



## JULIANA IAROSSO, EDB

### EDUCATION

**Georgia State University: Executive Doctorate in Business (2012)**

Dissertation: "Path Building in Emerging Entrepreneurial Firms: An Investigation of Networks in the Making"  
(Committee: Mark Keil, Lars Mathiassen and Benjamin M. Oviatt)

**University of Texas at Arlington: M.B.A. – Finance (1986)**

Graduate Teaching Assistant: Department of Management (Kenneth Wheeler)

**Virginia Tech: B.S. Materials Engineering (1982)**

### UNIVERSITY POSITIONS

**University of South Carolina, Moore School of Business – Department of Management (Fall 2013 - Present)**

Clinical Assistant Professor, Entrepreneurship and Corporate Strategy

Responsible for entrepreneurship curriculum development and teaching undergraduate and graduate courses in emerging ventures, entrepreneurial finance, strategy and corporate finance:

- MGMT 473 Developing and Launching New Ventures (2013-Present)
- MGMT 474 Executing Strategy in New Ventures (2017-Present)
- MGMT 478 Strategic Management (2015-2016, 2019 - Present)
- MGMT 780/FINA 780 Entrepreneurial Finance & the Dynamics of Emerging Ventures (2014-Present)
- FINA 760 Financial Policies (for MHR students) (2014)

Source and manage student projects with 10-20 startups and angel investor groups located in the Southeast each year. Mentor student and faculty led startups across campus. Facilitate student engagement with the business community.

Committee Member DMSB Professional Track Faculty Committee (2020-Present)

Faculty Coach Streaming/Online Teaching Platform (Zoom) (2020)

Committee Member Search for Strategy and Entrepreneurship Lecturer/Clinical Faculty (2019)

Committee Chair Executive DBA Exploratory Committee (2016)

Committee Member Entrepreneurship Curriculum (2015 – Present)

**University of South Carolina, NSF Innovation Corp Site for Entrepreneurship (2017 – Present)**

Co-Director, Workshops Presenter, Team Mentor

Responsible for facilitating the National Science Foundation Innovation Corps program to identify and prepare USC scientists and engineers (faculty, researchers and graduate students) interested in exploring the commercial potential of their fundamental research. Grantees participate in entrepreneurship education, engage in customer and user discovery, obtain mentoring from successful founders and investors and receive funding to accelerate the translation of knowledge from fundamental research into products and services that can attract subsequent third-party funding.

**University of South Carolina, College of Engineering and Computing (2018 – Present)**

Faculty, Master of Science in Technology Innovation and Entrepreneurial Engineering

Responsible for assisting program director in developing curriculum and for teaching a course in entrepreneurship and entrepreneurial finance:

- ENCP 735 Developing and Launching New Ventures in Science and Technology (2018-Present)

### BUSINESS EXPERIENCE

**Coalesce Capital, LLC – Ponte Vedra, FL (2008-Present)**

Founder/Managing Member

**SC Launch Inc. – Columbia, SC (2020 – Present)**

Board Member/Chairman – Finance & Audit Committee

Board of Directors is responsible for oversight of the management and investment process, approves and monitors loans and investments to tech-enabled and life sciences startups admitted to the SC Launch program

**VentureSouth Investments 2019 LLC – Greenville, SC (2019 – Present)**

Board Member/Secretary/Vice Chairman

Board of Directors is responsible for oversight of management, operations, financials and assets of the company

**JAX Angels Investment Group – Jacksonville, FL (2019 – Present)**

Angel investor and member of founding committee

**Venture Carolina Foundation – Greenville, SC (2017 – Present)**

Board Member

Venture Carolina supports the development of early-stage growth companies by providing workshops and conferences to educate both investors and entrepreneurs

**VentureSouth Midlands Angel Group – Columbia, SC (2017 – Present)**

Angel investor

**LaunchPad2X Accelerator for Women Entrepreneurs – Atlanta, GA (2012 – Present)**

Founding Advisory Board Member / Presenter/ Advisory Panel Moderator / Mentor

Launchpad2X is a founder-to- CEO accelerator training program for women entrepreneurs focused on providing education, mentorship and access to resources and expert networks

**Bridge Capital Associates, Inc. – Atlanta, GA (2008 –2009; 2012)**

Branch Office Manager/ Registered Representative

Supported investment banking/fundraising activities for clients of Coalesce Capital, LLC

**Bear Stearns & Co, Inc. – Atlanta, GA (2005 –2006)**

Managing Director/ Branch Office Manager - Private Client Services

Responsible for management, compliance and regulatory oversight of Atlanta branch which generated \$30MM in annual revenues from high net worth individuals and middle market institutional clients through 44 brokers/portfolio managers and 42 sales assistants and administrative staff.

