

# 2019 Innovation & Entrepreneurship Global Immersion Program

2019 暑期全球大学生创新创业交流实践项目

Duke Kunshan University & Duke University

主办方：昆山杜克大学 支持方：杜克大学



昆山杜克大学&杜克大学

2019 暑期全球大学生创新创业交流实践项目

Innovation & Entrepreneurship Global Immersion Program

Admission Guideline

July 21-August 9, 2019 (3 weeks)

Phase 1: Duke Kunshan University: July 21- 27, 2019

Phase 2: Duke University: July 28- August 9, 2019

## 2019 暑期 全球大学生创新创业交流实践项目

### 2019 Innovation & Entrepreneurship Global Immersion Program

July 21-August 9, 2019

#### Program Overview:

Innovation & Entrepreneurship have been given great attention within world's two largest and most dynamic economies. Innovation is about how new ideas are translated into new products and services and how new business models are created. Entrepreneurship is about how individuals together create new business value by mobilizing capital and taking risk.



With cross boundaries economic development and increasing newly e-business models, the college students are facing a critical challenge in exploring their individual values and career opportunities in the dynamic development and potentials of globalization. The program will provide a global overview of key trends regarding cross-border innovation and entrepreneurial activity, and offer students useful guidance about the successful creation and early execution of a new venture. The students in this program will specifically learn the fundamentals of new venture business management and analysis, key operational tools and practical experience regarding creating viable business models for start-ups.

The overall length of the program is three weeks (July 21- August 9, 2019), including one week at DKU and two weeks at Duke University. During the first week at DKU, students will attend lectures on strategic planning & innovation, entrepreneurial leadership, introduction to high-tech and technology transfer, cost benefit analysis and green entrepreneurship, and venture capital investment in China. Along with the academic lectures, students will be provided with access to several entrepreneurial situations by visiting manufacturing firms, high-tech companies and start-ups, and venture capital funds. Students will get an overview of a variety of enterprises via discussions and interviews with enterprise managers and administrative staff.

The 2-week learning at Duke will teach students marketing, finance and business planning within the context of forming a start-up. Core concepts include establishing a value proposition; identifying an opportunity; intellectual property and technology management; marketing & financing a start-up; and exiting a company. The program has a technology focus, but many of the concepts apply to any start-up activity. Students will form teams to go through all the steps required to form a business, stopping short of executing legal agreements to do so. The experience is an ideal springboard for students who want to start a company or be part of an early-stage company in the future.

The program will be discussion-oriented requiring a high degree of participation by students in the classroom and site visits. Upon successful completing of the program, participant will receive a certification of attendance jointly delivered by DKU and Duke University, as well as an official transcript with two credits issued by Duke Kunshan University.

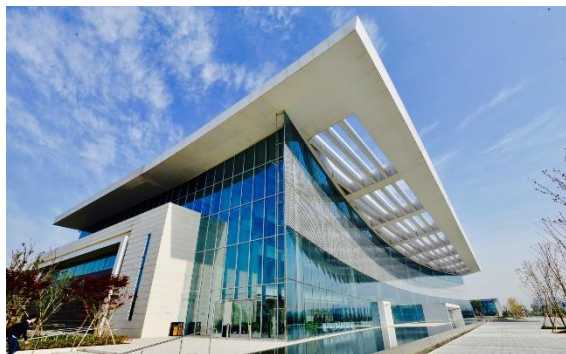
## What participants will learn during the program?

