

Robert W. Price

Global Entrepreneurship Institute | Executive Director

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Summary

DREAM IT! PLAN IT! DO IT!

"A true entrepreneur and mentor to many other entrepreneurs."

- William Draper, Draper Richards

Robert W. Price enjoys world renown as an expert in the field of entrepreneurial capitalism.

- Nearly 30 years of entrepreneurial experience
- Strategist, innovative thought leader, public speaker, creative educator, and prolific author
- Written or edited more than a dozen books
- The intellectual architect for a number of exciting and innovative projects around the world.
- Early Adopter of cool stuff: LinkedIn User 179,784
- Advisor to global entrepreneurs and private equity investors: angel, venture, corporate executives, board members, and chairmen.
- Great multi-disciplinary entrepreneurial background. Excellent at critical thinking, problem identification, operations management, venture team development, and problem solving. Consulted with venture capitalists and their start-ups, mid-cap publicly traded NASDAQ companies, on up to multibillion-dollar publicly traded companies.
- Advises high-tech and emerging growth companies on such issues as strategic planning, global expansion, business planning, financial modeling, marketing and new product strategies, venture team development, operations management, angel/venture capital financing strategies, strategic alliances, and mergers/acquisitions.
- Clients' business plans have raised more than \$100 million from angel investors, venture capitalists, and strategic capital partners like Apax Partners, IBM, HP/Compaq, Oracle, Siemens, Apollo Management, DAG Private Equity, Leonard Green LP, Rare Medium Ventures, and Tech Coast Angels, one of the largest formal angel groups in the world.
- Very active as a Social Entrepreneur around the world, advising nonprofit groups, nonprofit causes, and social cause marketing programs for corporate business leaders.

Specialty: THINKING!

"Thinking is the hardest work there is. That's why so few do it."

- Henry Ford

(Updated 10-10-16)

Experience

Executive Director at GCASE - Global Entrepreneurship Institute

June 1996 - Present (20 years 5 months)

GCASE - Global Community for Advancing Studies on Entrepreneurship

We research, organize, and share valuable knowledge in an “open-source” format that advances the studies on entrepreneurship, and bridges the gap between theory and practice. Non-profit and educational organizations around the world are encouraged to leverage our ideas, our information, and our online support to advance and support entrepreneurship.

We are the Trusted Source For Educating and Supporting over 500,000 Entrepreneurs in 195 Countries. Founded in 1996 as a 501(c)(3) non-profit organization, our Mission is to spread wealth creation around the world by encouraging entrepreneurship and sharing knowledge to those who educate and support entrepreneurs. We put “global” in global entrepreneurship.

Our Vision is to empower entrepreneurs with a roadmap and support that guides them through the transition from start-ups, to micro-enterprises, and on to small and medium-sized businesses that create jobs, lead innovation, and increase economic development in their local communities.

Our Mission Statement is Learn Local > Share Global. We believe that entrepreneurship is the link between inventors, innovation, and economic growth.

Senior Research Fellow at McGraw-Hill Higher Education

July 1996 - Present (20 years 4 months)

Project with Global Entrepreneurship Institute and McGraw-Hill Higher Education

Our books and course materials are used in the Top 10 of the best graduate programs in the USA that teach entrepreneurship, and 8 of the Top 10 best undergraduate programs in the USA that teach entrepreneurship.

Title: Entrepreneurship: Annual Editions

Entrepreneurship, 6th Edition, 2010: 0-07-352857-1

Entrepreneurship, 5th Edition, 2006: 0-07-352835-8

Entrepreneurship, Instructor's Manual, 2006: 0-07-3204544

Entrepreneurship, 4th Edition, 2002: 0-07-252911-3

Entrepreneurship, Instructor's Manual, 2003: 0-07-252912-1

Entrepreneurship, 3rd Edition, 2001: 0-07-243363-9

Entrepreneurship, Instructor's Manual, 2002: 0-07-243389-2

Entrepreneurship, Instructor's Manual, 2001: 0-07-236510-2

Entrepreneurship, 2nd Edition, 1999: 0-07-236509-9

Entrepreneurship, 1st Edition, 1998: 0-07-290474-7

Title: E-Business: Annual Editions

E-Business, Instructor's Manual, 2002: 0-07-243116-4

E-Business, 1st Edition, 2000: 0-07-243115-6

Title: Internet & Business: Annual Editions

Internet & Business, Instructor's Manual: 0-07-239625-3

Internet & Business, 1st Edition, 2001: 0-07-243359-0

McGraw-Hill's PowerWeb

PowerWeb is a password-protected Web site that offers professors a turnkey solution for adding the Internet to a course. With over more than 125,00 subscribers, the PowerWeb site provides students with current articles from Annual Editions, curriculum-based materials, weekly updates with assessment, informative and timely world news, refereed Web links, research tools, student study tools, interactive exercises, and much more.

McGraw-Hill Powerweb titles published

- Entrepreneurship, PowerWeb, 2003/2004: 0-07-252750-1
- E-Commerce, PowerWeb, 2003/2004: 0-07-250463-3
- Entrepreneurship, PowerWeb, 2002: 0-07-252750-1
- E-Commerce, PowerWeb, 2002: 0-07-242549-0
- E-Business, PowerWeb, 2000: 0-07-242549-0

Senior Research Fellow at McGraw-Hill Higher Education

February 2008 - Present (8 years 9 months)

Project with Global Entrepreneurship Institute and McGraw-Hill Higher Education/CourseSmart

Our books and materials are used in the Top 10 of the best graduate programs in the USA that teach entrepreneurship, and 8 of the Top 10 best undergraduate programs in the USA that teach entrepreneurship.

McGraw-Hill eTextbooks Powered by CourseSmart:

- Entrepreneurship eText ISBN-10: 0-077-34526-6
- Entrepreneurship ISBN-13 9780073528571

Founded in 2007, CourseSmart LLC delivers a revolutionary new way to access textbooks for instructors and students. With CourseSmart eTextbook version of this title, students can save approximately one-third of the cost of a print book, reduce their impact on the environment, and access powerful web tools for

learning. Faculty can also review and compare the full text online without having to wait for a print desk copy. CourseSmart is an online eTextbook, which means users need to be connected to the internet in order to access. Students can also print sections of the book for maximum portability.

Advisor & Online Mentor at GCASE - Global Entrepreneurship Program

September 2008 - Present (8 years 2 months)

We are Educating and Supporting over 500,000 entrepreneurs in 195 countries.

We have the world's first online global entrepreneurship program. We provide free online educational resources and a global support network of mentors and advisors that volunteer their expertise. Now it's simple and easy to take online courses created and led by experts in the field of entrepreneurship. Our program is open to every person on Earth.

We facilitate introductions to potential investors after entrepreneurs complete their business plans in our online program. Using our global network and online resources like AngelList we have helped entrepreneurs raise over \$100 million. Since we are a non-profit organization we take no equity. Our members receive educational resources and support to work on their start-ups for free.

Author & Researcher at Stanford University

June 2004 - Present (12 years 5 months)

The Stanford Technology Ventures Program (STVP) Entrepreneurship Corner is a free online archive of entrepreneurship resources for teaching and learning. The mission of the project is to support and encourage faculty around the world who teach entrepreneurship to future scientists and engineers, as well as those in management and other disciplines. The site has been developed by a dynamic team of educators, entrepreneurs, engineers, and designers at the Stanford Technology Ventures Program (STVP). The project has been financially supported by Stanford University and a number of generous sponsors. Other collaborators in its creation include the Stanford Center for Professional Development and Stanford Video.

Adjunct Professor at Chapman University

September 2003 - Present (13 years 2 months)

Founded in 1861, Chapman University is one of California's oldest, most prestigious private universities and is home to over 4,000 undergraduate students and 1,500 graduate students at its beautiful campus in Orange, California.

