

# JASON F. D'MELLO

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## EDUCATION

<b>Ph.D, Entrepreneurship</b>	(2010 – 2015)
College of Business University of Louisville, Louisville, Kentucky	
<b>Masters of Business Administration, Loyola Marymount University</b>	(2008-2010)
Los Angeles, CA Concentration: Entrepreneurship & Finance	
<b>Bachelor of Business Administration, Western Michigan University</b>	(2004-2006)
Kalamazoo, MI Haworth College of Business Major: Marketing/Advertising	
<b>Michigan State University</b>	
Lyman Briggs College (Natural Sciences)	(2002)
Telecommunications/Media Arts	(2003)
East Lansing, MI	

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## Scholarship

**Interests:** Social Psychology, Entrepreneurial Motivations, International Entrepreneurship, Underdog Entrepreneurs, Mentorship, New Venture Teams, Perceptions of Time, Allocation of Attention, Motivations, Power

### Dissertation

*The Time Frames of New Venture Teams*

The purpose of this dissertation is to see if temporal perceptions can factor into how reactive entrepreneurs are to environmental changes and threats within the context of a new venture team.

Committee: Dr. Jim Fiet (Chair), Dr. Howard Aldrich, Dr. Robert Garrett, Dr. Sharon Kerrick

### Refereed Publications

Gutierrez, A. S., & D'Mello, J. F. (2019). Not all entrepreneurs are viewed equally: A social dominance theory perspective on access to capital. *Entrepreneurship Research Journal*, 10(1).

D'Mello, J. F. (2019). Universal basic income and entrepreneurial pursuit in an autonomous society. *Journal of Management Inquiry*, 28(3), 306-310.

Ghosh, R., Shuck, B., Cumberland, D., & D'Mello, J.F (2019). Building psychological capital and employee engagement: Is formal mentoring a useful strategic human resource development intervention?. *Performance Improvement Quarterly*, 32(1), 37-54.

Paik, Y., Vance, C. M., D'Mello, J.F., & McNulty, Y. M. (2017). Exploring Expat-preneur Similarities and Differences between Self-initiated and Company-Assigned Transitioned Expatriates. *Journal of Organizational Psychology*, 17(1), 51-60.

Choi, D.Y., D'Mello, J., & Fukuji, D. (2017). Valuing a Bachelor Degree in Entrepreneurship- The LMU Experience' *The Great Debates in Entrepreneurship, (Advances in Study of Entrepreneurship, Innovation, and Economic Growth (AISEIEG). Volume 27):* Edited by Donald F. Kuratko and Sherry Hoskinson

Barone, M. J., Bae, T. J., Qian, S., & D'Mello, J. (2017). Power and the appeal of the deal: how consumers value the control provided by Pay What You Want (PWYW) pricing. *Marketing Letters*, 28(3), 437-447.

Vance, C. M., McNulty, Y., Paik, Y., & D'Mello, J. (2016). The expat-preneur: conceptualizing a growing international career phenomenon. *Journal of Global Mobility*. 4(2), 202-224

Cumberland, D. M., Kerrick, S. A., D'Mello, J., & Petrosko, J. M. (2015). Nonprofit board balance and perceived performance. *Nonprofit Management and Leadership*, 25(4), 449-462.

D'Mello, J.F., Mattingly, E.S., Kushev, T. (2012) Explaining Conflicts Among Stakeholders in Social Enterprises. *Frontiers of Entrepreneurship Research*, 32(6), 14

Ma, D., Qian, S., D'Mello, J.F. (2012) Entrepreneurs' Opportunity Discovery Decisions'' The Link Between Informational Economics and Resource-dependence Theory. *Frontiers of Entrepreneurship Research*, 32(6), 24

### **Selected Working Papers**

Glosenberg, A., Gutierrez, A., D'Mello, J.F., Choi, D., Ensher, E. & Fukuji, D. Nuanced relationship of gender with the formation of entrepreneurial intentions (under review)

D'Mello, J.F., DeMello, J. Lifting Small Businesses in the Rising Tide of the Silver Tsunami: Entrepreneurial Succession Planning and Employee Ownership (under review)

Whiting, V., Ensher, E., D'Mello. Perseverance through a Pandemic (under review)

D'Mello, J.F., Elayi, R., Entrepreneurial Stewardship: The Village it Takes. Interviews with Refugee Entrepreneurs in Uganda. (target date for journal submission: October 2020)

Ensher, E., D'Mello, J.F., Choi, D., Impact of Grit, Resilience and Mentoring on Asian Entrepreneurs. (target date for journal submission: Fall/Winter 2020)

