

Mr. JAMIE JONATHAN KRAFT

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EDUCATION

- French Language** Alliance Française (Paris, France), January 2001– January 2002
- M.B.A.** University of Florida (Gainesville, Florida, USA), graduated May 1998
- ◆ Specialized in finance, business strategy, and operations management
 - ◆ Received Matherly Scholar Award for academic excellence and leadership
 - ◆ Completed strategy course exchange at Aalto School of Business (Finland)
- MS in Biotechnology** University of Florida (Gainesville, Florida, USA), January 1995- August 1996
- ◆ All course work completed for graduate degree offered through the UF Health Science Center
 - ◆ Degree not certified as research thesis requirement was not completed
- B.S. in Microbiology** University of Arizona (Tucson, Arizona, USA), graduated December 1994

RECENT HIGHLIGHTS

- Overseas Immersion Programming: Hungary (1 time), Ireland (6 times), Chile (1 time), Cuba (1 time)
- Overseas Field-Consulting Programming: South Africa (5 times) and Haiti (2 times)
- US Immersion Programming: Silicon Valley (2 times)
- Courses Taught: The Technology Venture Sequence, New Venture Creation, The Venture Accelerator, Creativity in Business, Innovation for Development, The Entrepreneurship Case Lecture Series, New Media Entrepreneurship, GatorNest Consulting, The First 100 Days, Entrepreneurial Leadership, Entrepreneurship Post-Mortem, Principles of Entrepreneurship, Emerging Enterprise Consulting
- Student Day Trips Organized on Multiple Occasions: Florida Venture Capital Conference, Florida Early-Stage Venture Conference
- Additional Activities: Judging/ mentoring for annual Big Idea Business Plan Competition, managing operational details for Gator Hatchery Student Incubator
- Annual Outreach Sessions: “The Pitch” (UF Veterans Entrepreneurship Program), “Case Learning” (The Global Experiential Classroom), “Operations Management” (Gainesville Entrepreneurship and Adversity Program), “Creativity” (Young Entrepreneurs for Leadership and Sustainability)
- Conference Attendance and Presentations: Multiple attended and presented (National Collegiate Inventors and Innovators Alliance/Venture Well, Babson Symposium on Entrepreneurship Education, Stanford Roundtable on Entrepreneurship Education, Global Consortium of Entrepreneurship Centers, US Association of Small Business and Entrepreneurship, Association for the Advancement of Collegiate Schools of Business)
- Boards: Master of Sustainable Development Practice, The UF Innovation Academy, UF Hosing Entrepreneurship Living and Learning Community, UF Infinity Hall Entrepreneurship Dormitory
- Collaborations: Integrated Technology Venture Program and Innovation Fellows Program (with the UF Wertheim College of Engineering’s Innovation Institute), JumpstART Design Thinking Workshop (the UF College of the Arts)
- Grants Received: Venture Well Faculty Grant; UF City of Gainesville Research Award
- AACSB Accreditation: Two maintenance visits/ Closed the program assurance of learning loop twice

PROFESSIONAL EXPERIENCE

2003 **UNIVERSITY OF FLORIDA ENTREPRENEURSHIP AND INNOVATION CENTER (EIC)**
To-date **(Gainesville, Florida, USA)**

Director (also held positions of: Managing Director, Director of Degree Programs; Director of Operations)

Currently serving as head of all planning and operational activities within the Center

- ◆ Work with Academic Director to aid in the strategic planning process
- ◆ Maintain control of all operational details including budgetary oversight (\$2.5 million) and personnel management (12 employees and 2-4 student assistants)
- ◆ Consult to the UF Innovation Academy serving on a number of committees
- ◆ Served as Program Advisor for the UF Entrepreneurs Club and the EIC Ambassadors (selected as the WCBA Student Organization Advisor of the Year in 2011 and 2012)
- ◆ Play an operational role in the roll-out and implementation of a number of outreach activities including the Veteran’s Entrepreneurship Program, the Global Experiential Classroom, the Big Idea Competition and the Gator 100

Managed the assurance of learning process for EIC graduate programs during two AACSB 5-year maintenance reviews of the Warrington College of Business Administration

- ♦ Outlined learning goals and objectives at the programmatic level for the Thomas S. Johnson MS-Entrepreneurship Program and defined course-embedded assessment measures
- ♦ Developed detailed rubrics and established threshold levels for performance evaluation

Served as an instructor for a number of EIC courses throughout the years at both the graduate and undergraduate levels:

- Principles of Entrepreneurship, Creativity in Business, The First 100 Days, New Media Entrepreneurship, Entrepreneurial Leadership, Entrepreneurship Post-Mortem, The Technology Venture Sequence, and New Venture Creation
- Global Entrepreneurship Study Program (Ireland, Chile and Cuba), Entrepreneurship and Empowerment in South Africa and Haiti, Silicon Valley Program (Palo Alto)
- The Entrepreneurship Case Lecture Series and The Emerging Enterprise Consulting Program
- Innovation for Development/The Venture Accelerator (successfully won a \$7500 grant in support of course development from the National Collegiate Inventors and Innovators Alliance/Venture Well