As an adjunct professor, Robert was invited to develop and teach innovative entrepreneurship classes at Chapman.

- Created world's first university-based travel course to Silicon Valley. Roadmap To Silicon Valley introduces students to the world of venture capital and how the technology capital works.
- Chapman's undergraduate entrepreneurship program is now ranked #6 in the USA and their graduate entrepreneurship program is ranked #8 in the USA by Entrepreneur magazine.

- Chapman Entrepreneurship Program was recently selected by the United States Association for Small Business and Entrepreneurship (USASBE) as the first-place winner of the Innovative Pedagogy Award. The USASBE Excellence in Education Awards are sponsored by Students in Free Enterprise (SIFE).
- Additionally, Women 3.0 magazine included Chapman University in their 2008 listing of Top 50 MBA Programs with an entrepreneurship focus.

Adjunct Professor at University of Phoenix

June 2004 - Present (12 years 5 months)

The nation's largest private university, offering undergraduate and graduate degree programs at more than 200 locations, as well as online in most countries around the world.

- Adjunct Professor Business Management & Finance Online courses (MBA)
- Technology Management Graduate Program, Application of Technology Management

This is an integrative course and the capstone for the MBA/TM program. The outcome is to apply a range of skills from the individual courses in the technology management program to develop a change management plan to implement, build, and initiate a technology product or infrastructure in an organization.

- Board Member Faculty Expert Program (Entrepreneurship and Small Business)

Educator & Mentor at University of Phoenix

January 2013 - Present (3 years 10 months)

As the official education partner of the Cleantech Open, University of Phoenix provides crucial cleantech and business curriculum to semifinalists, finalists and alumni companies of the Cleantech Open. The new internship program expands on this to provide opportunities for University students and alumni to showcase their skills while learning about the entrepreneurial process. The Cleantech Open runs the world's largest cleantech accelerator. Its mission is to find, fund and foster entrepreneurs with big ideas that address today's most urgent energy, environmental and economic challenges. A 501(c)(3) not-for-profit organization, the Cleantech Open provides the infrastructure, expertise and strategic relationships that turn clever ideas into successful global cleantech companies. Since 2006, through its one-of-a-kind annual business competition and mentorship program, the Cleantech Open has enabled 727 cleantech startups to bring their breakthrough ideas to fruition, helped its alumni companies raise more than \$800M in external capital, and created thousands of green-collar jobs. Fueled by a global network of more than 1,500 volunteers and sponsors, the Cleantech Open unites the public and private sectors in a shared vision for making America's and the world's cleantech sectors a thriving economic engine.

Advisor & Online Mentor at TIC Americas

March 2008 - Present (8 years 8 months)

A non-profit corporation, TIC Americas is affiliated with the Young Americas Business Trust (YABT) and the Organization of American States (OAS). The organization aims to advance the goals of the OAS and Presidential Summits of the Americas to create employment opportunities and reduce poverty by supporting and promoting youth entrepreneurship. Currently, YABT also has National YABTs and representatives in twenty-five countries in the Americas.

Each year YABT and TIC Americas presents awards as an international business plan competition and accelerator for young entrepreneurs with nearly 2,500 teams participating.

- Business Plan Judge TIC Americas Contest: Dominican Republic (2016)
- Business Plan Judge TIC Americas Contest: Panama (2015)
- Business Plan Judge TIC Americas Contest: Paraguay (2014)
- Business Plan Judge TIC Americas Contest: Guatemala (2013)
- Business Plan Judge TIC Americas Contest: Cartagena, Colombia (2012)
- Business Plan Judge TIC Americas Contest: San Salvador, El Salvador (2011)
- Business Plan Judge TIC Americas Contest: Lima, Peru (2010)
- Business Plan Judge TIC Americas Contest: San Pedro Sula, Honduras (2009)
- Business Plan Judge TIC Americas Contest: Medellin, Colombia (2008)
- Online Mentor for business plan contest winners and local entrepreneurs in 35 emerging market countries (2008)

Strategic Advisor & Presenter at PocketVenture

June 2013 - Present (3 years 5 months)

Based in Finland, PocketVenture provides global entrepreneurs a world-wide platform for efficient financing. PocketVenture facilitates financing with the crowd funding community and also assists entrepreneurs obtain crowd feedback, and facilitate presale launches. PocketVenture networks with Business Angels Finland (BAF). Founded in 2008, BAF is the largest independent private equity marketplace in Finland. Helsinki, Finland is the home of the annual Slush event each winter. Some of the most respected global investors, media leaders, and the best tech talent from Northern Europe and Russia attend Slush to look for the next tech trends from the home region of Nokia, Skype, and Linux. Slush is a two-day start-up conference which consists of pitches, lightning talks, fireside chats, product demos, investor meetings, coaching sessions, job interviews, and extensive networking opportunities.

Strategic Advisor at Acorns

May 2012 - Present (4 years 6 months)

Acorns is revolutionizing the way we save and invest. Acorns is a simple way to save and invest for the future made possible by the convergence of smart phone and micropayment technologies, plummeting transaction costs, increasing availability of developer API's and modern portfolio theory game rules. With no minimums, no commissions, and a simple mobile app for signup, Acorns will open up the world of investing for millions. Users will be able to collect the change from their transactions, check their account in real-time, and invest on the fly. The company has received \$62 million in funding.

Advisor & Online Mentor at U.S. Department of Energy

January 2013 - Present (3 years 10 months)

Small Business and Clean Energy Alliance (CEA) Partnership

The U.S. Department of Energy (DOE) Small Business and Clean Energy Alliance (CEA) Partnership launched in 2010 as part of DOE's initiatives under the American Recovery and Reinvestment Act of 2009. Funded with \$1.2 million, the Partnership provided mentoring and commercialization services to companies that were participating in the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. CEA was a national organization of non-profit incubators with a focus on energy efficiency and renewable energy technologies. Its members offered small businesses a wide range of services to support their commercialization efforts, including market analysis and strategies aimed at attracting investment. The Partnership, which concluded in 2012, included 37 incubators, 19 of which have been matched with start-ups around the country.

Educator at The BizWorld Foundation

September 1997 - Present (19 years 2 months)

BizWorld is a non-profit that inspires children to be innovative leaders through the teaching of business, entrepreneurship and finance. BizWorld's mission is to challenge and engage children across the cultural and economic spectrum through experiential learning programs that teach the basics of business, entrepreneurship, and money management and promote teamwork and leadership in the classroom. With the BizWorld's programs, teachers help their students to develop the critical thinking, leadership and teamwork skills that allow them to become financially responsible and productive members of society. Founded in 1997 by venture capitalist Tim Draper, the BizWorld programs have reached students in all 50 states, and are currently available in the Netherlands, Korea, India and Singapore.

Strategic Advisor at Tours Mirador Incubadora

March 2008 - Present (8 years 8 months)

Tour Mirador es un proyecto empresariado social del Global Entrepreneurship Institute. Somos el grupo de reflexión mundial para los empresarios. Fundada en 1998, el Global Entrepreneurship Institute es una organización sin fines de lucro organización educativa. Estamos ayudando a los empresarios de todo el mundo.

- Decimos: Piensa de tu sueño! Piensa de tu plan! Y Hazlo! (Dream It! Plan It! Do It!) En nuestra incubadora de empresas hemos preparado el proyecto para ayudar/brindar ideas como: artículos culturales, manualidades locales, información/guía para turistas. Es una red para compartir información de viajes en América Latina y todos los partes del mundo con un fuerte enfoque para ayudar a las micro empresas que participan en el turismo.

- Nuestra Misión: Ayudar y apoyar el turismo en todo el mundo, El turismo es uno de los mayores servicios de la industria mundial, Tenemos un fuerte enfoque para ayudar a las micro empresas que participan en el turismo.