D'Mello, J.F., Elaydi, R., Regaining Identity After Negative Life Experiences: Entrepreneurship as Sensemaking Behavior (target date for journal submission: Spring 2021)

D'Mello, J.F. and Paik, Y. The Discovery of Opportunities by Expat-preneurs (target date for journal submission: Spring 2021)

Glosenberg, A., Senderovitz, M., D'Mello, J.F., Sustainable Entrepreneurship Review (target date for journal submission: Spring 2021)

D'Mello, J.F., Village Capital: Impact Investing (case study)

D'Mello, J.F., Anchal Project: Sustainable Design and Women Empowerment in Entrepreneurship (case study)

### **Refereed Conference Presentations**

D'Mello, J.F., Elayi, R., (2020) Entrepreneurial Stewardship: The Village it Takes. Virtual Subsistence Marketplaces Conference

D'Mello, J.F., Wolske, J., (2020) The True SunOwl User. Presented at 2020 USASBE conference in New Orleans

D'Mello, J.F., USASBE Excellence in Pedagogical Innovation Award. Presented at 2020 USASBE conference in New Orleans

Wolske, J. D'Mello, J.F. (2020) California Entrepreneurship Educator's Conference, San Diego State University

D'Mello, J.F., Wolske, (2018) California Entrepreneurship Educator's Conference, San Diego State University (featured Keynote speaker)

D'Mello, J.F., and Wolske, J. and Zak, P. Entrepreneurial Immersion: Quantitatively Measuring Efficacy in Experiential Learning Objects - Presented at 2018 USASBE conference in Los Angeles)

D'Mello, J.F. and Paik, Y. The Discovery of Opportunities by Expat-preneurs – Presented at the 5<sup>th</sup> Annual International Asia Pacific Conference in Mumbai, India. SIMSREE (Sydenham Institute of Management Studies in Mumbai, India)

D'Mello, J.F. and Paik, Y. (2017) The Discovery of Opportunities by Expatpreneurs. Presented at the Western Academy of Management Conference

D'Mello, J.F., and Wolske, J. (2017) Producing Empathy In A Classroom For Decision Making: A Workshop For Turning Professors Into Filmmakers Through Scenario-Based-Learning: Presented at 2017 USASBE conference in Philadelphia)

Paik, Y., Vance, C., D'Mello, J.F. (2017) "Comparing and Contrasting Two Different Types of Expatpreneurs: Self-initiated versus Company-assigned Transitioned Expatriates" at the EURAM 2017 Conference.

Cumberland, D. M., D'Mello, J.F. Shuck, B, Ghosh, R., Church-Nally, M. (2017) Franchisee Associations: How Mentoring Programs Impact Psychological Capital and Franchise Engagement. International Society of Franchising Conference, Georgia State University

D'Mello, J.F., Mattingly, E.S., Kushev, T. (2012) Explaining Conflicts Among Stakeholders in Social Enterprises. Presented at the Babson College Entrepreneurship Research Conference, Fort Worth, TX.

Ma, D., Qian, S., D'Mello, J.F. (2012) Entrepreneurs' Opportunity Discovery Decisions" The Link Between Informational Economics and Resource-dependence Theory. Presented at the Babson College Entrepreneurship Research Conference, Fort Worth, TX.

D'Mello, J.F. (2012) Regaining Identity After Negative Life Experiences: Entrepreneurship as Sensemaking Behavior. Presented at the Annual Meeting of the Academy of Management, Boston, MA.

D'Mello, J.F., Elaydi, R. (2012), Social Entrepreneurship as a Process and Outcome for Post Traumatic Growth: An experiential model of social entrepreneurial motivations. Presented at the 9<sup>th</sup> Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.

D'Mello, J.F. (2011), Social Entrepreneurs, Social Networks and Stakeholders: Global vs. Local. Presented at the Facing East Facing West, Kalamazoo, MI.

D'Mello, J.F. (2011), Prior Knowledge and Discovering Opportunities for Social Entrepreneurship. Presented at the Ivey PhD Sustainability Academy, London, Ontario

D'Mello, J.F. (2011) A Stakeholder Theory Approach to Social Entrepreneurship: Managing Conflict. Paper presented at the 8<sup>th</sup> Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.

D'Mello, J.F., Gray, E., Alnusf, A., Blanco, A., Nurimba, C., Pantaja, A., Reed, A., Schreiner, T., Simmons, M. (2010), Social Entrepreneurs In The Community Development Sector: A Comparison Of Social Ventures In The United States, Czech Republic, Germany, Switzerland, And Italy. Paper presented at the 7<sup>th</sup> Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.