- **The Nature of Innovation and Business Development:** students will focus on learning about the nature and fundamentals of innovation and start-up companies as well as understanding the opportunities and challenges of the increasingly globalized world economy. Students will study how to develop an innovative mind-set tied to creating new businesses, enterprises, and organizations in the context of the global market.
- **The Dynamic Role of Entrepreneurship and Start-ups:** within our experience-based learning environment, students will analyze the failures and successes of companies, and learn to evaluate business opportunities with a set of tools provided by the various instructors. Students will demonstrate their ideas and analyses about the requirements for launching and growing a new entrepreneurial venture.
- **Green Entrepreneurship and International Trade:** students will learn cost benefit analysis in green economies, and obtain an overview of various pathways associated with doing business in China and worldwide. Instructors also will provide opportunities for exploring the interaction between the Chinese economy and global economy. A variety of theoretical models associated with international trade and global entrepreneurial policies also will be emphasized in the course.
- **Strategic Business Planning and Marketing:** students will be introduced to a series of up-to-date business models and business proposals. Instructors also will encourage students to implement the knowledge and practical experience that they have achieved in this course to map out their own business plans and develop relevant marketing strategies.
- **Financial Planning & Legal Communication:** the instructors will help students develop analytical tools (e.g. risk management, portfolio diversification, financial fragility, etc.) for understanding banking issues and financial instruments. Students will also promote their language skills in legal communication.

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**Benefits for attending the program:**

- Since the program will be conducted at both Duke Kunshan University and Duke University, participants will achieve a great global learning experience in both China and US;

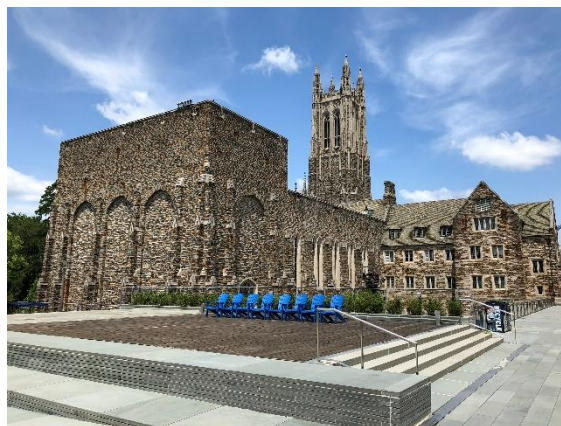
**About Duke Kunshan:**

Duke Kunshan University is a highly selective research-oriented, liberal arts and sciences university located in China, whose primary mission is to enable students from around the world to lead purposeful and productive lives. With heavy commitment to developing global citizens through “rooted globalism”,

DKU embodies multicultural collaboration in providing students a global learning environment and delivering Duke-standard academic programs designed to address society’s future needs through a curriculum based in the liberal arts tradition.

**About Duke University:**

Duke University is a private, non-profit, research university located in Durham, North Carolina. Founded by Methodists and Quakers in the present-day town of Trinity in 1838. Duke University ranks number 8 among all the U.S. universities in 2015-2018, and Duke is the youngest top-10 university in the U.S. renowned for its culture of innovation, interdisciplinary approach to research and teaching and global vision. As of 2018, 13 Nobel laureates and 3 Turing Award winners have been affiliated with the university. Further, Duke Alumni include 40 Rhodes Scholars and 25 Churchill Scholars.



- During the first week in Kunshan, China, participants will learn about innovation and entrepreneurship development through lectures and field trips.



