

SEMINAR ANNOUNCEMENT - FEBRUARY 26, 2016

MARKETING YOUR BUSINESS IDEA

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: Suresh Shenoy, Alyx Technologies

DATE: Friday, February 26, 2016, from 2:30pm to 3:30pm

LOCATION: Robinson Hall, Room B111, Fairfax Campus

JOINTLY SPONSORED BY C2MW (CLASSROOM TO MAKER'S WEEK)

ABSTRACT

Having a solid business idea is a good start, but, in order to be successful, entrepreneurs must be able to effectively market their new products or services. In a world where people are constantly bombarded with new ideas, inventions, and a myriad of new products and services, this skill is critical to stand out from the crowd and convince people to buy into you and from you. Mr. Shenoy will provide an overview of the most effective strategies and practices to successfully market your business — and achieve long-term success.

SPEAKER INFORMATION

Mr. Shenoy served as the Executive Vice President of IMC, which was sold in September 2014, but his group retained part of the operations under the name of Alyx Technologies. He also served as Chairman of the National Capital Region chapter of the American Red Cross and on the boards of Kevric Company, IMC Global Services, Fairfax County Information Technology Advisory Committee, Capital IIT Alumni Association and Fairfax County Chamber of Commerce. Prior to joining IMC, Mr. Shenoy was a partner at Maridyne International, an international marketing company. After selling Maridyne, Mr. Shenoy owned and operated Northeast Investment Casting. Mr. Shenoy holds a Bachelor's degree in Engineering from the Indian Institute of Technology and an MBA from the University of Connecticut. He serves as an adjunct faculty in the School of Engineering at George Mason University.