## Creative Works

D'Mello, J.F. and Wolske, J. (2016-2018) *Street Fighting Entrepreneurship*. Caseworx.co

- Created an 8-part interactive and immersive fictional video case study series (studio quality productions) related to the entrepreneurial process, including teaching guides and supplemental instructional resources originally created and curated from existing open-source content. <https://caseworx.co/use-case/street-fighting-entrepreneurship/>
- Demo video: <https://vimeo.com/213364206>
- Our platform has won awards from educators like McGraw-Hill, the Wharton School of Business, the Milken Foundation, and Reimagine Education.
- Advised on design of learning platform that places users in a situation in which they must make a decision within case study videos and debate with a cohort of their peers about their decision-making process through a messaging communication tool.
- Curriculum adopted by over 20 institutions (academic institutions business accelerators including LMU, UPenn, University of Virginia, Michigan State University, Cal State LA, Cal State East Bay, Golden West College, Santa Rosa Junior College, CIELO, Downtown Long Beach Alliance, Grid110) and used by thousands of students nationwide.
- Administered several efficacy trials to measure student immersion using biometric devices between various learning objects (video vs written cases) in collaboration with Paul Zak and the Center for Neuroeconomic Studies at Claremont University and presented early results of experiments at entrepreneurship research and pedagogy conferences sessions at USASEBE and the California Entrepreneurship Educators Conference and was awarded an “Entrepreneurial Thought Leader” in 2018 by San Diego State.
- Recruited new educational content creators to develop curriculum for financial literacy and social entrepreneurship.

## Non-Peer Reviewed Publications/Media

D'Mello, J.F., (2020) Consulted The Try Guys about how to start a business (7.3 million subscribers)

- <https://www.youtube.com/watch?v=5r93UZunZUA&t=3s>
- <https://www.youtube.com/watch?v=lloiRoZu9E0&t=5s>

D'Mello, J.F., (2020) Thanks for Not Doing A Bad Job of Putting Your Course Online: A Post Mortem. *Caseworx In Media Res* <https://medium.com/caseworx/thanks-for-not-doing-a-bad-job-of-putting-your-course-online-f31ff18e932c>

D'Mello, J.F., (2020) LMU Entrepreneurship Doc-Zoom-Mentary. produced/edited video featuring faculty and students from our Entrepreneurship Center for incoming Freshman students orientation during COVID-19 Pandemic  
<https://www.youtube.com/watch?v=gvnudMw5VRw&t=131s>

D'Mello, J.F., (2020) If Teaching Is Riding A Motorcycle, Assessments Are Waiting at the DMV. *Caseworkx In Media Res* <https://medium.com/caseworkx/teaching-is-like-riding-a-motorcycle-assessments-are-like-waiting-at-the-dmv-243ec8646c37>

Sudakow, J. (2018) Here's What a Mere Twenty Dollars Can Teach You About Entrepreneurial Success: What a creative business school class assignment can teach any entrepreneur. *INC Magazine* (Interviewed) <https://www.inc.com/james-sudakow/heres-what-a-mere-twenty-dollars-can-teach-you-about-entrepreneurial-success.html>

D'Mello, J.F. (2018) Practitioner's Corner—A Professor's Story, a Journey from Student to Professor and Back Again. *Academy of Management Entrepreneurship Division* <https://ent.aom.org/blogs/ulrich-miller/2018/09/11/practitioners-corner-a-professors-story>

- Article featured in newsletter sent to 3400 management professors (reposted on [Medium](#) for public access)

D'Mello, J.F. (2018) Storytelling with the Homies. *Caseworkx Summer Series* <https://medium.com/caseworkx/storytelling-with-the-homies-2dc4ab2fac47>

- Caseworkx summer series that features the intersection of storytelling, learning and media.
- Article discussed LMU authored case study on Homeboy Industries by David Choi and Fred Kiesner and discussed topics related to experiential education and digital storytelling.

D'Mello, J.F. (2015) Kids Need Innovation, Not Regulation of the Internet. *Courier-Journal* August 28<sup>th</sup>, 2015 <https://www.courier-journal.com/story/opinion/contributors/2015/08/28/kids-need-innovation-not-regulation-internet/32479507/>

## Grants

Gutierrez A. and D'Mello, J.F., (2020-2021) Le Family Faculty Opportunity Grant  
CBA Internal Research grant (2017-2018)

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# TEACHING

## Courses taught

- **Introduction to Entrepreneurship** –Loyola Marymount University (2014-present)
- **Entrepreneurial Acquisitions** – Loyola Marymount University (Fall 2017 &2018)
  - created new course for department co-taught with Alum/Entrepreneur Ryan Nurnberger
  - Finalist for 2020 USASBE Excellence in Pedagogical Innovation Award
  - <https://www.youtube.com/watch?v=HnmvCyf0jxs&t=2s>
- **Technology Management** (EMBA and MBA combined course 2020)
  - Created a new EMBA class around decision-making in a technological evolving business world. Co-taught with Lew Jaffe