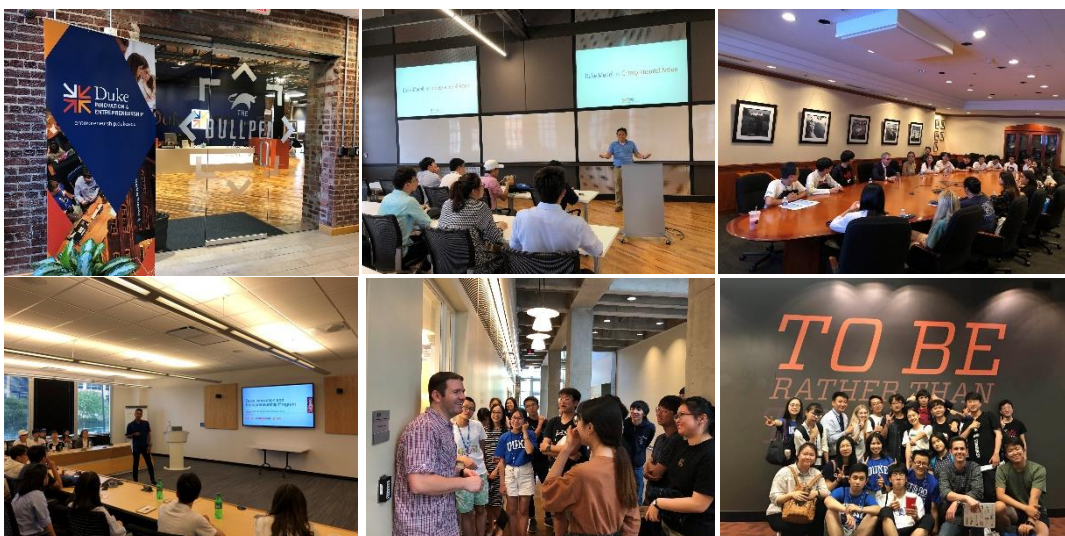
In addition to lectures on leadership, strategy and innovation, students will visit traditional manufacturers, high-tech companies, start-ups and venture capital funds, to get an overview of a variety of enterprises and start to learn how to evaluate opportunities.



- The 2 weeks at Duke University will focus on the successful creation and early execution of a new venture. Students will learn about marketing, finance and business planning within the context of forming a start-up. Core concepts include establishing a value proposition; identifying an opportunity; intellectual property and technology management; marketing & financing a start-up; and exiting a company.



- The program is highly discussion-oriented and requires a high degree of participation by students in the classroom and during site visits. Upon successful completion of the program, each participant will receive a certificate of completion jointly provided by DKU and Duke University, as well as an official transcript with two credits issued by Duke Kunshan University.



## Program Instructors:



**Denis Simon**  
Executive Vice Chancellor  
Duke Kunshan University



**Jesko von Windheim**  
Vice Dean, Nicolas School  
Duke University



**Junjie Zhang**  
Associate Professor  
Duke University & DKU



**Youngnam Han**  
Professor & Director of 5G WISE  
Korea Advanced Institute of Science  
and Technology



**Don Snow**  
Professor & Director  
Language Training Center



**Stephen Brooks**  
Adjunct Professor  
Duke University  
Industry Consultant in NC



**David Koester**  
Adjunct Professor  
Duke University  
VP of Zenalux Biomedical



**Karl von Gunten**  
Director of Marketing  
Laird Durham, Inc.



**John Fuscoe**  
Adjunct Professor  
Law School at Duke



**Liang Yu**  
Director of EXE  
Duke Kunshan University

- Housing & Campus Life:**

**All participants will be accommodated on campus at both DKU and Duke.**



**Icebreaking in DKU Residence**



**Game Room of DKU Residence Hall**



**Workshop on Leadership**



**Living room of Residence Suite, DKU**



**Bedroom of Residence Suite, DKU**



**Epworth Residence Hall at Duke**



**Duke Broadhead Center**



**Campus Dining at Duke**

## Program Agenda & Outline

Time		Content
21/7 Sun	AM	9:00-16:30
	PM	Registration & On campus residence Check-in; Venue: Conference Center, DKU
	PM	16:30-17:00 Campus Exploration 17:00-17:30 Orientation & Kick-off Remarks; 17:30-18:30 Welcome Reception; Venue: Water Pavilion
	Night	Workshop: Icebreaking 19:00-20:30 Venue: Student Residence Hall, DKU
22/7 Mon	AM	<u>Lecture 1: Strategic Planning &amp; Innovation</u> 9:00-12:00 (Including Coffee Break) Prof. Denis Simon, Executive Vice President of DKU
	PM	<u>Lecture 2: Entrepreneurial Leadership</u> 14:00-17:00 (Including Coffee Break) Mr. Liang Yu, Director of Executive Education Program, DKU
23/7 Tue	AM	<u>Lecture 3: Introduction to 5G Wireless communications</u> 9:00-12:00 (Including Coffee Break) Dr. Youngnam Han, Professor at Korea Advanced Institute of Science and Technology, and Director of 5G WISE Research Center in Korea
	PM	<u>Lecture 4: Business Presentation &amp; Writing</u> 14:00-17:00 (Including Coffee Break) Prof. Don Snow, Director of Language Training Center, DKU
	Night	Workshop: Personal Development & Self-exploring 19:00-20:30 Facilitator: Tim Smith Venue: Student Residence Hall, DKU
24/7 Wed	AM	<u>Lecture 5: Technology commercialization: China-Korea Science &amp; Technology Development and Collaborations</u> 9:00-12:00 (Including Coffee Break)