Delivered academic and programmatic presentations to national peer-group organizations:

- Kraft, J. (Director), Swikle, W. (Alumni), 2017 EFMD Conference on Master Programmes, "Making a difference – Promoting entrepreneurial mindsets and behaviours in master programmes," EFMD, University of Florida, Gainesville, FL, United States. (December 8, 2017).
- Kraft, J., Global Consortium of Entrepreneurship Centers, "Driving Collaboration Among Universities and in the Center," Halifax, Canada. (October 14, 2017).
- Morris, M. H., Kraft, J., Global Consortium of Entrepreneurship Centers, "Empowering Disadvantaged Members of the Community," Halifax, Canada. (October 13, 2017).
- Burke, B., Darragh, L., Kraft, J., Zoller, T., "Managing Multiple, Emerging Entrepreneurship Initiatives Across Campus: Collaboration or Competition?" Global Consortium of Entrepreneurship Centers, Rochester, NY. (October 2016).
- Kraft, J., Joos, K., Morris, M., "USASBE 2016 National Model Specialty Entrepreneurship Program," US Association for Small Business Entrepreneurship, San Diego, CA. (January 2016).
- Kraft, J., White, R., Moore, K., Ford, C., D'Souza, R., "Developing Competency-Based Entrepreneurship Education that Works," Global Consortium of Entrepreneurship Centers, Gainesville, FL. (October 2015).
- City, J., Kraft, J., "Extending Multidisciplinary Innovation Education at the Undergraduate Level: A New Model to Consider," VentureWell, Washington, DC. (March 2015).
- Kraft, J., Joos, K., Morris, M., "USASBE 2015 National Model Specialty Entrepreneurship Program," US Association for Small Business Entrepreneurship, Tampa, FL. (January 2015).
- Tseng, C.-C., Kraft, J., "Entrepreneurial Efficiency, Cultural Development and Economic Competence," US Association for Small Business Entrepreneurship, San Francisco, CA. (2013).
- Kraft, J., "What Does it Take to Compete and Win in the GCEC 'Excellence in Specialty Entrepreneurship' Award Category," Global Consortium of Entrepreneurship Centers, Kansas City, MO. (2013).
- Kraft, J., "USASBE 2013 National Model Graduate Entrepreneurship Program," US Association for Small Business Entrepreneurship, San Francisco, CA. (January 2013).
- Tseng, C.-C., Kraft, J., "Linking Entrepreneurial Education Practices, Learning Satisfaction, and Learning Effectiveness," VentureWell, San Francisco, CA. (2012).
- Morris, M., Kraft, J., "New Developments in the Master's in Entrepreneurship," Global Consortium of Entrepreneurship Centers, Washington, DC. (October 2012).
- Kraft, J., "USASBE 2012 National Model Graduate Entrepreneurship Program," US Association for Small Business Entrepreneurship, New Orleans, LA. (January 2012).
- Kraft, J., "Assurance of Learning: Accountability and Continuous Improvement in Entrepreneurship Education," Global Consortium of Entrepreneurship Centers, Tucson, AZ. (2008).
- Kraft, J., "Creating a Master's Program in Entrepreneurship," Global Consortium of Entrepreneurship Centers, Syracuse, NY. (2007).
- Kraft, J., "Specialized Entrepreneurship Programs: A Unique Model for Innovative Entrepreneurship Education," AACSB Emerging Curricula Conference, Baltimore, MD. (2007).
- Kraft, J. "Entrepreneurship Master's Programs," VentureWell, Tampa, FL (2007)

