



GLOBAL ENTREPRENEURSHIP WEEK

RUBIN CAMPUS CENTER @ WPI – ODEUM C
TUES, NOV 14, 2017 | 11:00 am - 1:00 pm
(arrive at 11:00 AM for networking & free lunch)

KEYNOTE: Yael Schwartz, WPI'S ENTREPRENEUR-IN-RESIDENCE

Title: "It's All About the Benjamin's!"



Dr. Yael Schwartz is a Massachusetts life science executive, mentor and serial entrepreneur. She received her Ph.D. with honors, in Human Physiology from a joint program between Worcester Polytechnic Institute's Department of Biology and the University of Massachusetts Medical School, Department of Physiology. She conducted post-doctoral research in the UMMS Cell Biology and Immunology Department under an NSF grant, while concurrently teaching Human Physiology and Immunology at WPI as Visiting Associate Professor of Biology. She is currently serving in the role of WPI's Entrepreneur-in-Residence.

In her session, "***It's All About the Benjamin's!***", she will be discussing the different types of equity, how to appeal to the "croc brain" and how to delay dilution.

About the speaker

In 1996, Yael joined Sepracor (Sunovion), teaming to develop Lunesta® for the treatment of insomnia, Brovana® for Chronic Obstructive Pulmonary Disease management, and Xopenex® for the treatment of bronchoconstriction in asthma. In 2007, Yael became founder and CEO of Hygeia Therapeutics and Canterbury Laboratories. Both companies went public as "RestorGenex" (RESX). She was EVP of Preclinical Development, leading drug development efforts in dermatology, ophthalmology and oncology, and was the only woman on the RestorGenex Board of Directors. In 2015, Yael founded Or-Genix Therapeutics, Inc., a company focused on prescription and non-prescription dermatology products. Under her leadership, financing has been acquired, new patents filed and commercial licenses executed. Yael was honored at the 2015 WPI alumni weekend as a "Trail Blazer" and was featured in the alumni magazine of WPI, *Journal* (Winter, 2015), in an article titled "Skin Deep". That same year, she was the recipient of The Boston Business Journal Biotech Innovation All-Star Award. Loving the challenges of the business of entrepreneurship, Yael accepted the position of Entrepreneur-in-Residence at WPI's Foisie Business School where she enjoys helping young entrepreneurs find the value proposition for their entrepreneurial ideas. For the past 10 years, Yael has served on the Board of Trustees of Massachusetts Biomedical Initiatives.

Yael's LinkedIn profile is: <https://www.linkedin.com/in/yael-schwartz-phd-9993534/>

Sponsored by the COLLABORATIVE FOR ENTREPRENEURSHIP & INNOVATION



GLOBAL ENTREPRENEURSHIP WEEK

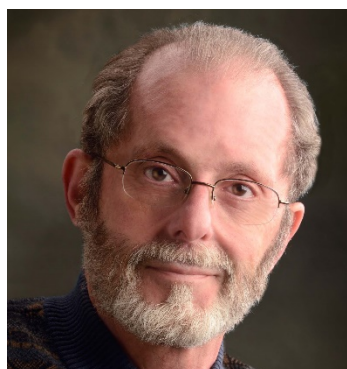
RUBIN CAMPUS CENTER @ WPI – ODEUM C

WED, NOV 15, 2017 | 11:00 am - 1:00 pm

(arrive at 11:00 AM for networking & free lunch)

KEYNOTE SPEAKER: MARK SEBELL, BUSINESS PROCESS INNOVATIONIST

Title: “Ban the Humorous Bazooka: A Primer On Business Innovation Process”



Mark Sebell

Mark Sebell is a very successful **business process innovationist** with more than 40 years of experience. And, after three years of semi-retirement he has decided to start another innovation consultancy.

In his session, he will debunk some of the myths about business innovation and share a wealth of information about how organizations can learn to be more innovative without outside help.

Mark divides the pursuit of innovation (and any goal, actually) into two parts:

- 1) the subject matter (“content”) and
- 2) the methodology for addressing it (“process”).

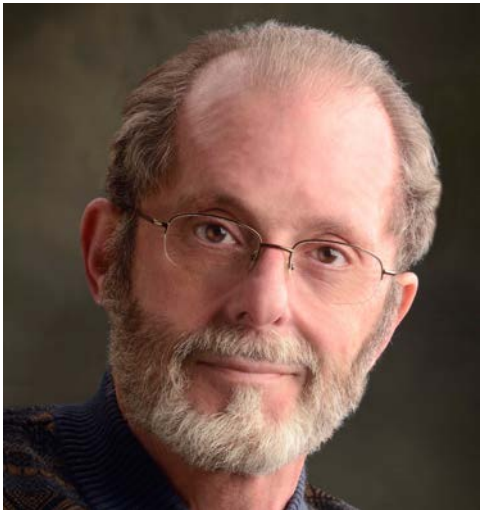
FACINATING ANECDOTES, EXAMPLES & STORIES TO SHARE

Mark is an excellent, captivating storyteller, but explaining what a “*business process innovationist*” does is not easy to do. So, he has developed hundreds of anecdotes, examples & stories about his client work that he will share, depending upon where the conversation goes during his session. He also believes in the power of pictures and non-verbal visual support, so he will be using some fascinating, humorous, sometimes irreverent slides to support his presentation.

