

## Curriculum Vitae

### **PATRICK HENRY**

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#### UNIVERSITY EXPERIENCE

- Assistant Professor, Clinical Entrepreneurship - Greif Center for Entrepreneurial Studies - **University of Southern California** 2006 to present
- Adjunct Professor - Greif Center - **University of Southern California** 2003 to 2006
- Adjunct Professor – Marketing Department, **University of Southern California** 1983 to 1984
- Adjunct Professor – Marketing Department, **Pepperdine University** –MBA program 1980 to 1982

#### CLASSES TAUGHT

- Management of New Enterprise (BAEP 450/1) – FA03 to SP08; SP10 to FA13; FA14 to Present
- Cases in Entrepreneurship (BAEP 452) – SP09; FA10; FA11; SP12
- Venture Initiation (BAEP 454) – FA08 to SP10; SP11; SP14; SP15
- Venture Management (BAEP 453) – FA12 to SP15; SP15
- Introduction to New Ventures (BAEP 551) – FA08

#### NON-UNIVERSITY TEACHING

- **USC Summer Discovery Program** (high school students) – SUM08 to SUM16
- **Resident Professor of Entrepreneurship – Academy of Business Leadership** – 2012 to present
- **Children of YPO** – summer entrepreneur program 2012 & 2013
- **Network for Teaching Entrepreneurship** – 2015 to present

#### HONORS & AWARDS

- **Golden Apple Awards** – 2005/06 & 2011/12 academic years
- **Ivan C. Thompson Award** for Student Mentoring – May 2013

#### EDUCATION:

- **M.B.A. Graduate School of Business - 1974** **University of Southern California**
- **B.S. Business Administration - 1969** **California State University Northridge**

#### PROFESSIONAL ORGANIZATIONS:

- **Founder – Provisors Silicon Beach Resource Network**
- **Board Member and Investor – Puroast Low Acid Coffee**
- **Advisor and Investor – Trojan Storage**
- **Advisor – Rootz.com; Volcano Produce; Pisco Capurro**
- **Board Member – Network for Teaching Entrepreneurship 2015 to present**

## **PROFESSIONAL EXPERIENCE**

**Referral Engine Company, Inc.** President 1999 to 2016  
A business whose business is teaching professionals how to generate revenue for themselves and firm: accountants, bankers, consultants, financial services, lawyers, any professional who relies on “relationships and referrals” for client development. Clients have included firms like ***Bank of America, White & Case, Christie Parker & Hale, Comerica, Deloitte & Touche*** and many others.

**Maverick Angels** President – Southern California Chapter 2011 to 2014  
The next generation of angel investing by building an end-to-end model to accelerate entrepreneurs’ readiness to seek angel funding; to shorten the lead time from initiation contact to investment decision; and to shorten the time line to a successful exit to a strategic acquirer. Maverick Angels has a network spanning the U.S. as well as creating a strategic alliance with leading European bank - Intesa Sanpaolo - to educate and accelerate European technology startups by applying the Maverick Angel investing model to present promising ventures to European angel, venture capital and private equity networks. Maverick Angels have invested more than \$1 million in three University of Southern California startups – Extrabux, Trojan Storage and Roozt.com.

**IMCOR division Spherion Inc.** Managing Director 1996 to 1999  
A retained search firm specializing in interim executives to rapidly fill managerial gaps in emerging to middle market to Fortune 500 clients. Responsible for client development and management of the resulting search projects.

- Located CEO of a cutting edge, data mining/database marketing company to transition management from the founder to a professionally managed organization, candidate located in fifteen days.
- Found a CIO for Fortune 500 healthcare company during height of IT/IS supply shortage to manage consolidation of merging divisions and manage Y2K convergence program for regional operation.

**Patrick Henry & Partners** Principal 1994 to 1996  
Provides new product and marketing development consultation for clients like Sony Entertainment, Poppe Tyson, Toshiba, TV Fanfare and Team One Advertising.

- Set up marketing development program for regional marketing research consulting firm, which netted new clients - Bozell, Dailey, Honda, Phillips Media, Poppe Tyson and Toshiba.
- Created business development program for consulting firm providing brand evaluation for major corporations in the petroleum and electric utilities industries: Unocal, Edison, BP and Shell.

**Muse Cordero Chen, Inc** Vice President, Business Development 1992 to 1994  
Responsible for new client development as well as directing the account services, media and research departments of the premier multi-ethnic advertising agency for established clients, Nike and American Honda.

- Pointman for the new business development program which added Goodyear, Smith's Food and Drugs, Countrywide and Supercuts to the agency roster within one year.
- Launched the first ethnic marketing and advertising campaign for Countrywide Funding which generated leads in the first two weeks to meet the first quarter goal.

**Bozell Inc.**                      Group Account Director, Business Development                      1986 to 1992  
Directed new business development and managing a \$20 million account group which included Sega of America, Tyco, Chrysler, Alta-Dena, ASICS, Founders Club, Tecate and Warner Bros./Lorimar.

- Quarterbacked the new business team that landed the Sega of America, Alta-Dena, ASICS, Founders Club, Chrysler California Marketing and Nintendo accounts.
- Launched breakthrough advertising campaign and innovative trade effort for the Genesis video system, preempting Nintendo in 16-bit category, establishing Sega as the category leader.

**Patrick Henry & Partners, Inc.**                      President                      1980 to 1986  
Consulting firm focusing on growth through new product development and creating marketing programs. Clients included Caesars World, Bell Helmets, Dart & Kraft, Fields Financial, Price Waterhouse.

- Developed sales and advertising program to re-launch Caesars Tahoe, achieving client's objectives for first time since opening two years prior.
- Re-marketed Bell bicycle helmets which previously sold only in specialty stores into the mass retailer channel, gaining national distribution in first season.

**Dart Industries, Inc.**                      Director, Marketing Development                      1975 to 1980  
Strategic marketing planning at corporate, group and operating company levels - new product and distribution development for consumer products companies, Duracell, Syroco, Thermo-Serv, Tupperware and West Bend.

**Foote, Cone & Belding**                      Director, Marketing Development Services                      1973 to 1975  
Provided marketing research support to Honig-Cooper & Harrington clients such as Bristol Myers, Hilton Las Vegas Properties, Kal Kan, Sea World and Farmers' Insurance Group.

**Mattel, Inc.**                      Manager, Marketing Research                      1969 to 1973  
Managed test marketing and advertising testing systems to provide retail sales, distribution and advertising effectiveness information to senior management, marketing, advertising and product planning.