- Problema: Crisis económica mundial causará el aumento de fricción política entre los países. Bajarán los servicios de turismo global. Tours Mirador presente una buena visión de buenos países y buena gente. Queremos ayudar a las naciones, las empresas, la gente en América Latina. Hay muchas partes de América

Latina que sobrevive sólo gracias al turismo. La crisis económica mundial va a herir a muchas personas en esta zona.

Thought Leader at Small Business Advocate Show

July 2004 - Present (12 years 4 months)

Small Business Expert, Brain Trust

The Small Business Advocate Show

Since 1997, Jim Blasingame has put together the largest community of small business experts in the world, known as The Brain Trust. Trust members join Jim on The Small Business Advocate Show every weekday to deliver the best small business tips and best practices in dozens of categories, to help entrepreneurs become more successful. The Small Business Advocate Show is the world's only weekday small business radio program and is sponsored by IBM, FedEx, and Administaff.

Strategic Advisor at AxleNut Motocross

March 2008 - Present (8 years 8 months)

A non-profit archive serving up some of the most popular vintage motocross photographs on the Internet today. See photos of greats like: Roger DeCoster, Bob Hannah, Broc Glover, Donnie Hansen, Jim Gibson, Hakan Carlquist, Gerrit Wolsink, Chuck Sun, Marty Smith, Tony-D, Warren Reid, Jean Michel Bayle and many more. See photos of motocross teams like: Honda, Suzuki, Yamaha, Kawasaki. Please contact us if you want to use any of our photographs.

Strategic Advisor at Pegasus Equestrian Art

February 2007 - Present (9 years 9 months)

Polo and Equestrian paintings by artist Charlie Wilbourn, featuring American Southwest and polo themed oil paintings. After military service as an intelligence analyst, Charlie began to study painting more seriously with Sushil Kumar Mukerjee of Madras India. In the 1970's he played polo with the President of India's mounted body guard and illustrated part of the regimental history for the regiment's bicentenary celebration. As part of the D-Day celebrations in Europe in 1994, he presented his polo lithographs to members of the Old Potsdam Polo Club and the commanding general of the German Army in Berlin. His "The Ride-Off" original painting was produced for Major Mark Gillespie, U.S. Army, and founder of the U.S. Military Polo Team. The painting was displayed at the embassy of the U.K. in Washington D.C. prior to the polo match between the U.S. Military Polo Team and the British Army Polo Team in the spring of 1994.

Strategic Advisor at Sun Energy, Inc.

January 2013 - February 2016 (3 years 2 months)

Design and Engineering Advanced Solar Systems

Company is focused on commercial, industrial and utility-scale solar energy. Developing innovative technology to improve the cost/benefit of harnessing energy from the sun. Located in sunny Southern California, Company is researching and developing new technology and inventive designs for the solar

industry. Company specializes in mechanical engineering, electrical engineering, application design, and system controls software. Mission is simple: to make innovative, cost effective tracking systems, which install easily, and provide a higher return on investment for large scale customers.

Strategic Advisor at Vía Cerrada

February 2009 - December 2015 (6 years 11 months)

Vía Cerrada Music Group

Vía Cerrada grupo musical creado en el año 2006 en el municipio de Barbosa Antioquia (Colombia) por varios amigos apasionados por la música los cuales comenzaron sus ensayos en una terraza del barrio 30 de mayo. Empezaron tocando ska punk pero con el paso del tiempo su música se hizo una gran fusión de ritmos que van desde el famoso porro colombiano pasando por el reggae y llegando a ritmos tropicales como la salsa eso si nunca dejando de lado su ritmo característico que es el ska. Su inspiración a la hora de componer son las vivencias reflejadas no solo en romances sino también en diversos problemas que afronta el ser humano en un día día colmado de tropiezos. Vía cerrada a participado en varios festivales musicales como el festival valsum , el ska reggae fest 1 y 2 , barborock entre otros, también en algunos festivales culturales como las fiestas de la danza y el sainete y el viernes musical ambos realizados en el municipio de girardota Antioquia.

Strategic Advisor at Spreefy

July 2012 - August 2014 (2 years 2 months)

Spreefy is a social engagement platform that connects brands and people. The technology includes a Web dashboard, analytics platform and consumer-facing social engagement site. iOS and Android apps are currently in development. The company has featured campaigns from small and large companies alike including Adobe, Etnies, Journeys, Swarovski, FitOrbit, DesignByHumans, Crocs, Papyrus, Gaiam, PSW, Reader's Jewelry, Zenify, Edward Avedis & more. The world-wide publisher network includes hundreds of thousands of bloggers, publishers and social influencers.

Strategic Advisor at Just True Foods, Inc.

July 2011 - September 2013 (2 years 3 months)

Creating and implementing a new operations management plan for a small business that is creating a new product line of healthy snack alternatives for school children. Working with an entrepreneurial team, lean enterprise activities include scoping out supply chain management strategies for raw materials suppliers and vending machine stockers, reviewing co-packing/manufacturing agreements, securing logistics and regional distribution and franchise contracts, production management for scaling and growing the business, and quality assurance plans that were integrated in future new product development.

Strategic Advisor at 1RP Media

December 2010 - May 2013 (2 years 6 months)

- Online Sports Network for High Schools
- Investors include Howard Marks (co-founder of Activision) and Paul Kessler

- Launched in StartEngine Incubator Program, largest startup accelerator in Los Angeles

Strategic Advisor at ToughLove, Inc.

June 2004 - May 2012 (8 years)

ToughLove has the resources, strategic partners, and affiliate groups all over the world and needed a complete organizational audit to get started with its new strategic initiatives.

- The Founders of this world-famous 25-year-old organization knew that they were getting old and needed an entirely new leadership team to take their Company into the 21st century.
- With the new venture team in place, the Company has raised more than \$3 million, and released a brand new book published by McGraw-Hill in Spring 2006.

Adjunct Professor at Brandman University - Chapman University System

June 2011 - January 2012 (8 months)

Brandman University is a non-profit institution with a mission to provide students with a dynamic education based on excellence and flexibility that creates lasting value and relevance for evolving careers. Brandman University provides adult learners with broader access to quality higher education with cutting-edge curricula driven by innovative pedagogy and technology. Brandman has focused on developing an innovative curriculum approach for our programs, using a blended format of online and face-to-face instruction at 26 campuses located in California and Washington.

- MBA Entrepreneurship
- Curricula Developer
- Introduction to Entrepreneurship Course

This course studies the entrepreneurial process. Topics include idea generation and assessment, writing the business plan, financing, gathering needed resources, firm start-up and exit strategies.

This course aims at creating knowledge, skills, and awareness in the critical aspects of funding, launching, and growing a new business venture and then leading it to a successful harvest.

Strategic Advisor at Eidetic Industries

September 2010 - August 2011 (1 year)

Eidetic Industries is a company specializing in Film Production, more specifically, Film and CGI Development, Equipment, Actors Placement, Screenwriting, Directing, Producing, Acting, Casting, Funding, and Marketing new projects. Eidetic Industries pursues to revolutionize Film Industry, infiltrating new technology, creativity, and high quality into every aspect of the company. Innovation and Ingenuity are EI's top priorities. This company plans to perfect the craft of Film Production, putting creativity and quality above all else. Eidetic Industries derives its name from the word, eidetic, meaning visual imagery that is vividly perceived and capable of being reproduced at a level of clear intensity.

Strategic Advisor at Una Causa

March 2010 - April 2011 (1 year 2 months)

Creating A Company with a Cause

We are a company with the belief that helping another in a way that makes their life better is the greatest good we can do. With at least 50% of profits donated to charities, Una Causa's Clothing with a Cause is a new type of fashion, a new style, a new statement. Each of our designs are reflective of a cause. This helps to spread awareness in a stylish, tasteful manner.

Strategic Advisor at FitElix, Inc.

