

ALEX. BROWN CENTER FOR ENTREPRENEURSHIP

Presents The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Entrepreneurs Panel Discussion

Presenters:



Les Craig, Co-Founder and VP of Analytics, RedOwl Analytics, LLC
B.S. Applied Math, Minor Computer Science - West Point

Les has spent over 12 years as a thought leader and innovator in pursuit of solving some of our nation's most challenging and critical big data problems. He is an Army Veteran who served in Afghanistan and Iraq with both conventional forces and special operations. Les' passion for applying rigorous quantitative techniques and intuitive data visualization methods to solve problems of challenging scope and massive scale led him to co-found RedOwl Analytics in 2012 after brief stints with the JHU Applied Physics Lab and Central Intelligence Agency. Although Les credits his early career with preparing him well to start a company - not a single experience in his past compares to the daily thrill, challenge, and excitement of being an entrepreneur - and doing it in Baltimore, MD! The only draw back is that he isn't able to spend as much time as he'd like to with his beautiful wife and two children - Max (6) and Emi (4).



Rodney D. Foxworth, Jr. '07, Founding Member BMe (Black Male Engagement)
B.A. Cultural Anthropology, University of Maryland, Baltimore County

Rodney D. Foxworth, Jr. is a founding member of BMe (Black Male Engagement), a social venture startup incubated by the John S. and James L. Knight Foundation. Rodney leads BMe's community management and grantmaking strategies in Baltimore, Philadelphia, and Detroit. Prior to BMe, Rodney was a consultant and social entrepreneur, launching Harbor City Partners, a social enterprise and economic development advisory firm. He was previously founder and principal of Benevolent Ventures, a strategy consultancy to grantmakers and nonprofit social enterprises. Rodney has held various marketing, business development, and program management positions in the private and nonprofit sectors. He is also heavily involved in numerous civic and charitable activities in the Baltimore region.



Brooke Hall, Founder and CEO, What Works Studio, Cofounder and Publisher, What Weekly, Cofounder, Light City
B.A. Philosophy and Literature, Wilkes Honors College of Florida Atlantic University

Brooke launched her first company, What Works Studio, 5 years ago. What Works was the marketing and design agency behind the recent Bmore Gives More campaign, which helped raised \$5.7 Million for local nonprofits in a single day. While bootstrapping the design studio, she cofounded What Weekly, "Baltimore's Best New Magazine" that works to rebrand the city by documenting the good news. Her most recent endeavor is Light City, an effort to organize a large scale light festival for Baltimore. Her photography and/or writing has been published in New York Times, The Guardian, Huffington Post, Baltimore City Paper, Washington Business Journal and, of course, What Weekly.

April 9, 2014

12 – 1:00p.m. • Commons Room 329

Contact Vivian Armor at armor@umbc.edu for more information
or visit us at www.umbc.edu/entrepreneurship/speakers.

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