- **Entrepreneurial Marketing** - Loyola Marymount University (Spring 2015)
  - created new course for department
- **Social Entrepreneurship** – Loyola Marymount University (Spring 2016)
- **Social Entrepreneurship MBA** – Loyola Marymount University (Fall 2016)
  - Partner advisor/team coach for inaugural LA Mayor’s Cup Challenge
  - 5 LMU teams placed in semi-finals and one team advanced to final round among over 100 entrants from LA.
- **Entrepreneurship MBA** – Loyola Marymount University (Summer 2017 and 2018)
- **New Product Design and Development** – Loyola Marymount University (Spring 2018,
  - MBA and Graduate Engineering students)
- **Venture Capital Investment Competition** – taught and coached LMU’s undergraduate team of 6 interdisciplinary students to winning the 2020 competition in our first year invited to compete.
- **Directed Student Learning**
  - Undergraduate Honors Thesis Advisor 2017, 2018, 2019
    - Cheung, Matthew (2019) Digital Content
    - Hee, Joshua., (2018) Gender Studies
    - Blake, Gabriel., (2017) Social Entrepreneurship
- **Instructor, Principles of Marketing** –University of Louisville (Fall/Spring)
- **Instructor, New Venture Marketing\*** –University of Louisville (Fall/Spring)
  - Created new undergraduate elective for College of Business undergraduates
  - In-class pitch competition involving 10 real-life entrepreneurs as judges and extensive peer feedback/voting on winning team.
- **Instructor, Fundraising for Entrepreneurs\*** – MBA, University of Louisville (Summer)
  - Created new graduate class in collaboration with Dr. Ted Smith (UofL College of Business Executive-In-Residence and Chief Economic Growth and Innovation at Louisville Metro Government).
  - Course Overview: Applying behavioral economics principles to fundraising within an entrepreneurial context.
- **Advisor, Renewable Energy Engineering Entrepreneurship (Speed School of Engineering), University of Louisville 2013-2014**
  - Collaborated with Dr. Thad Druffel (Conn Center for Renewable Energy) on entrepreneurship curriculum for a mechanical engineering course developed from a NCIIA grant
  - Flipped classroom approach that utilized a new lab of laser cutters, 3D printers, and other rapid prototyping technologies

### Teaching Awards

- **Finalist, 2020 USASBE Excellence in Pedagogical Innovation Award.** Presented at 20120 USASBE conference in New Orleans
- **2012-2013 Faculty Favorite: An Outstanding Professor Nominated by Students** (University wide).

- Student testimonial: *“You know it’s a pretty rare occasion when I actually anticipate an early morning class, especially one outside of my major. Prior to taking Marketing 301 with Professor D’Mello, I expected the usual, PowerPoints, reading out of the book, just a simple lecture. Contrary to that, we rarely had a focus on that. Jason switched things up, classes were different, even our assessments were different. I honestly can say I learned a lot, and the way I learned it was through applications of the information, rather than being taught the information directly. I honestly wish more teachers in the business school were like him, because I think I’d be a better student and more importantly a better business man in the future.”*
- **PhD Teaching Award 2012-2013**
- **Nominated as Business First “40 under 40” in Louisville, 2014**

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## SERVICE

### Professional Service

- CNBC Disruptor 50 Advisory Council (2017, 2018, 2019)
- Entrepreneurship Subject-Matter-Expert and Head of Research for Caseworx.co (EdTech company)
- Editorial Review Team - Journal of Management Inquiry
- Editorial Review Team – Small Business Economics Journal
- USASBE Ethics Task Force (Summer 2020)
- Ad Hoc Reviewer
  - *Entrepreneurship Theory and Practice*
  - *Academy of Management (AOM) annual conference*
  - *United States Association for Small Business and Entrepreneurship (USASBE)*
  - *North American Case Research Association (NACRA)*
  - *Routledge Publishing*
- California Entrepreneurship Educators Conference participant and past keynote speaker
- Academy of Management member
- The Experiential Classroom – University of Florida certificate of completion (2016)
- C.E.O. (Collegiate Entrepreneurs Conference Faculty advisor)
- Social Entrepreneurship Conference participant (USC 2016)
- Doctoral Consortium mentor for WAM (2017)

### University Service

- Fred Kiesner Center for Entrepreneurship
  - Department student advisor (2016-present)



