

Steven. B. Mednick

Marshall School of Business, University of Southern California
steven.mednick@marshall.usc.edu

EDUCATION

Juris Doctor, University of Southern California

Master of Public Administration, University of Southern California

Bachelor of Arts, University of California at Los Angeles

PROFESSIONAL LICENSURE

State Bar of California

United States Court of Appeals for the Ninth Circuit United

States Central District of California

United States Tax Court

ACADEMIC EXPERIENCE

Professor of Entrepreneurship, Clinical [2022 – present]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

Program Academic Director, MS in Entrepreneurship and Innovation [2021- present] University of Southern California, Marshall School of Business

Associate Professor of Entrepreneurship, Clinical [2015 – 2022]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

Associate Director, USC Marshall Center for Global Innovation, [2014 – 2016] University of Southern California, Marshall School of Business

Assistant Professor of Entrepreneurship, Clinical [2007 – 2014]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

Adjunct Professor of Entrepreneurship, Clinical [2006 – 2007]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

Academic Director, Graduate Program [2008 – 2018]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

EVMA Faculty Advisor [2008 – 2019]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

VCIC Faculty Advisor [2008 – 2019]

University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business

OMBA MBA Club, Advisor [2021-present] University of Southern California, Marshall School of Business

BUSINESS EXPERIENCE

Senior Consultant, SBDC@UCI/TriTech Small Business Development Center [2007 – 2023]
Government sponsored advisory firm to high growth/high technology start-ups and emerging firms. SBDC clients reported over \$1 billion in economic impact reported to the Small Business Administration, Washington, DC. Advised over 600 early to mid-stage high technology/high growth firms

Founder and President, Plenum Revenue Group [2004 – present]
Revenue development advisory firm to start-ups to complex global enterprises

District Manager, Administaff, Inc., NYSE Professional
Employer Organization

Attorney, Mednick Law Corporation/Law Offices of Steven Mednick, Law practice

Director, Corporate Ventures/ Director, Business Development – The Americas, Silicon Graphics, Inc.,
NYSE global high-performance computer company

Associate General Counsel/ Senior Sales Manager/ District Sales Manager, Amplicon Financial,
NASDAQ asset-based lender

General Manager/ Vice President, Sales, Veritas Healthcare Management, NASDAQ division of
TriCare, Inc., a healthcare company

General Counsel/ Vice President, Sales and Marketing, CDB Infotek, Early stage data services
company. Venture capital backed and sold.

District Services Sales Manager/ Global Account Manager, Digital Equipment Corporation,
NYSE global computer company

Marketing Representative, IBM Corporation
NYSE global computer company

Staff Attorney, Tiger International
NYSE transportation company

PUBLICATIONS AND ARTICLES

Author, *Restaurants on the Run: A Founder's Journey*, Harvard Business Publishing [December 2, 2015] Co-
author, *Surf Air Takes Flight*, Harvard Business Publishing [July 15, 2014]

Author, *Entrepreneurial Rules*, chapter in the book “Confessions from an Entrepreneur,” Hyperlink Books,
[December 2012]

Author, “Bootstrapping Your Business. Get Real. Get Started.” Start-up.com (January 2007), eZine.com [January 2007]

Author, “Corporate Venturing for Emerging Growth Companies,” Startup.com [August 2005], eZine.com (August 2005), Software Council of Orange County [March 2006]

Author, “Revenue Growth Through Alliances,” Startup.com [August 2005] eZine.com [August 2005], Software Council of Orange County [November 2005]

Author, “Developing Your Growth Strategy,” “The Presidents' Forum Newsletter, The Entrepreneurship Institute, [July 2005]

PRESENTATIONS AND MEDIA

SBDC Entrepreneur’s Conference “Pro Forma Financial Statements” [Fall 2018]

TCVN Conference “Venture Funding” and “Managing Your Attorney” [Fall 2018]

USC Parents’ Weekend, lecture on entrepreneurship, [Fall 2016]

Tableau Software, Inc. customer lecture series on “Using Entrepreneurial Tools to Realize Long-Term Growth, lecture given to Tableau customers in Seattle, WA, Chicago, IL, New York Stock Exchange, New York City, NY, and Austin, TX, [Summer/Fall 2013]

