

Vincent C. Lewis

Experienced entrepreneur, executive, business advisor and educator having spent more than 20 years dealing with closely held businesses and their unique challenges. Has managed, consulted or taught all aspects of the business life cycle, from idea creation to exit, including the creation of the organizational model, raising capital, managing growth, strategic planning and execution, development of exit strategies, family succession planning, and investment and disposal of commercial real estate. Firmly committed to the research, development and understanding of entrepreneurship and future entrepreneurs through experience and lifelong learning.

Professional Experience

The University of Dayton

2012 – Present

The University of Dayton is the largest private university in the state of Ohio and one of only three Marianist universities in the nation. The Entrepreneurship program has been ranked as a top 20 program nationally for the past ten years.

Director, L. William Crotty Center for Entrepreneurship (2015 – Present)

Responsible for managing the activities of a nationally ranked entrepreneurship center, including overseeing and implementing all experiential activities, teaching and developing undergraduate and graduate courses in entrepreneurship, engaging in donor development activities, supporting community engagement and promotional activities, and managing recruitment of students into the entrepreneurship program

- Developed a new pedagogical approach to the introductory entrepreneurship course which leveraged the micro-business model and added the lean start-up methodology with additional experiential components
- Increased the prize package for annual new venture competition by soliciting additional cash awards and in-kind prizes to support new tracks for women in entrepreneurship and students from key university partners in China and Vietnam, the end result is one of the largest collegiate pitch competitions in the country
- Worked with the University of Dayton China Institute to develop and hold an elevator pitch competition for Chinese university students at The China Institute in Suzhou, China
- Developed a partnership with Hatch Ventures in Vietnam to add an elevator pitch competition for Vietnamese students in Ho Chi Minh City as part of UD's new venture competition
- Collaborated with other School of Business faculty to create a cross-listed course for entrepreneurship and international business majors, "Doing Business in China"
- Collaborated with the UD School of Engineering's Innovation Center to develop an experiential course focused on commercializing technologies from the United States Air Force Research Lab (AFRL)
- Created a new introduction to entrepreneurship course, ENT 101, targeted at inner-city high-school students, rising juniors and seniors, who would like to learn more about entrepreneurship before selecting a university and major
- Collaborated with local developers and community officials to help craft the plan for a local innovation and arts hub for the Downtown Dayton area

- Partnered with other academic units and campus organizations to create the proposal for an Institute for Innovation, Creativity and Entrepreneurship, which is now part of the university's visioning documents
- Worked with the School of Engineering, College of Arts and Sciences and The China Institute to help create a new minor focused on Design and Entrepreneurship in China
- Created a donor proposal that successfully raised funds for an annual workshop program for other universities taught by students from UD's Flyer Enterprises, the fourth largest student run business in the U.S.
- Instrumental in helping the university get ranked in the top 20 entrepreneurship programs nationwide for the 11th year straight
- Helped increase enrollment of new entrepreneurship majors and by 53%
- Increased the number of mentors and volunteers supporting the program by 30%
- Oversaw the creation of the university's first "start-up" day, where 90 students and 20 volunteers came together for workshops focused on developing the entrepreneurial mindset

Lecturer Management and Entrepreneurship (2012 – Present)

Teaches undergraduate and graduate level entrepreneurship and management classes in one of the top 20 entrepreneurship programs in the U.S. Courses taught include corporate strategy, enterprise management, the capstone course in entrepreneurship and Financing Entrepreneurial Ventures. Also has served as director of the UD Business Plan Competition, one of the largest university level business plan competitions in the U.S.

- Familiar with utilizing simulations in a classroom setting including the Capstone Simulation from Capsim, the Working Capital Simulation from HBS publishing and the Start-Up Simulation from HBS publishing
- Developed a new life cycle format for the entrepreneurial finance course, which included an online simulation and case studies. Focused on raising capital for start-ups, managing working capital during growth and valuing closely held businesses to plan for an exit
- Restructured the capstone course in entrepreneurship to include implementing elements of strategy for emerging small businesses and local consulting clients
- Worked with other entrepreneurship faculty and department chair to create a long-term plan for the entrepreneurship program
- Took over business plan competition, restructured to include prizes for sustainable technology and social enterprises

Logos@Work, LLC/4 Iron Development

2007 – Present

Logos@Work is a Dayton based supplier of branded apparel, uniforms and promotions for business and schools. The company serves more than 2,000 clients in the Dayton area and manages more than 100 online company apparel and school spirit web stores.