**Citigroup – Atlanta, GA (2004 –2005)**

Vice President/Senior Transactor & Team Leader – Private Client Lending

Responsible for establishment and management of new Atlanta based team to provide specialized lending (>\$20MM) to ultra high net worth clients of Smith Barney in the Southern Division (188 branches/11 states), including education of Financial Consultants and Branch Managers, identification of financing opportunities and negotiation of credit terms with clients, marketing of interest rate derivative products and recruiting of members of the lending team.

**Morgan Stanley– Atlanta, GA (2000 –2004)**

Vice President/ Wealth Advisor - Private Wealth Management/Investment Advisor Services

**Bank of America – Atlanta, GA (1994 –2000)**

Senior Vice President – Private Bank

Responsible for origination and management of loan portfolio and investments for ultra high net worth individuals, including marketing investment, credit and fiduciary services, due diligence for client corporate acquisitions, negotiation of credit agreements. Areas of specialization included acquisition financing (senior and subordinated debt) for complex businesses.

**First Union – Atlanta, GA (1990 – 1992)**

Vice President & Manager – Internal Loan Review & Credit Standards for Georgia

Workout Specialist – Commercial, Real Estate and Private Bank

**BANK ONE/ Bonnet Resources/ MBank – Dallas, TX (1986 –1990)**

Workout Specialist – Structured Finance, Middle Market Lending, Private Bank  
Assist Vice President/ Co-Manager - Commercial Bank Training Program  
Corporate Banking Officer – Middle Market Lending

**Eagle Engineering, Inc. - Houston, TX (1983)**  
Materials Engineer – Research for FDA and NASA subcontractors

**Miller & Lents, Ltd. – Houston, TX (1982 –1983)**  
Technical Assistant – Oil & gas reserve analysis

## PRESENTATIONS, PROGRAMS & CONFERENCES

- Presenter**                    **LaunchPad2X Accelerator for Women (2012- Present)**  
Assessing Investability & What Investors Say When You Leave the Room  
Moderator: Founder/CEO Panel  
Networking: Be the Magnetic Entrepreneur!  
Critical Alignment I: Sources of Capital & Your Business Model,  
Critical Alignment II: Talent Acquisition & Your Business Model  
Critical Alignment III: Networks that Beat the Odds
- Presenter**                    **Palmetto Council for International Visitors, Columbia World Affairs Council & Ukraine  
Delegation of the Open World Leadership Program (2019)**  
A Tale of Three Cities: The Building of Entrepreneurial Ecosystems in the Southeast US
- Industry Panel  
Moderator**                    **InsurTech Columbia Startup Bootcamp (2019)**
- Presenter**                    **USC School of Music - The SAVVY Arts Venture Challenge (2015 – 2017, 2019)**  
A Directors Guide to Pitching Investors
- Guest Lecturer**                    **University of New Orleans International Summer School, Innsbruck, Austria**  
Anatomy of a StartUp (2017)  
Border Check: Tools for Checking Your Business Model before You Cross the Border (2017)  
Corporate Sustainability (2010)
- Presenter**                    **Global Entrepreneurship Summer School (2016)**  
Team Building for Innovation & the Competing Values Model
- Presenter**                    **UnternehmerTUM MedTech Bootcamp (2014)**  
Monetization of Business Models
- Guest Lecturer**                    **Technische Universitaet Muenchen, School of Management EMBA Program (2014)**  
Customer Development and Acquisition
- Presenter**                    **St. Peter Chanel Guest Speaker Series: Faith at Work (2014)**  
Entering Through the Narrow Gate: Why Catholics are Wired for Entrepreneurship
- Workshop Leader  
& Presenter**                    **CareSouth Annual Executive Meeting (2013)**  
Leadership workshop (1/2 day) for senior business development and executive team  
Leadership Lessons from the Military, Entrepreneurs & Cowboys to Ignite Growth
- Workshop Leader  
& Presenter**                    **Republican Leadership for Georgia (2012, 2013)**  
Hope is Not a Strategy for Change...Leadership is: Lessons from our Military and  
Entrepreneurs (1/2-day seminar)  
Restoring Values-Based Leadership (1/2-day seminar)
- Presenter**                    **Babson College Entrepreneurship Research Conference (2013)**  
Presented in Refereed Paper Session  
Networking and Path Building Processes in Emerging Ventures

(Co-authors: Mark Keil and Benjamin Oviatt)

**Participant** **Georgia State University Center for Ethics and Corporate Responsibility – USMC (2012)**  
Values-Based Leadership Program – Quantico, VA  
Transformational Leadership Program – Parris Island, SC

**Presenter** **International Conference on Engaged Management Scholarship (2011)**  
Addressing the Sustainability Challenge: Insights from Institutional Theory and Organizational Learning (co-authors: Mark Keil, Jeanette Miller, James O’Connor)