- Faculty Advisor for Entrepreneurship Society (ES) at LMU (2015-2019)
- Assessment of Learning annual reporting for Entrepreneurship Major Educational Effectiveness Inventory (EEI) for Accreditation for AACSB and WSCUC
- Produced Recruitment video
  - D'Mello, J.F., (2020) LMU Entrepreneurship Doc-Zoom-Mentary. produced/edited video featuring faculty and students from our Entrepreneurship Center for incoming Freshman students orientation during COVID-19 Pandemic  
<https://www.youtube.com/watch?v=gvnudMw5VRw&t=131s>
- Business pitch competition coach:
  - coached several students in national entrepreneurship competitions such as Venture Capital Investment Competition, TCU Values and Ventures (winning team, 2016, \$30k prize), California Dreamers at Chapman University, Carnegie Mellon, C.E.O. Conference
- Faculty advisor and organizer for LMU's 2018 Global Entrepreneurship Week
  - Worked with our center to design, organize and produce 4 events during Global Entrepreneurship Week in November, including Startup Weekend.
- Faculty advisor for P.O.W.E.R. (Positive Opportunities for Women's Empowerment and Recognition) (2018-present)
  - Collaborated with several faculty members to create inaugural POWER Silicon Beach Women's Conference 11/15/2018
- Sogang University Social Entrepreneurship Mentor and Instructor
- Summer Pre-College Program Instructor (2020)
- Supporter and Volunteer for Startup Weekend
- Personal Initiative Training workshop (2020)
- Financial Literacy
  - Co-founded "The Save It Forward Initiative" in 2014 and organized and led summer youth camps
  - Led partnership with FoolProof to redesign financial literacy education program for youth in LA. Recruited and trained a team of 10 LMU students to mentor and lead 200+ high school students from underserved communities through summer curriculum.
  - Produced series of videos engaging LA community in summer program (<https://www.youtube.com/watch?v=ZV-H-ebYIZk&list=PLRRII7iOfMdZnDyfSfj7hJ0LL0PfjZkn3> )
  - Raised sponsorship funding for prizes and other support for the program.
  - Applied for \$100,000 CalMoney Grant for financial literacy programs (summer 2020).

- IBES advisory board (Institute of Business Ethics and Sustainability) (founding member - present)
  - Designed “Promotion of Justice” Challenge (Summer 2020)
  - Collaborated with IBES faculty to create IBES Artificial Intelligence and Ethics Symposium at the new Playa Vista Campus (October 29<sup>th</sup>, 2018). Recruited, curated and moderated a panel of social entrepreneurs and C-Level executives for session titled “Innovation: Responding to Social Need.”
  - Helped organize Soufra Documentary event (Film screening and panel discussion with Director/Photographer)
- Management Department
  - Curriculum Development (cowrote proposals passed through the Academic Planning and Review Committee - APRC)
    - Revised Entrepreneurship Major
    - Revised Management and Leadership Major
    - New MS Entrepreneurship and Sustainable Innovation
  - New Faculty Search Committee (2018) Management Department
  - Co-Produced Management Graduation Video (2020) - [https://www.youtube.com/watch?v=I3OI\\_HOiUuw&t=6s](https://www.youtube.com/watch?v=I3OI_HOiUuw&t=6s)
- LMU Service
  - University Delegate for *Western Conversations 2018* (University of San Francisco) A weekend conference, mainly for faculty, at which colleagues from six western Jesuit universities gather at a host campus for talks and discussions on topics related to Jesuit identity.
  - Honors Thesis advisor (2017, 2018, 2019)
  - Center for Teaching Excellence participant: Digital Storytelling (2018)
- AOL committee – Business Ethics, Sustainability and Social Responsibility
- AACSB –presentation representing assessment of learning outcomes for Business Ethics, Sustainability and Social Responsibility (2018)
- Faculty Advisor for Alternative Breaks through the Center for Service and Action (Puerto Rico 2016)

### **Entrepreneurial Service**

- Head of Learning/Advisor, Caseworx.co (Los Angeles, CA) 2015-present
  - CASEWORX platform uses immersive, interactive storytelling to help people tackle difficult concepts like entrepreneurship, implicit bias, conflict in the workplace, and beyond. It's a platform that has won awards from educators like McGraw-Hill, the Wharton School of Business, the Milken Foundation, and Reimagine Education.
  - <https://caseworx.co/>
- Board of Directors, Anchal Project (Louisville, KY/Ajmer, India) 2020 - present

