

NAME:

Michael S. Peterson

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EXPERTISE:

Entrepreneurship, New Ventures, Strategic Leadership

EDUCATION:

University of Texas at Austin, McCombs School of Business
MSTC: Technology, Innovation & Business
Austin, TX
2014

Brigham Young University, Marriott School of Business
MBA: Finance
Provo, UT
2005

Brigham Young University,
BA: Communications
Provo, UT
1999

AACSB Bridge Program
University of Miami Business School
2019

LANGUAGES:

English and Spanish

ACADEMIC POSITIONS

Lecturer, McCombs School of Business, Department of Management,
The University of Texas at Austin, January 2018-Present

TEACHING EXPERIENCE

New Venture Creation: STC 395/MAN 385, McCombs School of Business, Fall 2019/Fall 2020

Developed curriculum and taught entrepreneurship classes in the full-time MBA program and the flagship entrepreneurship graduate program: Master of Science in Technology Commercialization (MSTC). Taught students to develop business hypotheses and trained them to effectively evaluate new markets and to deliver a compelling pitch to judges. Recruited judges panel for student pitch competition. Panel included entrepreneurs, executives and investors. Recruited guest lecturers to bring in outside perspectives to the classroom.

New Venture Mechanics: MAN 327E, McCombs School of Business, Spring 2018 (MAN 337)/Fall 2018/Spring 2019/Fall 2019/Spring 2020/Fall 2020

Developed curriculum and taught entrepreneurship class that is one of two required classes in the Entrepreneurship Minor. Helped students to develop a business hypothesis and trained them to effectively evaluate new markets and deliver a pitch to judges. Recruited judges panel for student pitch competition. Panel included entrepreneurs, executives and investors. Recruited guest lecturers to bring in outside perspectives to the classroom.

Entrepreneurship Practicum: FinTech, MAN 347P, McCombs School of Business, Fall 2018/Fall 2019

Developed curriculum for new entrepreneurship practicum class that is one of the electives students can take to fulfill the requirements for the Entrepreneurship Minor. Course sponsored by EY who provided coaches, access to FinTech startups, and guest lecturers. Students work directly with FinTech companies on projects that are tied to market validation and entrepreneurship.

Entrepreneurship Practicum: Blockchain, MAN 347P, McCombs School of Business, Spring 2019

Developed curriculum for new entrepreneurship practicum class that is one of the electives students can take to fulfill the requirements for the Entrepreneurship Minor. Course focused on blockchain. Recruited eight sponsor companies for student projects. Secured 10 guest lecturers to present various topics on blockchain technology. Secured funding for the class from sponsor companies and donors.

**Entrepreneurship Practicum: Internet of Things (IoT), MAN 347P,
McCombs School of Business, Spring 2020/Fall 2020**

Developed curriculum for new entrepreneurship practicum class that is one of the electives students can take to fulfill the requirements for the Entrepreneurship Minor. Course sponsored by Chevron who provides both technical and entrepreneurship projects. Students work directly with local technology companies and work on projects that are tied to market validation and entrepreneurship. Recruited four sponsor companies + four Chevron projects for student projects. Secured 10 guest lecturers to present various topics on IoT technology.

**Summer Entrepreneurship Institute: MAN 347P & MAN 327e
McCombs School of Business, Summer 2020**

Co-launched inaugural Summer Entrepreneurship Institute. Cohort of 36 students in a specialized entrepreneurship program that teaches fundamentals of pitching, working with startups, innovation, and validating new ideas. After completing all four courses (I teach two of the four courses) the students complete all the requirements for the Entrepreneurship minor. Recruited nine sponsor companies for student projects. Secured 12 guest lecturers to present various topics on technology, innovation and funding.

**Design Thinking/Converting Technology to Wealth: STC 380,
McCombs School of Business, Summer 2020**

Developed and co-taught curriculum on innovation, design thinking, technology transfer, and early market validation for flagship entrepreneurship degree: Master of Science in Technology Commercialization (MSTC).