- 2003 **THE STATE OF FLORIDA/ BOARD OF GOVERNORS (Tallahassee, Florida, USA)**
External Consultant (November 2003 – December 2003)
Provided pro-bono consulting assistance to the State of Florida's University Board of Governors.
- ♦ Reviewed and evaluated strategic plans for the 11 public universities in the State of Florida
 - ♦ Presented findings to the State's Strategic Planning & Educational Policy Committee
- 2002 **REDSEACO (Gainesville, Florida, USA)**
External Consultant (December 2002 – February 2003)
Provided sub-contracted consulting assistance to mid-sized software company supplying intelligent and distributed solutions to developers and manufacturers of engineered products.
- ♦ Identified balanced-scorecard performance metrics targeting various organizational levels
 - ♦ Conducted ROI analyses of client relationships on an historical and projected basis
- 2002 **UF ENTREPRENEURSHIP AND INNOVATION CENTER (Gainesville, Florida, USA)**
External Consultant (July 2002 – April 2003)
Provided pro-bono consulting assistance to the commercialization process for a neonatal brain-function monitoring device.
- ♦ Evaluated market potential through competitive intelligence and industry analysis
- Managed GatorNest student-consulting team performing legal, business, and strategic due diligence for an investor acquisition.
- ♦ Evaluated historical financial performance of the business
 - ♦ Developed pro forma income statements and balance sheets to be used in valuation analysis
 - ♦ Performed economic performance evaluation using return-on-invested-capital techniques
- 1997 to 2000 **DELOITTE CONSULTING (Atlanta, Georgia, USA)**
Senior Consultant (September 1999 – November 2000)
Assisted in developing chemical industry thought-leadership point-of-view document.
- ♦ Interviewed firm experts as well as industry analysts in order to develop a vision of the future of the chemical industry
 - ♦ Performed analysis on the chemical industry to identify directional shifts in the market
- Directed competitive positioning assessment of orphan products for a global petrochemical company.
- ♦ Interviewed client to gain understanding of the historical decision making as well as current and future manufacturing capabilities
 - ♦ Performed competitive intelligence using competitor interviews, competitor publications, analyst reports, and industry papers in order to identify the state of the market
 - ♦ Constructed financial analysis of main competitor to justify rationality of market moves
- Assisted in developing E-Enabled Shared-Services thought-leadership point-of-view document.
- ♦ Researched databases of shared-services engagement documents in order to update methodology "road-map" to accurately reflect expected project deliverables
- Managed post-merger warehouse consolidation activities for a large midwestern window distributor.
- ♦ Developed and managed engagement work plan in order to monitor and track activities including inventory movement, product disposition, and call center transition
 - ♦ Contributed to high-level warehouse layout using AutoCAD LT design software
- Performed distribution assessment for mid-sized southeastern pharmaceutical company.
- ♦ Interviewed client executives in order to evaluate overall business strategies and their impact on the future of the distribution center's operations
 - ♦ Developed customer survey to determine the requirements of the customers, primarily drugstores and distributors, and the expected impact on the distribution center
 - ♦ Identified current industry trends and their expected impact on the distribution center using desk research as well as interviews with internal and external industry analysts
- Developed and delivered a two-day internal training course for Deloitte strategy practitioners.
- ♦ Covered such topics as economic performance evaluation, cash-flow-return-on-investment (CFROI) calculations, discount rate derivation, and business valuation

- Conducted process assessment for a large southeastern brick manufacturer.
- ◆ Performed client interviews, site assessments, and data analysis to identify re-engineering opportunities in preparation for an Oracle enterprise transformation project
 - ◆ Scope of assessment included order management, production scheduling, procurement, production operations, and warehouse management

Consultant (July 1998 – August 1999)

Directed the economic performance evaluation effort for a mid-sized southeastern textile company.

- ◆ Constructed balance sheets and income statements for the client at the following levels: strategic business unit, market area, and product area
- ◆ Performed CFROI analysis using financial data in order to identify the business units where value was being maximized as well as diminished

Re-engineered the HR processes for the consulting division of a large southeastern software developer.

- ◆ Redefined and streamlined the employee performance appraisal process, including validating an employee expectations framework with senior management

Performed strategic assessment for a southwestern manufacturer of power generation equipment.

- ◆ Evaluated the financial reports of twenty-five distribution branches and gathered relevant data from the client in an effort to identify profitability factors

Contributed to development of pricing strategy for a southeastern printer.

- ◆ Compiled and analyzed competitor pricing data and target account information

Assisted in developing “Global Consumer Business Trends and Issues” thought-leadership document.

- ◆ Researched existing as well as future trends in the consumer business industry using various sources including desk research and analyst interviews
- ◆ Analyzed data and selected relevant findings to be used in developing meaningful ideas about the direction of consumer business worldwide

Contributed to development of internal “Southeast Manufacturing Practice Action Plan.”

- ◆ Gathered data for “as-is” assessment and aided in the development of “to-be” vision regarding local office practitioner roles and responsibilities, operating practices, and infrastructure requirements

Created and developed internal “Global Manufacturing Practice Overview” document.

- ◆ Conducted research, compiled data, and designed presentation summarizing relevant information to be used for educational and recruiting purposes

Summer Associate (May 1997 – August 1997)

Managed data for planning phase of an SAP implementation for a global life sciences corporation.

- ◆ Compiled database of business requirements and developed a commonality framework to manage these requirements on a global basis

1995 **UNIVERSITY OF FLORIDA (Gainesville, Florida, USA)**

to **Graduate Teaching Assistant** (August 1997-May 1998)

1998 Managed logistics and administrative issues for a management course that included 1,500 students.

- ◆ Provided student services including office hours and review sessions
- ◆ Wrote the exam questions and managed the grade-tracking process

Biochemistry Research Assistant (May 1995 – August 1996)

Performed research duties for a non-profit laboratory serving academic institutions in the Southeast.

- ◆ Constructed protein chemistry peptide “library” to be used as research tool by clients

PUBLICATIONS

- Tseng, C.C, and Kraft, J.J., “Graduate Level Entrepreneurship at the University of Florida”, Annals of Entrepreneurship Education and Pedagogy, 2014, (324-331)
- Sheng, S., Kraft, J.J., and Schuster, S.M., “A Specific Quantitative Colorimetric Assay for L-Asparagine”, Analytical Biochemistry, 1993, (211), 242-249