- a nonprofit social enterprise that addresses the exploitation of women. We use design thinking to create employment, products, & markets that support empowerment. One-of-a-Kind Products. 100% Organic Cotton. Eco Friendly. Contemporary Designs.
- located in Louisville, KY and Ajmer, India
- <https://anchalproject.org/>
- Advisor, LOUD (Los Angeles, CA) 2019 – present
  - The LOUD program is a non-profit program that provides high quality instruments and world-class music/film education to low-income Students in the United States. Free after-school music and film classes and an extensive online library of video lessons help students go from first notes to first performance.
  - <http://www.loudprogram.com/>
- Advisor, California Center For Employee Ownership (Los Angeles,) 2020
- Co-Founder, Exonerated Capital (2020)
  - Working with LMU student leader from Brother of Consciousness (B.O.C.) to develop an entrepreneurial investment fund to give more Black entrepreneurs access to capital for new ventures while diverting investments from private prisons.
- Music Producer
  - Collaborate with musicians in Louisville to produce music rooted in social justice as record artist/producer
  - Invited over 25 LMU students to participate in the creation of multiple projects including music videos for
    - “Prayer” - <https://www.youtube.com/watch?v=T1bWdpYFhpl>
    - “Venice Beach” - <https://www.youtube.com/watch?v=TS3NCJwQ4Y8>
    - “Ambition” (in partnership with Venice Beach’s youth nonprofit Safe Place for Youth) - <https://www.youtube.com/watch?v=eFBI7y8z0B4>
    - Language of Music #WithRefugees - <https://www.youtube.com/watch?v=Csd85uK2Hrk&feature=youtu.be>

## Community Service

- Save-It-Forward Initiative Financial Literacy program (Powered by FoolProof) <https://cba.lmu.edu/beyondtheclassroom/financialliteracy/>
- Board of Directors for the Anchal Project (international social enterprise) <https://anchalproject.org/>
- Advisor, LOUD (youth music education, LA) <http://www.loudprogram.com/who-we-are>
- Advisor, California Center for Employee Ownership (<https://www.ownershipcalifornia.org/>)

- Keynote Speaker, The Apartment Association of Greater Los Angeles (AAGLA)
- Entrepreneurship Panel – AAPI – (Medical conference for physicians, Las Vegas 2018)
- Speaker – Social Innovation Summit (2015)
- Speaker – Angel Investor Bootcamp Grid110
- Speaker – B-Corp Conference (LA 2018)
- Safe Place for Youth (S.P.Y) instructor – financial literacy and entrepreneurship courses for homeless youth in Venice Beach, CA. (2018)
- Volunteer Instructor/Mentor GRID 110 Fashion Tech Accelerator – Downtown LA
  - Created and led startup bootcamp and Angel Investing bootcamps (2015-2016)
- Save-It-Forward Initiative – Financial Literacy Bootcamp
  - Helped cofound the program with Ron Rishegan, David Choi and Paul Orfalea in 2014
  - Recruited, hired and trained student instructors to lead educational programming for middle and high school students
  - Expanded program in 2019 to develop online program with FoolProof.
- Mayor’s Office of Innovation –
  - Hosted my undergraduate social entrepreneurship class to present their final projects in City Hall in the Mayor’s Press room to a staff of 8 civic leaders in LA.
  - Coached 5 teams into the semifinals of the Mayor’s Cup Challenge in the Fall of 2016, with one team being invited to compete in the finals, receiving investment offers.
- Incubator School Advisory Board
  - Hosted two annual Incubator Showcases at LMU for Inc. School families and entrepreneurial community (2016 and 2017)
  - Supported fundraising efforts and marketing/branding
  - Created mentorship partnership between LMU and Incubator School for 8<sup>th</sup> grad business creation.
- Junior Social Entrepreneurship Summit – Santa Monica (2014)
  - Led two workshops with a group of 11-16 year old students developing a social business concept plan.
  - Mentored students and helped craft a pitch that was delivered at the end of the program.
- WaterStep – Hack2o – Louisville & Costa Rica (2014)
  - Designed a social entrepreneurship program for UofL students in collaboration with WaterStep CEO Mark Hogg, UofL Speed School of

- Engineering Dr. Thad Druffel, and other partners from GE, FirstBuild, Leadership Louisville and other community stakeholders in Louisville
  - Recruited a team of 6 UofL Engineering students to manage a crowdfunded “hackathon” to develop and implement a new technological solution for improving clean water situations in Costa Rica.
- Idea Mornings (2011-2013)
  - Breakfast talk series/community project aimed to spark new ideas to make Louisville better through social entrepreneurship, civic engagement and the arts.
  - Curated/Organized/Hosted over 30 consecutive monthly events for over 2000 total people, including partnership with Louisville’s annual IdeaFestival ([www.ideafestival.com](http://www.ideafestival.com))
  - Travelled with the Millennial Trains Project ([www.millennialtrain.co](http://www.millennialtrain.co)) in 2013 on a transcontinental train trip to expand Idea Mornings into 7 new cities during a two week trip after crowd funding \$5,600 online.
  - Kept the event free to the public by obtaining sponsorships from local businesses.
- RISE – Refugees and Immigrants Succeeding in Entrepreneurship (2012-2013)
  - RISE is a nonprofit that provides education, financing, and mentorship to refugees and immigrants wishing to start businesses in Louisville.
  - Initiative of Mayor Fischer’s Office of Globalization.