Executive Education, McCombs School of Business, October 2018

Developed a 90-minute lecture on disruptive innovation using content from startup experience as well as leading business theorist, Clayton Christensen. Delivered lecture to back-to-back groups totaling 120 participants as part of 1.5-day custom course.

Executive Education, McCombs School of Business, August 2019

Delivered curriculum on taking innovative ideas and evaluating them for market potential and commercialization. Taught 20+ scientists and engineers from leading government research organization principles of entrepreneurship during the full-day course.

Executive Education, McCombs School of Business, October 2019

Developed 90-minute lecture and experiential exercises on business models generation and innovative revenue models. Delivered lecture

to back-to-back groups totaling 120 participants as part of 1.5-day custom course.

Executive Education, McCombs School of Business, November 2019

Coached and mentored 12 social impact startups during two-half day sessions. Provided feedback on pitch, on content, in preparation for investment competition sponsored by BBVA.

Executive Education, McCombs School of Business, November 2019

Delivered curriculum on taking innovative ideas and evaluating them for market potential and commercialization. Taught 20+ scientists and engineers from leading private research organization principles of entrepreneurship during two-day course.

Executive Education, McCombs School of Business, April 2020

Delivered curriculum on taking innovative ideas and evaluating them for market potential and commercialization. Taught 20+ scientists and engineers from leading government research organization principles of entrepreneurship during the full-day course.

Executive Education, McCombs School of Business, May 2020

Developed and co-taught two-day course on Strategic Management to executives. Content included strategy theory and frameworks to help organizations develop strategic initiatives and create differentiated competitive advantages. Course was delivered to an open-enrollment cohort of executives.

Executive Education, McCombs School of Business, May 2020

Developed and co-taught two-day course on Strategic Management to executives. Content included strategy theory and frameworks to help organizations develop strategic initiatives and create differentiated competitive advantages. Course was delivered to a group of scientists and engineers from a leading R&D organization.

Executive Education, McCombs School of Business, June 2020

Delivered curriculum on taking innovative ideas and evaluating them for market potential and commercialization. Taught 25+ offering managers from leading scientific instruments company principles of entrepreneurship during the full-day course.

INVITED LECTURES:

“Equity Valuation”

University of Chicago
Department of Economics Chicago, IL

*“Applications of Finance and
Economics”*

University of Texas
McCombs School of Business Austin, TX

“Business and Finance”

University of Texas
Moody College of Communication Austin, TX

“Entrepreneurial Finance”

University of Texas
McCombs School of Business Austin, TX

“Careers in Business & Finance”

Brigham Young University
Marriott School of Management Provo, UT

“Market Validation for Entrepreneurs”

University of Texas
McCombs School of Business Austin, TX

“Technology Commercialization”

University of Texas
McCombs School of Business Austin, TX

“Superhero in You”

California Connections Academy
Newport Beach, CA

FACULTY-STUDENT SERVICE

ACTIVITIES:

Mock Interview Panelist

University of Texas
McCombs School of Business Austin, TX

Conference Facilitator

Spark Freedom Public Policy Foundation Nashville, TN

Business Plan Competition Judge

University of Texas
McCombs School of Business Austin, TX

Conference Facilitator

Texas Public Policy Foundation Austin, TX

Three-day Startup Advisor

University of Texas
McCombs School of Business Austin, TX

Interview Panelist

University of Texas
McCombs School of Business Austin, TX

Business Plan Competition Judge

Boise State University
College of Business & Economics (COBE) Boise, Idaho

Student Advisor

Brigham Young University
Marriott School of Management Provo, UT

Volunteer Career & Resume Consultant

Boise State University
College of Business & Economics (COBE) Boise, Idaho

HONORS & AWARDS:

George Kozmetsky Scholar
University of Texas at Austin

Keystone Leadership
International Paper

Award of Excellence
International Paper

Academic Scholarship
Brigham Young University

Eagle Scout
Boy Scouts of America

EMPLOYMENT:**The University of Texas at Austin***Management Lecturer*

2018 to Present

- Develop and teach core/elective entrepreneurship curriculum in MBA, MSTC (flagship graduate entrepreneurship degree), and BBA degree programs.
- Teach students how to generate ideas, conduct experiments, craft presentations, and pitch business concepts to judges in investment plan competitions
- Taught 13 classes in 2019-2020 academic year including launching two new graduate classes in MSTC program and two undergraduate classes in the entrepreneurship minor
- Selected as one of 90 faculty members out of 3,000+ full-time professors to demonstrate teaching best practices in university “Eyes on Texas” program after one year of faculty service