November 2008 - February 2011 (2 years 4 months)

Developing a web-platform to showcase cool, local fitness studios, clubs, trainers, and the latest research for the World to explore. We're not the experts - in fact, the experts are often entirely too busy (being experts) to publicize all of their unique knowledge and happenings. So, we figured we'd do it for them. There is all kinds of cool stuff out there.

Strategic Advisor at Eagle Intelligence

April 2008 - November 2009 (1 year 8 months)

Information Technology solutions and software application provider to the Law Enforcement, Intelligence, Homeland Security, Public Safety, and Justice communities. Eagle's solutions help State, Local, and Federal entities manage Risk, Governance, and Compliance efforts related to privacy rights and civil liberties.

Additionally, Eagle's solutions address challenges related to managing information and intelligence including gathering, managing, analyzing, and disseminating information within and across organizational boundaries.

- Preparing Business Plan
- Preparing Business Strategies
- Preparing Financials and Financing Strategies

Curricula Advisor & Adjunct Professor at Apollo Group

January 2005 - September 2007 (2 years 9 months)

Apollo Global is an educational investment company specializing in helping students transform both their personal future and that of their communities through education at a variety of levels. Apollo Global institutions are for-profit universities, colleges and schools committed to enhancing student learning through innovative, robust programs, with an emphasis on higher education and its resultant effect on the global economy.

Apollo Global was formed to make investments in the international education services sector with particular emphasis on investments and partnerships primarily in countries outside of the U.S. Apollo Global, Inc. is a consolidated subsidiary of Apollo Group, Inc., and is a \$1 billion joint venture formed in 2007 between Apollo Group, Inc. and The Carlyle Group, a private equity firm.

Academic Advisor on Educational Program Development

Created, prepared, and taught new innovative Spanish Online Global MBA Program which was rolled into University of Phoenix Online

- Consultant for global expansion
- Reaching Spanish-speaking new markets
- Translation services (English/Spanish)
- New curricula development and evaluation
- Creation of new coursework and lesson plans
- Training & mentoring new Spanish instructors
- Lead Instructor for MBA classes online in Spanish

Strategic Advisor at Roland Sands Design

January 2006 - June 2006 (6 months)

Roland Sands Design (RSD) Spin Off from Performance Machine. While working with Performance Machine on creating the new product line, it was recommended that the lead designer spin-off from the company and establish an independently operated design center to break free from the existing corporate barriers to innovation at Performance Machine. RSD became the newly-formed Design, Research and Development Center for Performance Machine.

- This new organization quickly needed a business plan, finance plan, and organizational structuring plan to present for the strategic investors that included Performance Machine and other industry leaders.
- First Major New Product Project was featured showcase bike for Drag Specialties "Fatbook"
- The newly formed company went on to become the winner of Discovery Channel's Motorcycle "Biker Build-Off." The company's showcase motorcycle called "No Regrets" featured many innovative new products that will be developed for the motorcycle industry.

Strategic Advisor at Performance Machine

January 2006 - June 2006 (6 months)

One of the most successful manufacturers of motorcycle accessories in the industry today. With more than 300 employees, \$40 million in topline sales, and manufacturing operations in Southern California, China, and Europe, this Company is the industry leader for high-performance parts and accessories in the motorcycle industry.

- The Company needed to quickly assess the financial health of the organization and allocate resources to optimize the organization's performance for development of a new product line.
- Responsibilities for this assignment included conducting business performance reviews of all the Company's activities, focusing on business process improvement and quality control and management of its Chinese manufacturing capabilities
- Creating a roadmap for allocating critical capital resources based on the market potential of the new product line, alignment of working capital management with the new product development and supply chain management across three continents.
- Creating New Financing Strategy for integrating R&D with \$800 million investment group

Strategic Advisor at New Blood Movie: Roland Sands

January 2006 - June 2006 (6 months)

New Blood Movie: Roland Sands, “King” Kenny Roberts and the Story Of The V5 Tracker

“King” Kenny Roberts and his prestigious race team provided motorcycle designer Roland Sands one of their MotoGP KRV5 engines - the only MotoGP engine to leave the coveted paddock. Never before had a motorcycle designer had the chance to create a complete custom with such a highly-engineered engine.

- Storyline: It would prove trying, yet fruitful as Sands presented Kenny Roberts with a completed bike at Laguna Seca one year from the time they shook hands on the deal.
- Backgrounder: New Blood details the storied background of both Kenny Roberts and Roland Sands including interviews from MotoGP Champion Nicky Hayden, Arlen Ness, Perry Sands, and Charlie Boorman.
- New Blood provides a glimpse into the creative mind of Roland Sands and incorporates the history of MotoGP racing the drive to deliver this unique motorcycle.

Business Consultant at The RTC Group

January 2006 - May 2006 (5 months)

The RTC Group is the only event production company in the computer OEM marketplace to provide low-cost, high-quality, handshake level leads to industry leading vendors in every major regional market around the world. The nature of shows puts vendors' regional and national sales forces directly in front of serious prospects. The RTC Group also publishes four of the most read publications in the real-time and embedded computer arena. COTS Journal reviews the world of the military electronics acquisition machine. The COTS (Commercial Off The Shelf) initiative has been a revolution in military electronics development, and COTS Journal has led the way. COTS Journal provides in-depth coverage of commercially available embedded technology and its specific use in military electronics and equipment design, alongside analysis of the defense and aerospace industry's ever changing requirements from electronics developers.

Strategic Advisor at Planet Plans, Inc.

October 2005 - May 2006 (8 months)

This fast-growing global Company needed to quickly integrate a newly acquired Indian Development Software Center within its existing business operations. The Company provided SOX and IT solutions for huge multi-billion enterprises around the world. Clients include IBM, The Walt Disney Company, Genentech, First American Mortgage, and Farmer's Insurance.

- Performing strategic analysis, implementation and alignment of global business plan.
- Provided practical advice and solutions to senior executives on how to solve risk and compliance issues with respect to the Sarbanes-Oxley Act of 2002, and Internal Controls for Section 404.

Author at AMACOM Books

September 2002 - May 2006 (3 years 9 months)

Roadmap To Entrepreneurial Success: Powerful Strategies for Building a High-Profit Business

Publisher: AMACOM Books, American Management Association (ISBN: 0-8144-7190-0)

Now Available On Kindle at Amazon.com

Key Testimonials:

Roadmap To Entrepreneurial Success promotes entrepreneurship and provides the necessary tools for both the new and experienced entrepreneur to stay on course and succeed.

- Mark Heesen, National Venture Capital Association

Roadmap To Entrepreneurial Success provides smart, practical and forward looking ideas for addressing the challenges faced by entrepreneurs.

- Robert Hormats, Vice Chairman & Managing Director, Goldman Sachs & Company

Robert W. Price has successfully interwoven relevant business history, strategy, and tactics using a very practical and thought provoking style. This is an entrepreneurial MBA between two covers.

- Warren Packard, Draper Fisher Jurvetson

Written in an amiable style, the book also delivers concise reviews and examples of the entrepreneurial spirit in major companies such as IBM, Microsoft, and Wal-Mart. The author blends it all into a worthy discussion of how-to's for entrepreneurs just starting out.

- Harvard Business School

Roadmap To Entrepreneurial Success is a good checklist of checklists and advice for entrepreneurs.

- Alfred R. Berkeley, III, Former President and Vice Chairman of The NASDAQ Stock Market, Inc.

It is a must read for anyone venturing out on their own and a valuable refresher for those already there.

- Diane C. Swonk, Former Director of Economics, Chief Economist, Bank One Corp.

As a venture capitalist, I listen to hundreds of pitches each year from entrepreneurs seeking advice or capital. Virtually all of them would be better prepared by following Robert's Roadmap.