Mark has proven that managing the process of an innovation effort is a full-time job that can be successfully accomplished without knowing anything about the specifics of his clients’ industries and the content focus of their tasks; and this has allowed him to work quite successfully with Fortune 500 clients in pretty much any industry you can think of, as well as government agencies and education. For this reason, his session should be relevant to anyone in the room.

Learn more about Mark Sebell at <https://www.linkedin.com/in/marksebell/>

Mark Henry Sebell Bio



Mark's career in innovation began in the summer of 1970, after earning his B.A. degree from Colgate University. His objective was to find, "Creativity in Business," which led him into the world of advertising. After two years in advertising he decided he needed to broaden his view, so he moved to Ann Arbor, Michigan, where he earned an MBA from The University of Michigan Graduate School of Business (now *The Ross School*).

Then he joined Colgate-Palmolive in 1974, where in 1976 he was selected to join the company's first-ever Corporate New Ventures Group, reporting directly to the CEO. "We were his 'frustration group.' *It was an unbelievable learning lab for a 28-year-old.*"

In 1982 Mark & his family moved home to Boston, where he joined Synectics, Inc., the company that had trained him in team-focused creative problem-solving facilitation when he was at Colgate-Palmolive. He became a managing partner in 1986.

In 1988 Mark co-founded Creative Realities, Inc. (CRI), because he wanted to be in the innovation business, not just the creativity business. The name he gave the company speaks volumes about his vision for innovation...an oxymoron that captures the dynamic tension between strategic vision + breakthrough newness (Creative) + execution (Realities).

During his 25 years as CEO of Creative Realities Mark was invited to teach at many prestigious graduate and executive education programs at institutions like *Harvard's Graduate Business School*, *The Tuck School at Dartmouth*, *The University of Michigan Executive Education Program*, and the entrepreneurship program at *Babson College*. He was also a featured keynote speaker at several domestic and international conferences on innovation, and was the author of a popular innovation book called "*Ban the Humorous Bazooka: And Avoid the Roadblocks & Speed Bumps Along the Innovation Highway.*"

But in 2014, after almost 40 years of consulting and over 4 million air miles helping an amazingly diverse array of primarily Fortune 500 clients around the world, he decided it was time to retire and find some new passions closer to home. For example, one of Mark's 5 life goals for over 45 years has been, "*I want the world to be a better place because I was here.*" For over 30 years, ever since serving on the Admissions Committee of the Colgate University Alumni Board, Mark has been helping high school juniors & seniors get into their stretch colleges in what he calls *Operation College Bound*.

On the lighter side, Mark sings lead tenor in an alumni group of Colgate University's all male accappella group called *The Colgate Thirteen*; and he founded their Alumni Association in the summer of 1977. He is also a lifetime sailor, member of *The Baker Street Irregulars* (an international affiliation of Sherlock Holmes fanatics) and over the last few years he has developed a passion for flying very sophisticated kites, the largest of which is 81 sq. ft. ("It's like sailing on land!"). But his most rewarding "job" is being "Beepa" to his 3 grandchildren.

But he has missed the mental challenge, the emotional roller coaster, and the thrill of helping organizations to become more innovative than they thought was possible. So, after three years of semi-retirement he has started another innovation process consultancy called [InnovationOnDemand Consulting \(IODC\)](https://www.innovationondemandconsulting.com/), the Core Purpose of which is: "*To help Massachusetts-based businesses in any industry learn how to out-innovate their competitors, and eventually be able to internalize what I do and innovate whenever & wherever they need it on their own.*"

Learn more about Mark Sebell on LinkedIn <https://www.linkedin.com/in/marksebell/>



GLOBAL ENTREPRENEURSHIP WEEK

RUBIN CAMPUS CENTER @ WPI – ODEUM C
THURS, NOV 16, 2017 | 11:00 am - 1:00 pm
(arrive at 11:00 AM for networking & free lunch)

KEYNOTE: Yael Schwartz, WPI'S ENTREPRENEUR-IN-RESIDENCE

Title: "Is it an Idea, a Product, or a Company?"