Pemberton Economic Group*Managing Director*

2010 to present

- Founded nine different ventures including digital pricing technology, and water conservation. Assessed 35 technologies and ventures for market potential.
- Interviewed hundreds of potential customers validating innovations and business concepts using lean startup methodologies
- Expert level communication skills honed through delivering 1000’s of hours of classes, pitches, and sales presentations

International Paper*General Manager, Business Development*

2004-2010

- Promoted to lead division. Turned loss of \$500K to \$70K profit within the first six months as manager. Implemented strategic initiatives by cutting costs, reducing staff, and selling slow-moving inventory
- Managed team of 19 sales, operations, customer service and technical employees. Changed company culture through team development, driving profitable revenue growth, and having fun

- Developed strategic plan, presented business case to executives, and implemented roadmap with team to accomplish objectives

PEMBERTON ECONOMIC GROUP

SELECTED EXPERIENCE: Technology & Innovation Assessments

Patent Infringement: Provided economic analysis on data set comparing sales of pet treats that infringed on patent holder's intellectual property.

Market Validation: Conducted extensive analysis of a website concept with a two-sided business model that would provide dentists with referrals and reviews of their practice. Patients could use the service to evaluate and select a new dentist.

Market Validation: Analyzed a cell restore procedure that accelerates healing in both wounds and burns, and has been shown to regenerate gingival bone and tissue.

Market Validation: LCD, LED, OLED or E-Paper display that provides pricing, planogram, & promotional information on the full length of the shelf edge in a retail store.

Technology Evaluation: Centralized system to monitor and automatically adjust tire pressure without requiring the operator to leave the vehicle. The system can monitor, inflate and deflate tires either to pre-designated standards or to a level selected by the operator. Target customer was the Department of Defense.

Technology Evaluation: Hybrid Structural Health Monitoring System (SHM), is used in the composite components of aircraft to localize and estimate the size of damage to the components.

Technology Evaluation: Real-time, Video Fog Removal Application (FRA) is a proprietary algorithm that when coupled with video surveillance equipment can increase the visual acuity of the recorded images in foggy or low visibility weather conditions.

Technology Evaluation: Application Lifecycle Management Solution, targeted to the defense, aerospace, nuclear, automotive and other safety-critical industries to assist in the software development process.

Technology Evaluation: Golf Fitting Center, an integrated golf club fitting device that combines several measurement functions used to produce a custom golf club.

Technology Evaluation: Light Cone is a traffic cone with a solar panel integrated into the base. The solar panel charges a rechargeable battery that powers a removable, programmable light.

Technology Evaluation: Bladder ablation device designed to offer alternative treatment for patients suffering from incontinence.

Technology Evaluation: Cloud-based irrigation management system designed to conserve water and help diminish effects of pervasive drought conditions.

Technology Evaluation: Augmented Reality System (ARS) was designed to provide military and police personnel with training simulations that mimic real-world situations.

Technology Evaluation: Mobile anesthesia solution is an innovative delivery of an anesthesia service to physician offices outside of traditional hospital and surgery center facilities

Technology Evaluation: Video Inspection Technology that utilizes a motion vision system and features direct illumination to highlight any defects in the complex packaging found in the current semiconductor dies and plates.

Technology Evaluation: Pattern Matching Engine, is a small motion sensing and sound sensing microchip with an accompanying software algorithm.

Technology Evaluation: Autonomous Forklift Control System that is paired with a battery monitoring platform and a forklift vision system that is based on artificial intelligence (AI) technology.

Technology Evaluation: Radar system technology that can be used to support smart highway systems, to detect accidents, stalled vehicles, and any significant deceleration of cars on the road