Chairman (2007 – Present)

Created a holding company focused on buying small businesses and creating jobs in the Dayton area. Acquired three small custom apparel and promotions businesses, restructured and rebranded the businesses, built from \$200k in revenues and one employee to a \$2,300,000 business with more than 25 employees. Created the business plan, prepared the financial forecast, raised the capital for financing, and managed the operation.

- Closed two acquisitions within 12 months, rebranded the businesses and created a professional management structure using planning and measurement processes.
- Turned business around from stagnant growth and losses to an average growth rate of 10% with significant year over year increases in earnings and cash flow
- Created and managed a long-term growth strategy including the development of major strategic accounts and online fulfillment programs
- Managed the overall marketing effort including implementation of a social media strategy, creation of value proposition and implementation of broader advertising and promotions effort
- Using lean techniques improved overall operational efficiency by 5%, reduced expense from errors by 50% and reduced inventory requirements by 20%
- Developed and implemented shareholder exit strategy

Schneider Electric/Hyde Park Electronics

1995 – 2007

Schneider Electric is the world's power and control specialist under the brands Square D, Merlin Gerin and Telemecanique. It is one of the leading automation manufacturing companies in the world with over \$25 billion in revenues in 2012. Hyde Park Electronics is an independent subsidiary based in Dayton, Ohio that is responsible for managing Schneider's \$20 million U.S. electronic sensing business, including optical, inductive, RFID, and ultrasonic technologies.

President (1999 – 2007)

Responsible for managing a \$20 million electronic sensing business including full P&L responsibility as well as managing a manufacturing center for electronic sensors, sensor development, sales, marketing and administrative functions. The operation had 70 employees with 31 dedicated to manufacturing.

- Took over the closely held business in 1999, developed and implemented long-term strategy, grew the business 50% within 4 years and increased operating income from a 2% average to 8%
- Crafted the shareholder exit plan, attracted two multi-billion dollar potential buyers, managed the acquisition process, including negotiation, due diligence etc.
- Planned and managed the integration of small local operation into a large global business, took advantage of available synergies to grow revenues 75% in first three years, and increased average operating income from 8% to 17%
- Managed the implementation of a lean manufacturing system based on the Toyota Production System that helped drive direct labor efficiency from 65% to 90%
- Worked with Schneider business development team to provide support on three other acquisitions including due diligence, strategy, synergy creation and working with potential acquisition targets on the Schneider process
- Created an international business strategy that more than doubled export business focused on European and Asian markets
- Drove material cost down by taking advantage of global purchasing synergies
- Created and executed the plan to fuse the Schneider electronic sensing business with Hyde Park to create the \$20 million SCC, named President of the SCC in May 2005

Sales and Marketing Manager (1996 – 1999)

Responsible for managing B2B sales, marketing, promotions and customer service operations in a multi-channel environment

- Grew sonic sensor business 80% in 3 years
- Turned top line revenue growth around by focusing on a new product segment
- Led the development of 12 new sensor families
- Managed the development of a channel program including training, communications, an online portal and a distributor council
- Created the sensor marketing program, developed product strategies, promotions strategies, direct marketing programs and web development

Regional Sales Manager (1995 – 1996)

Responsible for B2B technical sales, customer support and distributor support in European and Eastern North American regions.

- Grew territory 20% in first year
- Developed a regional sales structure that provided basis for overall selling strategy

Education

Harvard Business School, Owner-President Management Program, Boston, Ma. 2002 Antioch University, MA, Management, Yellow Springs, Oh. 1995

Western Kentucky University, BA, Public Relations, Bowling Green, Ky. 1986

Business Service

Prime Controls, Dayton, Ohio – Advisory Board

Kerber Sheet Metal, Troy, Ohio – Advisory Board

ProspX LLC, Dublin, Ohio – Advisory Board

Afidence IT, Mason, Ohio – Advisory Board

Emerson Climate Technologies – Ad Hoc, Entrepreneurial Mindset

Caresource – Strategic Planning Support Session

Woodburn Press, Dayton, Ohio – Advisory Board and Consultant

Vickers-Warnick, Stoney Creek, Ontario Canada - Advisory Board Chair and Consultant

