Association for Small Business and Entrepreneurship (conference attendee): 2023-
 - VentureWell (conference attendee): 2020-
 - Business Incubator Association of New York State (board treasurer): 2018-2024
 - Creative Problem Solving Foundation (conference attendee): 2024-

University at Buffalo Business & Entrepreneur Partnerships

<i>National Science Foundation I-Corps Instructor</i>	2023-present
<i>Co-Principal Investigator – WNY Incubator Network (WNY Innovation Hot Spot)</i>	2014 – 2025
<i>Entrepreneur In Residence – UB Technology Transfer</i>	2013 – 2014

Budgetary and programmatic responsibility for a state-sponsored consortium of eleven business incubators and 200 diverse ventures across five counties in Upstate New York. To date, this university program has been awarded \$3.25M in outside funds, with funding sustained through 2026.

- Communicate and collaborate with a wide network of public, private, and nonprofit partners, inside and outside of UB, to direct innovative entrepreneurs to appropriate resources at the right time; served clients creating 600+ jobs since 2015.
- Convene internal and external stakeholders and facilitate strategic planning; lead or co-author of UB’s incubation, economic development, and Innovation Hub (received \$32M in state funds) strategic plans as well as successful funding proposals at the county, state, and federal levels.
- Assemble business executives and investors to consult and mentor innovators seeking venture investment for the first time; assisted 70+ companies which have gone on to raise more than \$65M since 2015.
- Represent UB, NYS and SUNY interests in qualifying early-stage ventures for state tax incentives; 40 ventures vetted and approved since 2015.
- Established a consulting fund and program that has paired 35 entrepreneurs with subject matter experts to speed company development.
- Conceived and launched Buffalo Student Sandbox, which has assisted 46 ventures and generated significant deal flow for incubators, START-UP NY, Blackstone LaunchPad, and Launch NY.
- Implemented strategy and generated results in a fluid environment with evolving priorities and leadership changes at both NYS and UB. In 2022, achieved a five-year funding extension achieving sustainability through 2026.

Industry Experience

Buffalo Niagara Partnership	Buffalo, NY
<i>Senior Director / Chief Marketing Communications Officer</i>	2011 - 2013

Led marketing communications staff of four in the regional chamber of commerce

- Modernized the organization’s digital strategy via two new websites, shifting email marketing software, and establishment of social media channels.
- Marketed a wide range of Partnership programs including 70+ annual events, achieving 20% growth in annual event attendance.

- Oversaw attraction of recurring membership investments from 100+ new businesses in diverse industries including advanced manufacturing, life sciences, logistics, professional services, and renewable energy.
- Managed group insurance online exchange with more 800+ small business subscribers, achieving more than \$500K in annual net income.
- Increased involvement of board members and c-level volunteers by establishing two new advisory councils focused on marketing and diversity.
- Represented the organization in proactive and crisis media relations efforts for local, state, and national online, print, radio, and TV outlets resulting in regular and ongoing positive coverage.

Deloitte Consulting
Management Consultant

New York, NY
 2010 – 2011

Worked with Fortune 500 client organizations to improve marketing performance
 Clients: International Paper, Johnson & Johnson, Alpha Natural Resources

- Performed rigorous quantitative analysis on interviews, survey results, customer input and benchmark data to support or reject hypotheses.
- Led clients through sales modeling, reorganization, crisis communications, and M&A projects.
- Researched and analyzed trends surrounding CRM and social media's growing impact on business.
- Provided direction and support to marketing, branch, web, and contact center selling organizations.
- Supported partners in developing and presenting recommendations to clients.
- Volunteered to support social entrepreneurs via Deloitte *Impact* pro bono work.

United Technologies Corporation
Marketing Manager

Chicago, IL
 2004 – 2008

Managed MarCom strategy for an operating unit as revenues grew from \$17M to \$220M

- Owned all marketing activities including marketing collateral, website development, client events (10-20% annual growth among invited clients), and trade show presence (\$200K annual budget).
- Managed re-branding and sales integration of six newly acquired companies (on time and under budget).
- Built and conducted classroom training program for new sales hires; trained 38 new employees on company strategy and policy to reduce ramp up time by 30%.
- Led public and media relations presence; pitched and landed positive articles including two cover stories in major trade publications that proclaimed our unit as America's top security systems integrator.
- Promoted to position upon completion of parent company's *International Management Development Program*. Completed five job rotations and company-sponsored coursework in Client Retention, Negotiation, Presentation Skills, and Sales Leadership.

Education

University of Notre Dame
Master of Business Administration in Marketing & Consulting

Notre Dame, IN
 May 2010

- Awarded, Cooke Notre Dame Fellow, Doermer Family Fellow
- Elected, Chief Operating Officer, Notre Dame MBA Association

Miami University

Oxford, OH

- Page Center Social Entrepreneur of the Year (2004)
- Miami University 2004 Outstanding Greek Leader
- Student Leader for successful \$1.3M construction fundraising campaign

Community Involvement

- **Amherst Central Schools / Amherst Academy:** board member (2017-)
- **Beverly Gray Minority Business Exchange:** board member (2021-)
- **Buffalo Museum of Science:** marketing committee (2012-2013)
- **Buffalo Green Fund:** board member, vice chair, marketing chair (2019-)
- **Business Incubator Association of New York State:** board member, treasurer (2018-2024)
- **Bright Buffalo Niagara:** board member, vetting committee (2014-2019)
- **Ronald McDonald House Charities of Western New York:** marketing committee (2012-2016)
- **Saturn Club:** strategic planning; (2011-2016); faculty (2017-2020)
- **SPCA Paws For Love:** volunteer (2015-)
- **Startup Weekend Buffalo:** organizing committee / board member (2013-2019)
- **Student 2 Biz:** board member (2014-)
- **MyViaduct, Inc:** board member (2017-2020)

Certifications

- Certificate in Business Analytics (*University of Notre Dame, 2010*)
- Certified Incubator Management Professional (*National Business Incubator Association, 2015*)