- Ken Deemer, Co-Founder, Tech Coast Angels

Executive Summit Advisory Board at Frost & Sullivan

July 2003 - April 2006 (2 years 10 months)

Frost & Sullivan invited Robert to be a member of their Executive Summit Advisory Board. Frost & Sullivan is a global leader in strategic growth consulting and produces business events around the world. Robert was featured as a Thought Leader and panelist at their a premiere industry events.

- Medical Devices 2004: 9th Annual Executive Summit

Featured Thought Leader: "Portable and Wireless Device Outlook," Sponsored by Frost & Sullivan, San Francisco, March 2004.

- Medical Devices 2004: 9th Annual Executive Summit

Panelist: "Sourcing Vendors for New Product Development," Sponsored by Frost & Sullivan, San Francisco, March 2004.

- Healthcare/LifeSciences: Opportunities 2003

Featured Thought Leader: "Creating Value in Spin-Offs," Sponsored by Frost & Sullivan, San Diego, November 2003.

- Healthcare/LifeSciences Opportunities 2003

Panelist: "Managing Successful Outsourcing Relationships," Sponsored by Frost & Sullivan, San Diego, November 2003.

Business Consultant at DPAC Airborne

January 2004 - November 2005 (1 year 11 months)

DPAC Technologies' products and packaged subsystems were used by major OEMs in the transportation, homeland security, medical diagnostics and a wide variety of other markets to enable remote data collection and control.

DPAC Technologies became the first company to develop and build 802.11 integration modules and connectivity products for machine-to-machine communication applications.

DPAC's Airborne and AirborneDirect wireless products were used by major OEMs in the transportation, instrumentation and industrial control, homeland security, medical diagnostics and logistics markets to provide remote data collection and control.

The Airborne and AirborneDirect products offered OEMs a reliable solution for applications that required industrial-grade performance with a quick time-to-market. In addition to delivering 802.11 connectivity and interoperability in the only compact module designed to operate across the full industrial temperature spectrum, the products delivered advanced security and other important features like low power modes, a built-in web server and a 5-year warranty.

Business Consultant at DPAC Technologies

February 2003 - November 2005 (2 years 10 months)

Company was experienced at providing a high-yield, quick-turn stocking service in the microelectronics industry with good customer service and retention. Business sector was in Industrial, Defense, Aerospace (IDA). Primarily, these products are sold to military subcontractors, commercial OEMs in the aerospace, military equipment, and customers in other verticals that require high reliability, high density and high performance.

The responsibilities included leading a team of 12 executives and 85 employees, through a complete re-organization of the supply chain, incorporating lean manufacturing techniques, scaling the local production management in Southern California, reviewing new global logistical contracts, and scripting new quality assurance programs. This transformation was about quickly creating and implementing new ways of

thinking, and organizing the entire Company's IDA operations under the new mandates of the Global War on Terrorism. Under President Bush, the U.S. Department of Defense was overhauling the U.S. military and defense establishment to enable it to counter 21st century threats most effectively.

The main product under the Company's re-organization was supplying a multi-million account with Northrop Grumman. The Company's product's included 2x leaded Catalyst Flash ceramic stack for the Apache's Longbow Hellfire AGM-114L Missile. A Joint Venture of Lockheed Martin and Northrop Grumman manufacture the Longbow system comprised of a fire control radar, fire-and-forget Hellfire missile, and M299 launcher. The Longbow Hellfire weapon system provided the Apache attack helicopter with a precision fire-and-forget, all-weather capability against multiple armored threats. The Company received \$15 million infusion of cash and stock, and later merged with another IDA electronics supplier.

Adjunct Professor & Guest Lecturer at Pepperdine University

September 1994 - February 2005 (10 years 6 months)

While studying as an MBA student at Pepperdine University, and as a part of a class assignment, Robert created a business plan that outlined the world's first formal university-affiliated "Bootcamp" for entrepreneurs where working professionals earn a Certificate in 14-weeks instead of a business degree. So innovative was the idea that Pepperdine used his business plan to develop and launch their Entrepreneurial Management Program. Upon graduation Robert was hired by Pepperdine as a consultant, curricula developer, and later was hired as an instructor for this revolutionary non-degree Certificate Program.

- Curricula Co-Developer, and Guest lecturer

- George L. Graziadio School of Business Management MBA Programs and Entrepreneurial Management Program (EMP).

- Pepperdine University School of Law, Center for Entrepreneurship & Technology Law Guest Lecturer: Entrepreneurship, MBA Classes.

Adjunct Professor at California State University, Fullerton

July 2004 - January 2005 (7 months)

As an associate professor, Robert was invited to develop and teach innovative entrepreneurship classes at California State University Fullerton and their Small Business Institute.

- CSUF's Small Business Institute has won over 40 awards for outstanding student consulting to small business owners.

- It won the 1996, 1998, 2001, 2004, 2005, and 2008 National Graduate Case of the Year Award from the Small Business Institute Director's Association.

Business Consultant at Siemens Enterprise Communications

April 2004 - September 2004 (6 months)

Siemens Information & Communications Mobile (ICM)

Assignment was technology transfer and technology management from their "cold storage" of ideas. System and Method for Providing Proximity Based Services using automatic search, discovery and match-making applications and processes. This invention has industrial applicability in the wireless

electronic communications invention industry and in the telecommunications industry. It also has industrial applicability to the advertising and marketing industries, both of which are increasingly making use of social networking and peer-to-peer mobile connections to stimulate commercial transactions. This technology has been referenced by five Google patents.

Strategic Advisor at Asia Pacific - USA Chamber of Commerce

November 2003 - May 2004 (7 months)

Asia Pacific - USA Chamber of Commerce (APUCC) is a non-profit organization established to promote free trade and economic development between the United States and China. The organization facilitates multinational networking that helps their members successfully understand and compete in the US-China marketplace through high quality conferences, trade missions and other member services. Based in Los Angeles, California APUCC assists American executives by providing business services that include quarterly trade missions, workshops, executive briefings, and cultural exchanges.

To accomplish their mission, they conduct the following business activities:

- Gateway to China Trade Missions
- Special Events (Annual Conference - i.e. China Global Conference)
- Executive Business Briefings
- Educational Programs
- Delegations & Networking Events
- China Information Center
- Qualified Partner Search (QPS)

Business Consultant at Tech Coast Angels

November 1997 - December 2001 (4 years 2 months)

The largest formal angel network in the United States. The Tech Coast Angels (TCA) network is the number one source of startup funding for entrepreneurs in Southern California. TCA members have invested over \$100 million in over 155 companies and have helped attract over \$1 billion of additional capital.

- TCA members invest in companies in a wide range of industries, including the life sciences, biotech, IT, services, retail, Internet, financial, software, media, consumer products and tech startups.
- TCA members provide entrepreneurs more than just capital. Members provide counsel, mentoring and access to an extensive network of potential investors, customers, strategic partners and management talent.
- TCA has more than 250 members, including its venture capital affiliates, in five networks in from Santa Barbara to San Diego, including Los Angeles, Orange County, and the Inland Empire.

Business Consultant at McGraw-Hill Higher Education

January 1997 - August 2001 (4 years 8 months)

McGraw-Hill's Higher Education division is the world's largest publisher of graduate level textbooks and publications. Working with McGraw-Hill created the world's first online series of textbooks and educational materials called PowerWeb.

- A password-protected Web site that offers professors a turnkey solution for adding the Internet to a course.
- With over more than 125,00 subscribers, the PowerWeb site provides students with current articles from Annual Editions, curriculum-based materials, weekly updates with assessment, informative and timely world news, refereed Web links, research tools, student study tools, interactive exercises, and much more.
- PowerWeb was chosen to receive The McGraw-Hill Companies Corporate Achievement Award in Innovation from Terry McGraw, Chairman, Vice President, and CEO. This is one of the highest honors within the corporation.