#### Instructor/Mentor

- Iraqi Young Leaders Exchange Program for High School Students (IYLEP)
  - Organized by the World Affairs Council of Kentucky.
  - Lectured and facilitated discussions and pitch competition during a one week workshop on entrepreneurship to international high school students
- Jewish Family Career Services (JCFS) – Navigate Enterprise
  - Mentored convicted felon/veteran going through their microloan program. Helped write a business plan and acquire small seed capital for a startup social enterprise to provide housing for homeless veterans.

#### Other Volunteer Services

- Mayor Greg Fischer’s “Give a Day”
  - Measured performance outcomes for 2012/2013 Mayor’s Week of Service (Over 150,000 volunteers in Louisville the week before the KY Derby).
- Restorative Justice Louisville
  - Nonprofit that uses restorative justice practices (Family group counseling) to keep non-violent youth offenders out of the juvenile justice system.
- Forecastle Music/Arts/Activism Festival

- Conducting an Economic Impact Study for annual music festival (over 75k attendees) in Louisville.
- Coach - DuPont Manual High School's "Idea Festival" (2011)
- Graduate Student Council Representative (2010-2013)
- Volunteer Organizer
  - Cardinal Challenge UofL Business Plan Competition (2011-2013)
  - Walmart Business Plan Competition (2011)
- Panelist/Judge
  - Global MBA Business Plan Competition (2013)
    - Students from Hamburger Fern-Hochschule (Germany), Akademie Wuerth Business School (Germany), Perm State National Research University (Russia), and the German Graduate School of Management and Law (Germany).
  - Conn Center for Renewable Energy Research Conference, J.B. Speed School of Engineering
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## DOCTORAL TRAINING

### Theoretical Training

Contemporary Entrepreneurship

Scott Shane

*Case Western University*

Entrepreneurship from an Economics Perspective

Simon Parker

*Ivey Business School*

Finance Theories

David Dubofsky

*TCU*

Psychology & Cognition in Entrepreneurship Research

Dean Shepherd

*Notre Dame*

Quantitative Entrepreneurship

Per Davidsson

*QUT Business School*

Sociology & Evolutionary Theories

Howard Aldrich

*North Carolina University*

Strategy & Business Policy Theories

Jay Barney

*University of Utah*

Organizational Behavior Theories

Sherry Thatcher

*University of South Carolina*

Opportunity Discovery/ Venture Capital

James Fiet

*University of Louisville*

Strategy & Organizational Theories

Melissa Baucus

Microeconomics & Economic Modeling

Yong Chao

New product Strategies/Marketing

*Robert Carter*

### **Methodological Training**

Advanced Multivariate Statistics  
Conjoint Analysis & Discrete Choice  
Experimental Design  
Research Methods  
Hierarchical Linear Modeling  
Structural Equation Modeling  
Qualitative Methods

*Joseph Petrosko*  
*Robert Carter*  
*Michael Barone*  
*Manju Ahuja*  
*Jill Adelson*  
*Jill Adelson*  
*Bradley Carpenter*

### **4<sup>th</sup> ARCS PhD Sustainability Academy (2011) – Ivey School of Business, University of Western Ontario**

- Week-long intensive research and teaching program themed “Passion and Compassion for Sustainability”
- Interactive paper development workshop led by Oana Branzei (Ivey), Melissa Cardon (University of Tennessee), Jane Dutton (University of Michigan), Michael Pratt (Boston College), Chris Steyaert (University of St. Gallen)
- Living Case Study visits and a seminars for Ivey Case Publishing/Writing/Teaching

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## **PROFESSIONAL EXPERIENCE**