		<b>Dr. Younghan Han, Professor at Korea Advanced Institute of Science and Technology, and Director of 5G WISE Research Center in Korea</b>
	<b>PM</b>	<b>Field Trip: Incubators &amp; Manufactures in Kunshan</b> <b>13:30-16:30</b> Giant Factory (Kunshan); Tsinghua Science Park; iCool Space in Kunshan (Makers Space)
<b>25/7 Thu</b>	<b>AM</b>	<b><u>Lecture 6: Cost Benefit Analysis and Green Entrepreneurship</u></b> <b>9:00-12:00</b> (Including Coffee Break) <b>Dr. Junjie Zhang, Associate Professor at Duke &amp; DKU, Director of Environmental Research Center, DKU</b>
	<b>PM</b>	<b>Individual Presentation Assessment</b> <b>13:00-17:30</b> <b>Venue: Room3107, AB, DKU</b>
<b>26/7 Fri</b>	<b>AM</b>	<b>Official Visit: Tesla Shanghai Downtown;</b> <b>8:30am Depart for Shanghai</b>
	<b>PM</b>	<b><u>On-site Lecture 7 Venture Capital Investment in China</u></b> <b>Dr. Peter Hua Ping, Managing Partner of SBCVC,</b> <b>Venue: Soft Bank China Venture Capital (软银中国)</b>
<b>27/7 Sat</b>	<b>AM</b>	<b>Coach from DKU to Pudong Airport;</b> <b>Depart for Raleigh Durham International Airport, North Carolina, USA</b>
	<b>PM</b>	<b>Airport pick-up (group arrival only);</b> <b>Residence Check-in at Duke University</b>
<b>28/7 Sun</b>	<b>Whole Day</b>	<b>Preparation</b>
<b>29/7 Mon</b>	<b>AM</b>	<b><u>Lecture 8: Product Development</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: David Koester, Product Development Manager, Zenalux Biomedical
	<b>PM</b>	Site visit: Duke Innovation and Entrepreneurship Initiative
<b>30/7 Tue</b>	<b>AM</b>	<b><u>Lecture 9: Marketing and Communications I</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Karl von Gunten Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
	<b>PM</b>	Field trip : NC Triangle Science Park

31/7 Wed	AM	<b><u>Lecture 10: Innovation and Wealth Creation</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
	PM	Field trip : NC Biotechnology Center 13:30-16:30
1/8 Thu	AM	<b><u>Lecture 11: Introduction to Entrepreneurship &amp; New Business Creation</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	PM	Campus Tour: Duke West Campus <b><u>Lecture 12: Case Study- Tyrata, Inc. – Value Proposition</u></b> <i>Time:</i> 13:30-16:00 Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	Night	Group Discussion
2/8 Fri	AM	<b><u>Lecture 13: Corporate Legal Structure in the USA</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: John Fuscoe Senior Lecturing Fellow, Duke University Law School; Attorney, Wyrick Robbins Yates & Ponton LLP
	PM	<b><u>Lecture 14: Product Development</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: David Koester Product Development Manager, Zenalux Biomedical
3/8 Sat	Duke Forest and Duke Garden	
4/8 Sun	Optional Field Trip/Break	
5/8 Mon	AM	<b><u>Lecture 15: Marketing and Communications II</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: Karl von Gunten Adjunct Professor, Duke University; Marketing Manager for Laird Technologies

