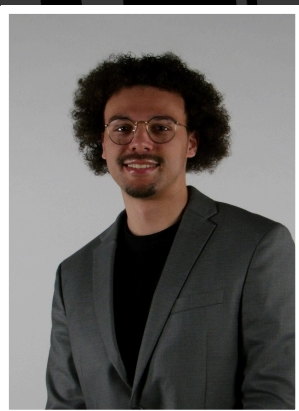


Presents
The Raymond V. Haysbert, Sr.
Entrepreneurship Lecture Series

Entrepreneurs Panel Discussion

Monday, October 19, 2026 • 12 - 1 p.m • University Center 312

Co-sponsored by the Career Services Center



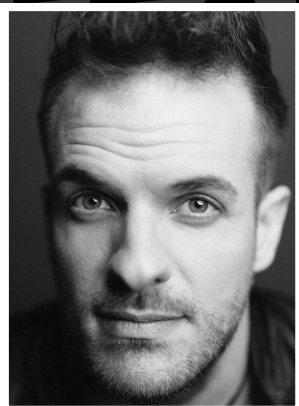
Thomas Hammond '25
CEO, Cheeky Magpie Collective
BFA, Visual Arts, UMBC

Thomas Hammond founded Cheeky Magpie Collective during the final semester of his senior year. This design collective is comprised of a tight knit group of UMBC alumni and tackles large scale design opportunities, such as developing brand identities, along with designing for large scale print. Some of their largest clients include University of Maryland, Baltimore County, and the College Park Aviation Museum. In this panel, Thomas will be sharing the ups and downs that come with being an entrepreneur within the early stages of a business.



Kedren Crosby '96
Founder, Work Wisdom
MS, Policy Science, UMBC

Kedren Crosby never intended to become an entrepreneur. Unexpectedly finding herself launching a company, she discovered that the first year of building Work Wisdom shaped her in ways she never could have imagined. From a remarkable beginning to an improbable success, Kedren has learned invaluable lessons along the way—especially the importance of carefully choosing the clients she serves. As an organizational behaviorist, she leads a company dedicated to transforming mindsets and behaviors to help individuals and organizations achieve optimal performance.



Luke Roberts '12
Cinematographer, Artist, and Social Entrepreneur
BS Mechanical Engineering, UMBC
MS Mechanical Engineering, University of Maryland, College Park

Luke started off in mechanical engineering because he was good at science and math, but ultimately he wanted the freedom that owning his own business would provide. In the middle of his PhD program, he decided to change careers into what made him come alive - creating art and helping people. He launched Fundup a few years later to empower those who had little by making giving easier and more sustainable. He started LJR Creative to make cinematic video for artists and provide the infrastructure for his own journey as a musician.

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Series provides a platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, alumni and the Baltimore business community. The series highlights experiences, lessons learned and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

Questions?



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