KNX Radio “Business Hour” guest speaking about the southern California entrepreneur landscape, [August 4, 2010]

USC Parents’ Weekend, lecture on entrepreneurship, [Fall 2013]USASBE workshop on “Feasibility,” [2010]

Entrepreneur Magazine article “Meet Your Mentor,” [August 23, 2010]

Los Angeles Business Journal article on the Greif Center New Venture Seed Competition, [2010]

Harvard Business School Orange County Alumni Association’s Entrepreneurs’ Conference, “Business Plan Uses,” [May 2007]

TriTech SBDC, Entrepreneurs’ Conference, “Bootstrapping Your Business.” [February 2008]

Tech Coast Venture Network, Seminar Series, “Bootstrapping Your Business.” [October 2007]

Tech Coast Venture Network, monthly forum, “Bootstrapping Your Business,” and “Feasibility Testing,” [Fall 2009]

Los Angeles Business Journal article, “Data Analyzer Looks to Grow Its Client Numbers,” [September 14, 2014]

TriTech SBDC, “New Venture Financial Landscape,” [January 24, 2013]

Association for Corporate Growth, “Entrepreneurial Strategies,” [January 31, 2013]

Hugh O’Brian Youth Leadership, Keynote speaker, “Entrepreneurship,” [June 21, 2008]

Los Angeles Business Journal, “Cooking up a Loan,” [October 3, 2011]

PerfectBusiness, Inc., “The Entrepreneur Network,” [April 1, 2008] PlusYoou, Keynote speaker, “Entrepreneur Seminar,” [September 30, 2012]

Diversity Day – Spotlight, Keynote speaker, “Entrepreneurship,” [October 5, 2012]

ERC CIAN Annual Meeting, Keynote speaker, “Entrepreneurship Workshop,” [January 2013] USC

Summer Leadership Program, “Entrepreneurship,” [July 2012, 2013 & 2014]

San Francisco Chronicle, “Bolt app up against new Instagram Service,” [August 3, 2014]

USC Marshall News, “Entrepreneur and Navy Veteran Implores Marshall MBAs: ‘Jump into the pool,’” [March 18, 2011]

Los Angeles Business Journal, “L.A.’s High Approval Rate,” [March 28, 2011]

USC Marshall Highlights, “Marshall Professor Receives ‘State Star,’” [September 11, 2011]

Tech Coast Venture Network, workshop “The Entrepreneur’s Antidote to Bankruptcy – Priority Setting and Execution,” [February 9, 2012]

ACADEMIC HONORS

Marshall Golden Apple Award/MBA [2011]

Marshall Golden Apple Award/Undergraduate [2008]

Outstanding Faculty Award, Delta Sigma Fraternity [2008]

BUSINESS HONORS

2018 SBA Performance Award

2017 SBA Performance Award

2016 SBA Performance Award

2015 SBA Performance Award

2014 SBA Performance Award

2013 SBA Performance Award

2012 SBA Performance Award

2011 State Star Award [National award]

2011 SBA Performance Award

2010 SBA Performance Award
2009 SBA Performance Award

PROFESSIONAL ACTIVITIES

OC/IE SBDC Internal Advisory Board, [2017-present]

Advisory Board, University of La Verne, College of Business and Public Management, [2006 – 2008]

Advisory Board and Executive Committee Member, Association for Corporate Growth, Orange County, CA, [2008 – 2011]

Executive Committee, Tech Coast Venture Network, [2004 – 2009]

Executive Committee, Tech Coast Angels, Orange County, [2009 – 2010]

Board President and Member, Adam Walsh Child Resource Center, a division of the Center for Missing Children, [1989 – 1992]

Advisory Board, Digital Media Center Advisory, [2008 – 2013]

Advisory Board, Jordan Neuroscience, Inc., [2011 – present]

Advisory Board, TriTech Small Business Development Center, [2006 – 2007]

Advisory Board, Any Meeting, Inc., [2010 – 2014]

Director, Business Development, University of La Verne, College of Public Management, [2006 – 2007]

Manuscript Reviewer, USASBE, [2011 & 2012]