Adjunct Professor at DeVry University

June 1996 - May 2001 (5 years)

DeVry-Keller Graduate School of Management

- Faculty Member for Masters Business Administration (MBA) programs.
- New Product Management
- Business Planning Seminar
- International Business Strategy
- International Financial Management

Strategic Advisor at Pictage, Inc.

June 1999 - December 1999 (7 months)

Pictage is the nation's leading provider of online wedding photography solutions to professional wedding and portrait photographers. Originally an entrant at the UCLA Knapp Business Plan Contest. The company grew from an idea at UCLA to a profitable company with over \$40 million in revenue in ten years. In 2006 Pictage sold a majority stake to global private equity firm Apax Partners for \$29 million resulting in an average cash return for Pictage investors of 3X. Apax Partners, an original investor in Apple Computer and America Online (AOL) is one of the world's leading private equity investment groups. After the Apax transaction revenue doubled over the next three years. The company currently serves over 12,000 of the world's best professional wedding photographers.

Adjunct Professor at ITT Technical Institute

June 1996 - September 1999 (3 years 4 months)

Lead Instructor, Curricula Advisor

Committee Board Member: The Industrial Design Program, CAD/CAM Program, and Bachelor's Program.

Lead instructor:

- Industrial Design and New Product Development
- New Product Design and Development
- Engineering and Cost Analysis
- Ergonomics and Human Factors Engineering

Strategic Advisor at Smart Online

April 1997 - August 1998 (1 year 5 months)

- Smart Online, Inc. the first Software-as-a- Service (SaaS) for entrepreneurs and emerging growth companies.
- The Company successfully completed their initial public offering (IPO) in 2005, achieved a marketing capitalization of \$150 million, and was listed on the NASDAQ stock market in April 2006.
 - The Company's solutions were sold to more than 4 million customers through private label syndication on Fortune 2000 corporate Web sites, including JPMorgan Chase, Union Bank of California, BusinessWeek, Fast Company, and Inc. magazines, and through OEM distribution deals with Dell and Gateway Computers.
 - Investors include Compaq, IBM, and Apollo Management, and various angels.

Business Consultant at Bolton Insurance

June 1997 - December 1997 (7 months)

- Bolton & Company is well known for its leading-edge insurance products.
- Assignment was to develop key strategies for the new online financial service called InsurePoint, an innovative joint Internet venture with Atlantic Mutual Insurance Companies.
 - This project became part of the Permanent Research Collection on Information Technology at the Smithsonian's National Museum of American History, as one of the most significant technology advances in the insurance arena.
 - In their selection of the top 100 e-business sites on the Net, InfoWorld Magazine recognized InsurePoint as one of the top ten. InsurePoint was named Risk & Insurance magazine's "Top of the Line" choice for best new risk management products and services in 1997.
 - In addition, Insurance & Technology magazine identified InsurePoint as one of the "Most Innovative Insurance Websites" of 1998.

Business Consultant at Society of Automotive Engineers (SAE)

January 1996 - June 1997 (1 year 6 months)

- Invited by the Society of Automotive Engineers (SAE) to present his paper entitled, "Measuring Consumer Response to Environmental Pricing in the Automotive Industry."
- Featured at the Chrysler Innovation Center in Detroit, Michigan, Society of Automotive Engineers, International Congress and Exposition
 - Paper attempts to help new product managers understand, measure, and control key environmental issues; in product design, new product development, and total life cycle management. The intent of this paper is to help answer this challenging question: How can new product managers establish and evaluate profitable environmental pricing points throughout their product's total life cycle.
 - Paper about consumer pricing and recycling for the global automotive industry later won an industry award for most innovative paper presented.

Business Consultant at Rockwell Scientific

September 1995 - October 1996 (1 year 2 months)

- Rockwell International was one of the largest military/defense suppliers to the United States. Consulting assignment for technology transfer and commercialization of technologies that were originally created for military applications.

- Utilizing plasma-arc technology that used for destroying nuclear-biological-chemical (NBC) warheads left over from the collapse of the Soviet Union, Robert created the world's first "medical waste appliance" for destroying medical waste found in hospitals and medical clinics.
- For his work he was honored by the Appliance Manufacturer Magazine, and the Association of Home Appliance Manufacturers.

Program Instructor at Cerritos College

May 1995 - September 1996 (1 year 5 months)

Composites Training Center (CTC)

Advanced Composite Materials (ACM) Program

- Strategic Planning
- New Product Development

The Cerritos College Composites Technology Center in Norwalk, California is well prepared to serve the needs of those who are new to the composites industry as well as the experienced professionals. Sponsored by The Navy Center of Excellence for Composites Manufacturing Technology, the Center provides a national resource for the development of expertise and dissemination of information on composites manufacturing technology through composite-related course work and 20 annual technical seminars open to industry. Utilizing true factory "manufacturing cells" to demonstrate the various composite technologies and by assisting industry in its first steps into the use of composites through a "test bed" operation, the CTC seeks to lower the initial risks of adopting a new technology.

Strategic Advisor at Roush Racing

August 1995 - March 1996 (8 months)

Jack Roush is one of the most successful entrepreneurs in the world of motorsports today. Working as a key strategic partner with Ford Motorsports, Roush is the owner of one of the most successful NASCAR teams with more championships than any other race teams.

- Long-time Roush driver Mark Martin entered his 19th season in 2006 as a true legend with the sport.
- Roush Racing Performance utilized advanced composite materials and know-how resources from military and aerospace industries to create new products.
- The Company created innovative accessories and helped Ford launch customized versions of the Mustang sedan and the F150 pickup truck.
- The Ford F150 became the most popular motor vehicle in the U.S.

Strategic Advisor at National Technology Transfer Center (NTTC)

January 1994 - September 1995 (1 year 9 months)

The National Technology Transfer Center (NTTC) was established by Congress in 1989, NTTC offers technology assessment services and develops lasting partnerships among industry, academia and government agencies.

- Prepared the first online strategy and business strategy for NASA technology transfer Web site.
- Originally worked in Mosaic software applications, which later became known as Netscape.

- The NTTC provides access to federal technology information, technology and market assessment services, technology marketing and assistance in finding strategic partners.
- The NTTC fosters relationships with federal clients, showcases technologies and facilitates partnerships between clients and U.S. industry.
- The NTTC serves an impressive array of federal agencies and private sector organizations, ranging from small companies to Fortune 500 enterprises.
- Several universities, through a partnership between the NTTC and the Association of University Technology Managers, have been clients as well.

New Product Consultant at Sunshine Makers Inc./Simple Green

June 1989 - September 1994 (5 years 4 months)

Creators of Simple Green Cleaners

- Assignment was developing and launching new line of industrial cleaners leveraging Simple Green product
- New products included: Simple Green disinfectant, All-Purpose Wipes, and Safety Towels

Consultant to CEO & Chairman on creation of EGBAR foundation for social cause marketing. EGBAR is an acronym for Everything's Gonna Be All Right.

- The company contributes a percentage of its annual sales of Simple Green products to the EGBAR Foundation.
- The Foundation's basic goals are to: educate children throughout the world about the importance of protecting the environment; create greater awareness of community environmental clean-up needs; challenge all segments of the community to be responsive to these needs; and raise funds to affect action on projects that address these needs.

Business Consultant at 24 Hour Fitness

May 1986 - March 1994 (7 years 11 months)

Family Fitness Centers

Lead New Club Development Expansion and New Club Design

- Created the first preventative maintenance programs for fitness equipment to support growth strategies
- Integrated expansion plans with all major major brands of fitness equipment Nautilus, LifeCycle, Hammer Strength, Stairmaster, Cybex
- Led all purchasing, financing and leasing plans of fitness equipment
- Led all design and layout of new locations

In 1994 investment banking firm McCown DeLeeuw & Co. acquired Family Fitness Centers chain and the 24 Hour Fitness was born. 24 Hour Fitness has since grown to more than 385 clubs in 16 states and become the largest privately owned and operated fitness center chain in the United States and world. In 2004, 24 Hour Fitness became the first official fitness center sponsor of the 2004-2008 United States Olympic teams. Also in 2004, 24 Hour Fitness was ranked #1 in Club Industry's Top 100 list. 24 Hour Fitness also had a remarkable showing making the Forbes Top 500 Largest Private Company List in 2000, 2001, 2002 and

2005. In May 2005, 24 Hour Fitness entered into an equity partnership with the New York-based private equity firm Forstmann Little & Co. The \$1.6 billion acquisition affirmed 24 Hour Fitness' reputation as a leader in the fitness industry.