Lorenz Publishing, Dayton, Ohio - Advisory Board

Non-Profit Service

Humane Society of Greater Dayton, 2015 – 2016

Dayton Area Chamber of Commerce, SoIn Innovation Award Judge, 2015 and 2017

University of Dayton Crotty Advisory Council, 2009 – Current

University of Dayton Business Plan Competition Judge, 2011, 2012 and 2013

Business Network International South Dayton Chapter, 2013 - 2015

City of Oakwood Budget Committee, 2011 – Current
Aileron Contributor, 2009 – Current
University of Dayton Student Mentor MGT 430 Capstone Seminar, 2010 – 2012
Dayton Area Chamber of Commerce Executive Dialog Committee, 1999 - 2012
Dayton Art Institute Associate Board, 2008 – 2011, President 2011
Dayton Country Club Board of Directors, 2006 – 2009, Treasurer 2009
Lutheran Church of Our Savior Congregational Council, 2006 – 2008, President 2008
Association of High Technology Distribution, 1996-2007, Board of Directors 2001-2004

Academic Service

UD Business Plan Competition Director, 2014 - Current
Flyer Enterprises Board of Directors, 2015 – Current
Flyer Consulting Faculty Advisor, 2015 – Current
The Collegiate Entrepreneur’s Organization Faculty Advisor, 2015 – Current
Search Committee School of Business Administration Dean Search 2016-2017
Search Committee School of Business Administration MBA Director Spring 2016
Business 101 and 102 Course Development Support, Fall 2015
Kern Entrepreneurial Engineering Network (KEEN) Fellows Cohort, Spring 2016
Electronic Learning Fellows Cohort, Spring 2016
“Doing Business in China” Study Abroad Support, Spring Intercession 2016 and 2017
“Business in Spain” Study Abroad, Spring 2016
BEST Summer Entrepreneurship Program Develop and Teach, 2016, 2017

Courses Taught

Entrepreneurship 101, An Intro to Entrepreneurship for High-School Students
The Sophomore Experience, Introduction to Entrepreneurship, MGT 220 and 221
Entrepreneurial Finance, MGT 321
Introduction to Organizational Behavior, MGT 301
Doing Business in China, Cross-Listed, INB 352
The Capstone Seminar in Entrepreneurship, MGT 430
Fundamentals of New Technology Ventures, Inter-Disciplinary EGR 499 and MGT 429
Managing the Enterprise, MGT 490
Foundations of Entrepreneurial Management, Blended Delivery Course, MBA 679
Strategic Stakeholder Management, MBA 798

Other

Author – *Rough Air Ahead, The Lifecycles of Small Business*
China Jiliang University, Hangzhou – Guest Lecturer, *Principles of Entrepreneurship*
Xingiang University, Nanjing – Guest Lecturer, *Principles of Entrepreneurship*
Nanjing University, Nanjing – Guest Lecturer, *Principles of Entrepreneurship*
The China Institute, Suzhou, – Guest Lecturer, *Principles of Entrepreneurship*
Hatch Fair 2016, Ho Chi Minh City, Vietnam – Guest Speaker Hatch Battle Junior

University of Dayton Center for Leadership – Guest Lecturer, *Strategic Management*
University of Dayton School of Engineering – Guest Lecturer, *Entrepreneurship*
Generation Dayton – Guest Speaker, *Lifelong Learning and Entrepreneurship*
Dayton Area Chamber of Commerce – Guest Speaker, *Small Business Management*
National Center for Family Business – Guest Speaker, *Family Business Succession*
Oakwood High School – Guest Speaker, *Introduction to Entrepreneurship*
Miami Valley School – Guest Speaker, *Introduction to Entrepreneurship*
Dayton Exchange Club – Guest Speaker, *The Entrepreneurial Experience*
Dayton Development Coalition – ESP Program Angel Investor
Avid runner having completed 16 marathons and 8 half marathons since 2009
Qualifier for the 2015 and 2017 Boston Marathons