## PUBLICATIONS

**Journal of Leadership, Accountability and Ethics (2013)**  
“Addressing the Sustainability Challenge: Insights from Institutional Theory and Organizational Learning”  
(Co-authors: Mark Keil, Jeanette Miller and James O’Connor)

## AWARDS & HONORS

**Grant Award for NSF Innovation Corps Site for Entrepreneurship - \$500,000 from 08.2017 – 07.2022**  
(Co-PIs: Ehsan Jabbarzadeh and Chad Hardaway)

**Best Practitioner Paper at the 2011 International Conference on Engaged Management Scholarship** for  
“Addressing the Sustainability Challenge: Insights from Institutional Theory and Organizational Learning”  
(Co-authors: Mark Keil, Jeanette Miller and James O’Connor)

## CURRENT & PAST SERVICE ACTIVITIES

### (University & Business)

**Board (Observer)** **Sprockets – Mount Pleasant, SC (2020 – Present)**  
**Board (Advisory)** **SCBIO QuickStart Program for Life Sciences Companies - SC (2015-2016)**  
**Board** **Alumnify, Inc. - San Francisco, CA (2014 – 2016)**  
**Board** **Ethacy, LLC – Jackson, WY (2013- 2019)**

**Founding Organizer** **Soda City Startup! 3-Day Startup Hackathon– Columbia, SC (2017)**  
**Co-Founder** **2X Angel Investor Network for Women – Atlanta, GA (2013 – 2014)**

**Member** **Atlanta Technology Angels – Atlanta, GA (2013 – 2017)**  
**Member** **Angel Capital Group – Charleston, SC (2013 – 2014)**

**Advisor/Coach** **Gener8tor Virtual Pitch - Cleveland, OH (2020)**  
**Mentor/Coach** **TIE<sup>2</sup> International Innovation Entrepreneurship Exchange - Munich Germany (2017)**  
**Mentor/Coach** **UnternehmerTUM MedTech Bootcamp – Munich, Germany (2014, 2015, 2016)**  
**Mentor/Coach** **Global Entrepreneurship Summer School – Munich, Germany (2015, 2016)**  
**Mentor/Coach** **SC Columbia Startup Weekend (2014, 2015)**  
**Mentor/Coach** **TMinus6/firedUP Startup Accelerator - Columbia, SC (2013 – 2015)**

**Judge** **Clemson University MBA Enterprise Competition – Columbia, SC (2017-2021)**  
**Judge** **SC Arts Commission Artists’ Venture Initiative – Columbia, SC (2020)**  
**Judge** **USC School of Music - The SAVVY Arts Venture Challenge (2014 – 2017, 2019)**  
**Judge** **USC Proving Ground Business Plan Competition (2013, 2014, 2019, 2020)**  
**Judge** **SC Aerospace Conference – Pitch Competition (2018)**  
**Judge** **USC College of Engineering and Computing - ColaHacks (2018)**  
**Judge** **SC Columbia Startup Weekend (2016)**  
**Judge** **SCBIO Live! Conference Pitch Competition – Greenville, SC (2016)**  
**Judge** **I2S Georgia Tech Business Plan Competition – Atlanta, GA (2013)**

**Panelist** **The Startup Club Italy – Virtual European Pitch Night – Milan, Italy ( 2020)**  
**Panelist** **SC Trends in Angel Investing Forum – Columbia, SC (2018)**  
**Panelist** **Entrepreneurship and Technology Summit – Columbia, SC (2018)**

**Panelist** **Venture Carolina Investor Panel: Taking the Non Out of Nonprofit** – Columbia, SC (2017)  
**Panelist** **DIG South Angel Investor Panel** – Charleston, SC (2014)  
**Panelist** **CETI START! Series Women Building the Future** - Columbia, SC (2014)

**(Other & Non-Profit)**

**Advisor** **Grameen Foundation** – Washington, DC (2008)  
**Advisor** **Gray Matters Capital** – Atlanta, GA (2007-2008)  
**Advisor** **Women Thrive Worldwide** – Washington, D.C. (2007-2008)  
**Advisor** **Grassroots Capital Partners – Global Microfinance Equity Fund** – NY (2007-2008)  
**Board of Governors** **Buckhead Club** – Atlanta, GA (2009 – 2014)  
**Board of Trustees** **Leukemia and Lymphoma Society** - Atlanta, GA (1998-2000)  
**Facilitator** **St. Thomas More Catholic Church** (USC Campus Parish) **U/G Women’s Group** (2018)  
**Finance Committee** **St. Thomas More Catholic Church** (USC Campus Parish) (2016-2018)  
**Volunteer** **Beaches Emergency Assistance Ministry** – Jacksonville, FL (2019 – Present)