	<b>PM</b>	Field trip: Center for Technology and Innovation
<b>6/8 Tue</b>	<b>AM</b>	<b><u>Lecture 16: Marketing and Communications III</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Field trip: American Underground Entrepreneurs Tech Hub
<b>7/8 Wed</b>	<b>AM</b>	<b><u>Lecture 17: Scaling Up Your Business</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Stephen Brooks Industry Consultant
	<b>PM</b>	Field trip : Research Triangle Park Foundation
<b>8/8 Thu</b>	<b>AM</b>	<b><u>Lecture 18: Startup Financing</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Field trip : North Carolina Office of Science, Technology & Innovation
	<b>Night</b>	Group Discussion
<b>9/8 Fri</b>	<b>AM</b>	<b><u>Closing Session– Next Steps for Entrepreneurs</u></b> Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Closing lunch and Certificate Ceremony
<b>10/8 Sat</b>	<b>Whole Day+1</b>	Return to China from Durham, North Carolina

Note: the above outline might be subject to change.

## Important Dates

### Application Open

**December 31, 2018**

### Early Decision Deadline

**March 25, 2019**

Early Decision Review & Interview  
Early Decision Admission Announcement  
Early Decision Payment Deadline

March 26-29  
March 30  
April 20

### Normal Application Deadline

**April 20, 2019**

Normal Application Review & Interview  
Admission Announcement for Normal Applications  
Payment Deadline

April 23-28  
May 12  
May 20

## Program Fee

**Including:** tuition, registration fee, lodging (double-room), one meal per day, field trips, travel insurance, coffee breaks, welcome reception, and farewell dinner

**Not include:** international airfare, personal expenses and shopping, visa & passport, etc.

**Scholarship Opportunity:** Based on overall review and evaluation of academic performance upon program completion, the top 20% of the participants will be eligible to apply 1,000 USD airfare reimbursement each.

**Early Decision Application**  
**4,950 USD**

**Normal Application**  
**5,500 USD**

- 10% discount will be offered to all Early Decision applicants
- Seats are limited for Early Decision
- The program fee will be paid to Duke University directly

## Requirements and Prerequisites

1. Undergraduates from top universities worldwide; no limitations on majors or disciplines;
2. Strong interest in Innovation & Entrepreneurship issues;
3. High English proficiency required for non-native English speakers, TOEFL (80) or IELTS (6.5) preferred; online interviews will be conducted for students without TOEFL or IELTS scores;
4. Excellent academic performance, minimum GPA 3.0;
5. Previous internship experience preferred;
6. A proposal describing your ideas on Innovation & Entrepreneurship issues is required to be submitted online (maximum 600 words).

## Contacts

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## Faculty Bios

### Denis Simon, Ph.D. Executive Vice Chancellor of DKU, Professor at Duke & DKU



Dr. Simon previously held international affairs leadership positions and faculty appointments at several universities in the United States and China. An expert on the role of science and technology in international relations, he also has extensive private sector experience, having held China-based leadership roles at both Monitor Consulting Group and Andersen Consulting (now Accenture). He has written and lectured widely regarding innovation, high technology development, foreign investment and corporate strategy in the Pacific-Rim and is frequently quoted in the Western and Asian business press regarding commercial and technology trends in China, Hong Kong and the Asia-Pacific region.

### Junjie Zhang, Ph.D. Associate Professor at Duke & DKU, Director of Environmental Research Center, DKU



Junjie Zhang is Director of Environmental Research Center and Master of Environmental Policy (iMEP) Program at Duke Kunshan University, Associate Professor of Environmental Economics at Duke Kunshan University and in the Nicholas School of the Environment at Duke University. He is also a Senior Adviser of Asia Society. Zhang's research centers on empirical issues in environmental and resource economics. He adopts an interdisciplinary approach that integrates social sciences, engineering and natural sciences to deal with environmental policy problems. His research topics cover air pollution, water resources, energy and climate change.

