

SEMINAR ANNOUNCEMENT - APRIL 28, 2015

LEADING A GROWING ENTERPRISE

ABOUT LITE

The mission of the Laboratory for IT Entrepreneurship (LITE) is to promote entrepreneurship in Information Technology across the Mason community and guide IT ventures from idea to launch.

WHAT WE OFFER

- Seminars & Workshops
- Advising
- Competitions
- Funding
- Courses
- Opportunities to connect
- Access to resources



For questions, email
lite@gmu.edu

SPEAKER: Brian Greenwald, IT Entrepreneur & Former President, Premium Rx

DATE: Tuesday, April 28, 2015, 1pm - 2pm

LOCATION: Engineering Building, Room 4801, Fairfax Campus



Pizza will be served, sponsored by the **GMU Inventors Club**

ABSTRACT

An entrepreneur needs an idea, resources, and a technical edge to succeed, but those things alone are not enough. Unless the business can be run without the help of others, leadership is required to set the tone, inspire progress towards a broad vision, and retain top-tier talent. Mr. Greenwald will draw upon both his experience growing an organization as well as the research on effective leadership to offer a perspective on establishing the leadership presence, shared vision, and management systems that enable a young business to grow.



SPEAKER INFORMATION

Brian Greenwald is an Executive Coach and Co-Founder of a new, "stealth mode" technology-based start-up. Prior to his current company, he was the Co-Founder and President of Premium Rx National, a national pharmaceutical wholesale distributor, for over 5 years. His career has spanned the biopharmaceutical industry, from publishing original research in neural engineering to developing DTC marketing strategies in big pharma and providing strategic consulting advice to health care organizations and government agencies. Mr. Greenwald earned an A.B. in Chemistry from Princeton University and an MBA from the Stanford University Graduate School of Business with a focus in entrepreneurship, interpersonal dynamics, and leadership. His training as an executive coach was completed at Georgetown University and the Coaches Training Institute (CTI).