Business Consultant at NASA

March 1984 - April 1986 (2 years 2 months)

New Product Consultant To NASA

- Studying bone loss in space exploration
- Designed new fitness equipment for zero-g environment.
- Developed "HIT" (high-intensity-training) protocols for fitness training in space
- Established specifications and outlined "dual-use" application of SBIR research grants on Earth for prevention of bone density loss and osteoporosis
- Fitness equipment was demonstrated in Smithsonian Air & Space Museum in 1994

Motocross Racer at Derbi, Nacional Motor S.A.

February 1983 - September 1985 (2 years 8 months)

Professional Motocross Racer

Nacional Motor S.A. (Derbi), based in Barcelona, Spain

Now business unit of Piaggio, Italy

Competition Trials Rider at Italjet Moto

January 1982 - September 1985 (3 years 9 months)

- Italjet Moto from Italy created a specialty trials motorcycle based on the world champion bike Bultaco Sherpa.
- Bernie Schreiber, USA world champion in trials, helped develop this classic motorcycle.
- Responsibility included competing in nation-wide trials competitions
- Setting up dealer network
- Refining new products and new product ideas

Entrepreneur at Racing Specialties

March 1977 - September 1985 (8 years 7 months)

Designed and manufactured custom racing accessories and preparing motocross race bikes

- Established "Team RS" for Motocross and BMX
- Created tricked out parts in metal shop and sold them at the MX tracks
- Owned and tricked out numerous motocross bike
- Also sold racing gear equipment and supplies at MX tracks
- traveled throughout Europe to trade show for new products to bring to USA
- worked with Sinisalo MX gear from Finland
- worked with M Robert Gear from Italy

New Product Consultant at BZ Bodyboards, Inc.

January 1984 - April 1985 (1 year 4 months)

- Launching new product line and new brand
- The company was started in 1984 and has been going strong ever since.
- Today BZ Bodyboards is considered one of the most popular professional bodyboard brands in the world.
- Their boards are the most technical of their kind.
- The high-end BZ bodyboard is made out of polypropene and can range from \$150 to \$280.
- They sponsor top name riders all around the world, including World Champ Jeff Hubbard.

Business Consultant at Tunturi Fitness

October 1978 - February 1985 (6 years 5 months)

Based in Turku, Finland Tunturi fitness equipment is now sold world-wide in more than 40 countries. Tunturi offers most advanced and motivating fitness equipment available. Tunturi is not only one of the globally best-known and leading fitness brands, it's actually the very origin of the fitness industry. Legendary Tunturi W1 ergometer was introduced in 1969, which led the way to the indoor fitness industry as we know it today. Ever since, Tunturi has been a pioneer in fitness solutions often with unique patented features for more effective, motivating and safe training.

- Lead Importer/distribution services in USA
- Launching name and new products in the United States
- Established service programs with leading fitness centers

Moto-Journalist at Independent Photographer

January 1975 - December 1984 (10 years)

Magazines included: Motocross Action, Moto-Cross, Solo-Moto. Capturing vintage motocross stars and the era of outdoor motocross racing. Photos of greats like: Roger DeCoster, Bob Hannah, Broc Glover, Donnie Hansen, Jim Gibson, Hakan Carlquist, Gerrit Wolsink, Chuck Sun, Marty Smith, Tony-D, Warren Reid, Jean Michel Bayle and many more. Followed motocross teams: Honda, Suzuki, Yamaha, Kawasaki.

Strategic Advisor at Derbi, Nacional Motor S.A.

July 1982 - September 1984 (2 years 3 months)

Strategic and Business Consultant

New Product Consultant

Nacional Motor S.A. (Derbi), based in Barcelona, Spain

Now business unit of Piaggio, Italy

Helped launch Derbi Motors into USA

Scooters, Mopeds and Light 2-stroke Motorcycles

Established North America launch and dealer network

Helped place moped, Derbi Variant model, in movie "Wargames"

Strategic Advisor at Indian Motorcycle Company

February 1980 - September 1984 (4 years 8 months)

Project was re-launching the greatest name in motorcycle industry.

- Working with private equity investors prepared market research, business plan, new product development
- Represented Indian Motorcycle Company on Motorcycle Industry Council (MIC)
- In September 2006 Indian Motorcycle received \$30 million in order to re-launch the brand

Courses

Advisor & Online Mentor

GCASE - Global Entrepreneurship Program

Roadmap To Entrepreneurial Success

Adjunct Professor

Brandman University - Chapman University System

Self, Systems and Leadership

Entrepreneurship

Adjunct Professor

Chapman University

Roadmap To Silicon Valley - Travel Course

Entrepreneurial Finance

History of Entrepreneurship in USA

Adjunct Professor

University of Phoenix

MBA - Technology Management

Honors and Awards

George Pepperdine Waves of Service Award

Pepperdine University

2015

The Waves of Service Awards is presented to a community leader for outstanding acts of sacrificial giving.

Honorees exemplify legacy, entrepreneurial spirit of Pepperdine University founder George Pepperdine. The

Waves of Service Awards is presented to a community leader for outstanding acts of sacrificial giving.

Pepperdine University - Community Service Award

Pepperdine University

2015

The Community Service Award is presented to a member of the George Graziadio Business School family for displaying unwavering dedication to community service.

Ernst & Young Entrepreneur of the Year Program

Ernst & Young, LLP

June 1999

He is a life-long serial entrepreneur and a supporter of entrepreneurship, and was honored as a semifinalist in the Ernst & Young Entrepreneur of the Year (EOY) Program.

Chapman University - Top Entrepreneurial Programs

Entrepreneur Magazine - Princeton Review

2011

The George L. Argyros School of Business and Economics at Chapman University is among the top 30 private institutions in the United States.

Brandman University - Best Online Programs MBA Entrepreneurship

The MBA program at Brandman University emphasizes sustainability and innovation, along with ethics and corporate responsibility.

Brandman University - Best Online Education Programs

Ranked as one of the Best Online Education undergraduate programs by U.S. News & World Report.

The McGraw-Hill Companies Corporate Achievement Award in Innovation

The McGraw-Hill Companies

January 2001

His PowerWeb Project was chosen to receive The McGraw-Hill Companies Corporate Achievement Award in Innovation from Terry McGraw, Chairman, Vice President, and CEO. This is one of the highest honors within the corporation.

SIIA Annual Codie Awards

Software & Information Industry Association's (SIIA)

May 2008

The awards honor outstanding achievement and vision in the software, digital content, and education technology industries.

McGraw-Hill Online Learning won the awards for the "Best Postsecondary Course or Learning Management Solution" category and the "Best Postsecondary Instructional Solution" category.

Smithsonian's Permanent Research Collection on Information Technology

Smithsonian's National Museum of American History

March 1998

Web site project was placed at the Permanent Research Collection on Information Technology at the Smithsonian's National Museum of American History.

Forbes Best of the Web Entrepreneurs List

Forbes Magazine

July 2006

Smart Online Inc. is a pioneer of Web-native applications, offers a private-label syndicated online business platform that enables Web delivery of applications and services used to start and grow small businesses. In 1999, Smart Online converted its business applications to a Software-as-a-Service (SaaS) Web delivery model.