### Youngnam Han, Professor in EE and Director of 5G WISE Research Center, KAIST



Professor Youngnam Han received his B.S and M.S. in Electrical Engineering from Seoul National University in 1978 and 1980, respectively. He received his Ph.D. from the University of Massachusetts, Amherst in 1992. Since 2009, he has been with the Department of Electrical Engineering at KAIST as a Professor. He had been working as a principal engineer at ETRI during 1992 to 1997 managing the project of design and performance analysis of radio transmission technology for DCN, PCS and IMT2000. He was actively engaged in R&D for IS-95 digital cellular system in Korea deployed nationwide in 1995 and for IMT2000 standards activities as a delegate at ITU-R representing Korea. He joined ICU (Information and Communications University) since

1998, where he had served as Dean of Engineering and Dean of Academic and student affairs. He had been a Chairman of BoG, IEEE VTS APWCS (Asia Pacific Wireless Communication Symposium) during 2009~2010. He served as a General Chair for IEEE VTC2014 Spring in Seoul. He had been working as Chair, 5G Forum Steering Committee last 4 years and Vice-chairman of Advisory board, Korea since 2017. He is currently leading a national Research laboratory on 5G Testbed. His research interests include performance evaluation of mobile communication systems, radio resource management, and optimization of mobile systems operations, and enabling technologies for 5G. He is a recipient of a best paper Award in IEEE VTC2000, Tokyo. He is a life-long member of KICS, and a senior member of IEEE since 1999.

## Don Snow, Ph.D., Director of Language Training Center,



Don Snow holds a BA in History from the College of Wooster, an MA in English (TESOL) from Michigan State University, and a PhD in East Asian Languages and Cultures (Chinese Linguistics) from Indiana University. He has taught language, culture, and linguistics for over two decades in China, and is currently Director of Language and Writing Programs at Duke Kunshan University. In addition to his books and articles on language teaching, he does research on the history of social roles of languages, and has published journal articles on topics such as diglossia and written forms of East Asian vernaculars. A number of his articles examine the history of written Cantonese and his monograph *Cantonese as Written Language: The Growth of a Written Chinese Vernacular* was published by Hong Kong University Press in 2004.

## Jesko von Windheim, Ph.D. (marketing, operations)



Dr. von Windheim is a technology entrepreneur who is focused on early-stage innovations in the physical sciences. He has played a key role in a number of manufacturing companies based on new materials, processes and functionality. He helped form Unitive Electronics, which was later acquired by Amkor and remains a leader in its field. He was a co-founder of Cronos Integrated Microsystems, a microelectromechanical systems (MEMS) company. Cronos was acquired by JDS Uniphase. Dr. von Windheim was also CEO of Nextreme Thermal Solutions. He founded Nextreme in 2004 with technology acquired from RTI International and licensed from the Jet Propulsion Laboratory (JPL). Nextreme was acquired by Laird

Technologies in 2012. A current project is Zenalux ([www.zenalux.com](http://www.zenalux.com)) which is commercializing technology developed at Duke University that uses white light to measure response to therapy and diagnose disease such as cancer.

Dr. von Windheim holds bachelor's degrees in chemistry and physics (McMaster University, Canada), a master's degree and a Ph.D. in chemistry (University of Guelph, Canada), and an MBA from the Kenan-Flagler business school. Dr. von Windheim holds 8 patents and has numerous publications in the fields of solar cell research and diamond thin film materials.

## Stephen Brooks (manufacturing)



Stephen has more than 34 years experience in starting up and sustaining manufacturing operations for new technologies and products developed here in North Carolina. He has an extensive background in the design, construction and operation of ISO and TL certified production lines for IVD Medical Device, VLSI wafer fabrication, MEMS fabrication, IC assembly/test, SMT assembly, chip-scale packaging, and micro-scale thermoelectrics.

