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Short Biography  
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## **Norman P. Smothers, Ph.D.**

### Short Biography

I'm experienced manager with 15+ years experience with startups, entrepreneurs, and related programs. I co-founded and chaired both the CSUEB *New Venture Alliance* and the *Technology Transfer Executive Program*—working with scientists, engineers, and managers in National Laboratories *and* industry.

I enjoy working with technology firms and new venture teams. I have worked with firms ranging from established firms such as Apple Computer, to totally new startups. My experience includes:

- Over 15 years academic and business experience related to technology new ventures
- Personally led (as co-founder) one public offering, several private offerings, and I have helped write or pitch 100s of business plans
- Experienced in structuring deals, raising capital, and mobilizing resources and support
- Served as Director of 3 Programs (New Ventures, Tech Transfer, Exec Development)
- 9 peer-reviewed publications, plus many other published contributions
- MBA and Ph.D. in Business from *University of California, Berkeley* (ranked as the #1 Business School in USA by *The Economist*)
- BS and ME in Electrical/Computer Engineering from *University of Kansas*

My consulting clients include: Apple Computer, AT&T, Radius, Sprint, Scient, Dataquest, Nippon Steel Corp. (Japan's 3rd largest steel company), Japan Energy Corp. (Japan's 5th largest energy firm), Lawrence Livermore National Labs, the U.S. Federal Lab Consortium, U.S. Dept. of State, Alameda County, City of Oakland, City of Pleasanton, the High Tech Center (incubator facility), Entrepreneurship Center, United Way, many startups and high technology ventures.

I am a Professor of Business at California State University East Bay. My academic research is focused on helping technology firms to systematically leverage best practices to build value, deploy innovations, and accelerate growth.

I'm confident I can add value in a number of ways.

## A Brief Summary:

- Education**
- Ph.D. & MBA in Business  
Walter A. Haas School of Business; University of California, Berkeley  
(Ranked as the #1 Business School in America in 2009 by the *Economist*<sup>1</sup>).
  - ME and B.S. in Electrical/Computer Engineering  
University of Kansas, Lawrence
- Academic Positions**
- 1990- Professor of Business  
California State University East Bay (AACSB accredited)
  - Director of various Programs
  - 1984-1990 Adjunct Professor of Entrepreneurship  
Walter A. Haas School of Business; University of California, Berkeley
- Teaching**
- Have taught Marketing, Strategy, Entrepreneurship and other classes at Undergraduate, MBA, and Executive levels--on campus and worldwide
  - Outstanding teaching evaluations
  - Served as Director of three Executive Programs
- Research & Publications**
- Nine peer-reviewed academic articles published
  - Many other academic conference papers, books, presentations, colloquy, lectures, and seminars
  - Grants—experienced as principal, associate, and proposal writer
- Professional Practice in Industry**
- Active in industry as a consultant—clients have included Apple Computer, Japan Energy, United Way, and many startup firms
  - Served as interim President/CEO of two firms
  - Led private and public offerings to raise equity capital
  - Former Director of Strategic Planning at Warner Communications, Inc.
- Service**
- Sam Walton Fellow, SIFE
  - Served as Chair or member on many, many University committees
  - Organized several outreach and regional development programs which generated significant positive response.

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<sup>1</sup> *Economist*, <http://www.economist.com/business-education/whichmba/>, October 16th 2009.