Dr. Yael Schwartz is a Massachusetts life science executive, mentor and serial entrepreneur. She received her Ph.D. with honors, in Human Physiology from a joint program between Worcester Polytechnic Institute's Department of Biology and the University of Massachusetts Medical School, Department of Physiology. She conducted post-doctoral research in the UMMS Cell Biology and Immunology Department under an NSF grant, while concurrently teaching Human Physiology and Immunology at WPI as Visiting Associate Professor of Biology. She is currently serving in the role of WPI's Entrepreneur-in-Residence.

In her session, "***Is it an Idea, a Product, or a Company?***", she will be discussing how to decide whether or not to license, partner and/or build a platform.

About the speaker

In 1996, Yael joined Sepracor (Sunovion), teaming to develop Lunesta® for the treatment of insomnia, Brovana® for Chronic Obstructive Pulmonary Disease management, and Xopenex® for the treatment of bronchoconstriction in asthma. In 2007, Yael became founder and CEO of Hygeia Therapeutics and Canterbury Laboratories. Both companies went public as "RestorGenex" (RESX). She was EVP of Preclinical Development, leading drug development efforts in dermatology, ophthalmology and oncology, and was the only woman on the RestorGenex Board of Directors. In 2015, Yael founded Or-Genix Therapeutics, Inc., a company focused on prescription and non-prescription dermatology products. Under her leadership, financing has been acquired, new patents filed and commercial licenses executed. Yael was honored at the 2015 WPI alumni weekend as a "Trail Blazer" and was featured in the alumni magazine of WPI, *Journal* (Winter, 2015), in an article titled "Skin Deep". That same year, she was the recipient of The Boston Business Journal Biotech Innovation All-Star Award. Loving the challenges of the business of entrepreneurship, Yael accepted the position of Entrepreneur-in-Residence at WPI's Foisie Business School where she enjoys helping young entrepreneurs find the value proposition for their entrepreneurial ideas. For the past 10 years, Yael has served on the Board of Trustees of Massachusetts Biomedical Initiatives.

Yael's LinkedIn profile is: <https://www.linkedin.com/in/yael-schwartz-phd-9993534/>

Sponsored by the COLLABORATIVE FOR ENTREPRENEURSHIP & INNOVATION

Biography of Dr. Yael Schwartz

“True success in life is defined by how you handle the highs and lows of life, the difficult and the easy, all the while maintaining a sense of humor and purpose.”



Dr. Yael Schwartz is a Massachusetts life science executive, mentor and serial entrepreneur. She received her Ph.D., with honors, in Human Physiology from a joint program between Worcester Polytechnic Institute's Department of Biology and the University of Massachusetts Medical School, Department of Physiology. She conducted post-doctoral research in the UMMS Cell Biology and Immunology Department under an NSF grant, while concurrently teaching Human Physiology and Immunology at WPI as Visiting Associate Professor of Biology.

In 1996, Yael joined Sepracor (Sunovion), teaming to develop Lunesta® for the treatment of insomnia, Brovana® for Chronic Obstructive Pulmonary Disease management, and Xopenex® for the treatment of bronchoconstriction in asthma.

In 2007, Yael became founder and CEO of Hygeia Therapeutics and Canterbury Laboratories. Both companies went public as “RestorGenex” (RESX). She was EVP of Preclinical Development, leading drug development efforts in dermatology, ophthalmology and oncology, and was the only woman on the RestorGenex Board of Directors.

In 2015, Yael founded Or-Genix Therapeutics, Inc., a company focused on prescription and non-prescription dermatology products. Under her leadership, financing has been acquired, new patents filed and commercial licenses executed.

Yael was honored at the 2015 WPI alumni weekend as a “Trail Blazer” and was featured in the alumni magazine of WPI, *Journal* (Winter, 2015), in an article titled “Skin Deep”. That same year, she was the recipient of The Boston Business Journal Biotech Innovation All-Star Award. In 2014, she was nominated by the Town of Holden's Fire Chief, for the Madeline Amy Sweeney Award for Civilian Bravery for saving the lives of two children who nearly drowned in a swimming pool accident.

Loving the challenges of the business of entrepreneurship, Yael accepted the position of Entrepreneur-in-Residence at WPI's Foisie Business School where she enjoys helping young entrepreneurs find the value proposition for their entrepreneurial ideas.

For the past 10 years, Yael has served on the Board of Trustees of Massachusetts Biomedical Initiatives. She co-founded a Boston non-profit for executive women in the healthcare sector, the New England Women in Science Executive's Club and is an Honorary Member of Phi Lambda Sigma, the Pharmacy Leadership Society, for her teaching and mentorship activities at Massachusetts College of Pharmacy and Health Sciences.

Yael's LinkedIn profile is: <https://www.linkedin.com/in/yael-schwartz-phd-9993534/>