Winner Biker Build-Off

Discovery Channel

June 2006

Winner of Discovery Channel's Motorcycle "Biker Build-Off." The company's showcase motorcycle called "No Regrets" featured many innovative new products that will be developed for the motorcycle industry.

Environmental Studies - Auto Industry Award Most Innovative Paper

Society Of Automotive Engineers (SAE)

February 1996

"Measuring Consumer Response to Environmental Pricing in the Automotive Industry."

Paper about consumer pricing and recycling for the global automotive industry

Presented at the Chrysler Innovation Center in Detroit, Michigan

Society of Automotive Engineers, International Congress and Exposition

Publications

Amazon Booklist

Authors: Robert W. Price

He has written or edited more than a dozen books. His books are required reading at Harvard Business School, Stanford University, UCLA, USC, Wharton, Caltech, Indiana University, New York University and many more leading universities and colleges around the world. His work has been translated into more than 10 languages.

Roadmap to Entrepreneurial Success

Amacon Books

Authors: Robert W. Price

Roadmap To Entrepreneurial Success will help the new and experienced entrepreneur to stay on course and succeed. Each step of the Entrepreneurial Lifecycle, from start-up phase to harvest, is succinctly detailed, providing you only the key steps that are vital to your success. Using our exclusive "Roadmap to Entrepreneurial Success" we have helped entrepreneurs raise over \$100 million.

Entrepreneurship

McGraw-Hill Higher Education

Authors: Robert W. Price

Entrepreneurship, 6/e with FREE Annual Editions: Entrepreneurship, 6/e CourseSmart eBook

Our books and materials are used in the Top 10 of the best graduate programs in the USA that teach entrepreneurship, and 8 of the Top 10 best undergraduate programs in the USA that teach entrepreneurship.

Start Up Secrets from A Serial Entrepreneur - Brandon Mills

Forbes

Authors: Eric T. Wagner, Robert W. Price

Brandon has an entrepreneurial resume to drool over. Co-founder of a company named SocialVibe with 2 other buddies. He raised \$44.5 million in capital for their start-up and exited. Started his second company BlockBeacon, raised money from angel investors, and then sold that company. And all before the age of 30.

News Flash for Entrepreneurs - Learn from the Best at GCASE

Forbes

Authors: Eric T. Wagner, Robert W. Price

The world's first online global entrepreneurship program. Now it's simple and easy to take online courses created and led by renowned experts in the field of entrepreneurship. The program is open to every person on Earth. Using their exclusive Roadmap to Entrepreneurial Success they have helped entrepreneurs raise over \$100 million.

Measuring Consumer Response to Environmental Pricing in the Automotive Industry

Society of Automotive Engineers, International Congress and Exposition

Authors: Robert W. Price

Featured at the Chrysler Innovation Center in Detroit, Michigan.

The intent of this paper is to help answer this challenging question: How can new product managers establish and evaluate profitable environmental pricing points throughout their product's total life cycle. Won an industry award for most innovative paper presented.

RacerX Motocross - Where are they Now: Georges Jobe

Authors: Robert W. Price

Five-time World Motocross Champion Georges Jobe is one of the giants of Grand Prix motocross. Racing professionally from 1979 until 1992, Jobe won five World Championships during his career. Photo Credits - AxleNut Vintage MX Photos

Volunteer Experience

Mentor & Presenter at Inventor's Forum

2011 - Present

Mentor & Presenter at UCLA Entrepreneur Association

2004 - Present

Mentor & Advisor to Entrepreneurship Programs at Organization of American States

2008 - Present

Mentor & Advisor to Entrepreneurship Programs at USAID

2010 - Present

Technology Executive Committee at Orange County Hispanic Chamber of Commerce

June 2013 - Present

Organizations

TEDx

National Venture Capital Association (NVCA)

Angel Capital Education Foundation

Tech Coast Angels

Business Angels Finland

National Business Incubator Association

Motorcycle Industry Council (MIC)

Education

Pepperdine University, The George L. Graziadio School of Business and Management

MBA, Entrepreneurship, 1994 - 1996

The Ohio State University

BA, International Studies, 1980 - 1984

Activities and Societies: Played collegiate soccer, left wing; Spanish Club, French Club, German Club,

University of California, Los Angeles - The Anderson School of Management

Executive Education - Director's Program and Corporate Governance, 2001 - 2002

Art Center College of Design

New Product Design, 1988 - 1990

Patents

System and method for providing proximity based services using automatic search, discovery and match-making inventions and processes

United States Patent Application PCT/US2004/021134

Inventors: Simon Davidof, Robert W. Price

Certifications

Google AdWords Professional

2015

QuickBooks Online ProAdvisor Program

2013

QuickBooks Accounting Software Professional

2013

TurboTax Software Professional

2013

Languages

English

(Native or bilingual proficiency)

Spanish

(Native or bilingual proficiency)

German

(Limited working proficiency)

French

(Limited working proficiency)

Interests

entrepreneurial capitalism, Spanish, German, French, motorcycles, motocross, mountain biking, skiing, photography, travel

Skills & Expertise

Sports & Fitness

Entrepreneurship

Start-ups

Strategy

Strategic Partnerships

Business Strategy

Leadership

Business Planning

Venture Capital

Strategic Planning

Management

Marketing

Product Management

Market Research

Social Networking

E-commerce

Blogging

Online Marketing

Public Speaking

Strategic Thinking

Program Management

Published Author

Management Consulting

Marketing Strategy

Executive Management

Business Development

Consulting

Training

Entrepreneurial Finance

Spanish

International Business

New Business Development

Mergers & Acquisitions

Enterprise Software

Competitive Analysis

Finance

Leadership Development
Product Development
Sales
Nonprofits
Analysis
Online Advertising
SaaS
Strategic Consulting
Operations Management
Market Analysis
Event Management
Small Business
Fundraising

Robert W. Price

Global Entrepreneurship Institute | Executive Director

linkedin@gcase.org



5 people have recommended Robert W.

"I am a student entrepreneur and have found the GCASE Online Incubator a great resource for me and would recommend it to any one who is interested in starting a company. I have found the resources to be most helpful because they are broken down by stages of the company, allowing a clear path for me to see what's the next milestone. I also like that there are article and videos from many successful entrepreneurs that bring to life the different topics. There is a lot of good info on the web but this brings the best of it together in one place."

— **Jordan Escoto**, was Robert W.'s client

"Robert W. Price is an excellent professor with expert knowledge of the start-up and venture capital community. I had the pleasure of taking both the Entrepreneurial Finance and Silicon Valley road trip classes with Professor Price and as a result of the experience have had the confidence to start my own business. His knowledge and expertise of both the history and process of the industry make him a must know for any prospective entrepreneur."

— **Adam Miller**, reported to Robert W. at Chapman University

"I had the pleasure of having Mr. Robert Price as one of my entrepreneurial professors while I was an undergraduate student at Chapman University. I can honestly say that Professor Price provided some of the most essential advise that any aspiring entrepreneur would want to know. It's not only his knowledge, but his passion for entrepreneurship that really sets him apart from other professors. If anyone is looking to start their own business then I would definitely recommend that they speak with Robert Price because he can provide a plethora of invaluable information."

— **Alvaro Berrios**, reported to Robert W. at Chapman University

"Professor Robert Price's passion and enthusiasm for entrepreneurship shows through his teaching. He made extra time for students if necessary and could always be seen on campus, huge smile in place, giving students guidance on business plans or other assignments. By bringing in guest speakers and through case studies, professor Price's class provided his students with a current perspective on business."

— **Alissa Lentz**, was a consultant or contractor to Robert W. at Chapman University

"Robert's advice was great! He helped us prepare our business plan and our financing strategies. Robert also taught me things about Entrepreneurial Ventures that I didn't cover in Business School."

— **Mike Himley (PMP, MBA)**, was Robert W.'s client

[Contact Robert W. on LinkedIn](#)