Formerly, as vice president of operations, Stephen managed the construction and start-up of a microfluidics production facility for Advanced Liquid Logic in 2011 which was acquired by Illumina Inc in 2013 for \$100M. Prior to joining the ALL venture, Stephen was director of operations at Nextreme Thermal Solutions and he set up a manufacturing facility there in 2008 (later acquired by Laird). Stephen was with Unitive Electronics for 4 years (acquired by Amkor Tehcnology) where he was responsible for scaling its chip scale packaging capability from zero to 1M units-per-day within one year. Prior to Amkor, Stephen served as director of operations for Cronos Integrated Microsystems (acquired by JDS Uniphase Corporation) where he was responsible for constructing a new \$60M wafer fabrication facility for the production of MEMS (micro-electro-mechanical-systems). Stephen began his career at Mitsubishi Semiconductor America where he held multiple management positions in manufacturing and business operations in both NC and Japan. Collectively, the companies where Stephen has been engaged in the start-up have financially exited with a combined value of almost \$1B.

### David Koester (engineering)



Mr. Koester is a start-up company and early-stage product development executive with over 28 years' experience in maturing and commercializing nascent technologies, engineering management, new business development, and technical sales. He is the Vice President of Business Operations at Zenalux Biomedical. At Zenalux he oversees the commercialization of Zenalux's core technology—non-invasive, UV-VIS diffuse reflectance spectroscopy for monitoring biomarkers.

Before joining Zenalux he worked in the field of thermal management, with an emphasis on technology development and new product introduction. As VP of Technology for Laird's Engineered Thermal Systems division, he had oversight of thermoelectric and compressor-based cooling systems development in North America, Europe and Asia. Prior to Laird, as VP of Engineering at Nextreme Thermal Solutions, he developed the first-to-market thin-film thermoelectric coolers including market and application development. Earlier, his emphasis was on the commercializing MEMS products addressing a multitude of product areas including optical switching, attenuation and modulation, RF and DC switching, safing and arming, bio applications, printing, fluidics and inertial sensors. He is a founder of Nextreme Thermal Solutions, a thin-film thermoelectric start-up company sold to Laird in 2013. Prior to Nextreme he held key technical and managerial positions with RTI International, MEMSCAP, Inc., JDS Uniphase, Cronos Integrated Microsystems, and the Microelectronics Center of North Carolina (MCNC). At Cronos he was a principle member of the technical staff. Cronos was sold to JDSU in 2000. He holds 11 patents and has authored or co-authored over 20 technical articles and peer-reviewed publications. He has an M.S. in Materials Science from North Carolina State University and a B.S. in Ceramic Engineering from Iowa State University.

### John Fuscoe (law)



John concentrates his practice in intellectual property, strategic partnerships, venture capital financings, and the representation of technology-based and early-stage businesses, and his primary clients are software and Internet-related companies and consumer products skin care companies. He counsels clients in all aspects of creating, protecting, maintaining, licensing and monetizing intellectual property. John is a Senior Lecture Fellow at Duke University School of Law where he teaches a course on intellectual property transactions. John has also been a guest lecturer at the Duke University Nicholas School of the Environment for the Entrepreneurial Experience and Entrepreneurial Execution classes. After working for

two years as a management consultant, John was employed by IBM for ten years in marketing and management positions.

John received a B.S., with distinction, from the University of Virginia, and an M.B.A. (with concentration in finance) from the Carnegie Mellon Tepper School of Business. He received a J.D. from Duke University School of Law.

### Karl von Gunten (marketing)



Mr. Karl von Gunten served as Director of Marketing at Laird Durham, Inc. Mr. Gunten serves as Vice President of Marketing and Communications at Maverick Biofuels, Inc. With more than 25 years of experience in marketing and public relations, Mr. Gunten has a deep knowledge of products and trends to the communications business. Prior to joining Maverick, he was director of business development, managing supervisor, at Gibbs & Soell Public Relations and vice president at Brodeur Worldwide, where he oversaw the regional office and managed PR efforts for industry leaders such as IBM, Nortel, Acterna and Internet Security Systems. He began his career at IBM where he helped launch the IBM PC in

the early 1980s. He serves as an adjunct professor for Duke University Pratt School of Engineering. Mr. Gunten holds a BA in Physics from Wittenberg University.