- **Head of Learning/Advisor, Caseworx.co (Los Angeles, CA) 2015-present**
  - CASEWORX platform uses immersive, interactive storytelling to help people tackle difficult concepts like entrepreneurship, implicit bias, conflict in the workplace, and beyond. It's a platform that has won awards from educators like McGraw-Hill, the Wharton School of Business, the Milken Foundation, and Reimagine Education.
  - <https://caseworx.co/>
- **Board of Directors, Anchal Project (Louisville, KY/Ajmer, India) 2020 - present**
  - a nonprofit social enterprise that addresses the exploitation of women. We use design thinking to create employment, products, & markets that support empowerment. One-of-a-Kind Products. 100% Organic Cotton. Eco Friendly. Contemporary Designs.
  - located in Louisville, KY and Ajmer, India
  - <https://anchalproject.org/>
- **Advisor, LOUD (Los Angeles, CA) 2019 – present**
  - The LOUD program is a non-profit program that provides high quality instruments and world-class music/film education to low-income Students in the United States. Free after-school music and film classes and an extensive online library of video lessons help students go from first notes to first performance.
  - <http://www.loudprogram.com/>

- **Advisor, California Center For Employee Ownership (Los Angeles,) 2020 - present**
- **Visiting Scholar, Ivey Business School, Western Ontario University (London, Ontario Canada) March - June 2019**
- **Assistant Professor, Loyola Marymount University (Los Angeles) 2015- present**
- **Visiting Professor, Loyola Marymount University (Los Angeles) 2014-2015**
  - Teaching two sections of Introduction to Entrepreneurship - ENTR 3310 (2014)
  - Introducing a new course – New Venture Marketing – in the spring.
- **Co-Founder, AMPED-Academy of Music Production & Education (Louisville, KY) 2014-2016**
  - Social venture in partnership with Level Seven Recording Studios for at-risk youth to compose, record, perform, and market music
  - Raised over \$15k through crowdfunding and sponsorships and over \$200k of in-kind donations of equipment and instruments to launch in 2014
  - Organized over 20 volunteers of local musicians, artists, educators, and others to build a summer program and ongoing afterschool program with free food and transportation.
  - Built and exhibited a “mobile record studio booth” at the 2014 Idea Festival with local maker community (LVL1 Hackerspace, GE FirstBuild, Maker Mobile).
  - Featured AMPED artists have included Grammy award nominee Janelle Monáe and the legendary Preservation Hall Jazz Band in the AMPED studio.
  - Since becoming a 501-(c)(3) in 2015, AMPED has raised over \$1million in community donations.
- **Research Assistant - The Founders Distillery – Ewing Marion Kauffman Foundation (July 2013)**
  - Collaborated with Dr. Ted Smith as a researcher to examine the role of IP development during new venture formation.
  - Responsible for recruiting and interviewing 8 startup teams, a law firm, and angel investors for a 1-day workshop.
  - Co-authored Kauffman whitepaper/produced video describing program design/outcomes/next steps based on user feedback
- **Co-Founder, CEO – TheWedLink by Cleland D’Mello LLC. (Detroit, MI)**
  - Raised seed capital and launched online/mobile startup in the wedding industry (2007-2010).
  - Relocated to Hyderabad, India (4 months) to manage offshore technology team.
  - Provided mobile search platform for 8,000 bridal couples searching for wedding vendors.
- **MBA Consultant/Analyst – Ranker.com (Los Angeles, CA)**
  - Worked with serial entrepreneur in a variety of roles to launch social media website (2009).
  - Ranker.com is currently funded with \$5.1 million, hosting 40 million monthly visitors (as of 2017)
  - Installed web analytic software/reporting systems.
  - SEO implementation/product enhancement.
  - Helped pitch angel investors and prepared accounting/financial reporting
- **Marketing Manager – Guitar Salon International (Los Angeles, CA)**



- Launched a new website for the world's leading dealer of classical and flamenco guitars (2008).
- Managed photography/graphic design/merchandising for instruments valued from \$10k - \$100k.
- Created SEO campaign to improve Google search results for several search terms.
- **Marketing Analyst – Walmart.com (San Francisco, CA)**
  - Launched Walmart Online Photo-Center and Video Downloads site in partnership with Snapfish and Hewlett-Packard (HP).
  - Designed a content management software tool for both websites.
  - Coordinated multiple marketing campaigns with Coke, Pepsi, P&G, Samsung etc.
  - Reported web analytics and business metrics weekly to executive management.

#### **Other Past Experience**

- Volunteer Mentor/Coach – Upwardly Global and NFTE
- Video Editor – CBS.com - The Amazing Race's Elimination Station
- Private Tutor/Guitar instructor
- Studio musician/performing artist (bass guitar/lead guitar)
- Marketing Research Assistant – RPA Process Technologies
- Intern – Walt Disney Internet Group (London, UK)
- Graphic Designer – Western Herald Newspaper
- Summer Intern, Organic, Inc. (Interactive Advertising Agency for Chrysler)
- Research Assistant, Michigan State University Department of Marketing
- New York Film Academy