

Theresa Barnhart Sedlack

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Profile

Dedicated practitioner and instructor with experience teaching entrepreneurship, including entrepreneurial finance and equity investing, through interactive, immersive formats with active businesses, entrepreneurs and investors. Extensive startup support and technology commercialization experience brings ability to distill themes, illustrate approaches and effectively mentor ventures across a wide range of industries and business models. Demonstrated ability to succeed in university environment

Higher Education

- 2004 Masters of Business Administration
University of Notre Dame, Notre Dame, Indiana
- 1989 Bachelors of Business Administration
University of Notre Dame, Notre Dame, Indiana

Teaching Experience

2020 to present **Miami University Entrepreneurship Department
Visiting Assistant Professor**

Instruct one 200 level course (ESP251 Value Capture and Creation; two sections each fall and spring semester), one 400 level course (either ESP401 New Venture Creation or ESP461 Entrepreneurial Consulting depending on department need), one 400 level course (ESP444 Venture Capital Immersion; one section spring semester) and one 500 level course ESP544 Venture Capital Immersion; one section fall semester asynchronously)

Adapted curriculum for ESP251 to emphasize financial modeling, cash needs and financing options, developing multiple teaching cases to support hands-on application for teams with spreadsheets. For ESP444 built upon a strong industry connection foundation to incorporate case-based work with practicing investors versus panel lectures. ESP544 work included developing all aspects of the online curriculum, including videos, to support the launch of the course for the Masters of Entrepreneurship and Emerging Technology program

- 2020 to present **Miami University Entrepreneurship Department
Visiting Assistant Professor (cont.)**
2024 course instructor feedback overall score for ESP251 was 3.85 (relative to a 3.49 Department Mean and a 3.33 University mean for 2024 Fall and Spring combined). Fall 2024 course instructor feedback overall score for ESP544 was 3.83 (relative to a 3.24 Department Mean and a 3.31 University mean for Fall 2024). Fall 2024 course instructor feedback overall score for ESP461 was 3.67 (relative to a 3.24 Department Mean and a 3.31 University mean for Fall 2024). ESP444 Spring 2024 response rates were too low for summarized data, but the course culminates in student participation in the undergraduate student Venture Capital Investment Competition (VCIC), organized by the University of North Carolina at Chapel Hill. Teams coached through this program have placed first at their regional event each year between 2020 and 2025. The 2022 team went on to place third at nationals and the 2023 and 2024 teams placed second at nationals
- 2019 **Miami University John W. Altman Institute for Entrepreneurship
Venture Capital Immersion Program, 400 Level Course**
Co-instructed Venture Capital Immersion program, providing students with practitioner exposure and hands-on experience with the approaches used by institutional investors to evaluate, value and negotiate terms for high growth companies. Culminating experience for students in the course was the Undergraduate Venture Capital Investment Competition (VCIC), organized by the University of North Carolina. Miami University's 2019 student team placed first in their regional event and advanced to nationals, where they placed third
- 2018 **Northern Kentucky University Center for Innovation And
Entrepreneurship, New Venture Financing, 300 Level Course**
Developed and taught a 7-week course emphasizing financial modeling, cash needs and financing options. The approach focused on understanding the financial operating model for new ventures through launch and growth stages, then considered potential sources of funding once the staged financial requirements were identified. Major sources of funding for new ventures were reviewed and evaluated, including "bootstrap" financing, crowdfunding, equity financing (angel and venture capital), debt financing and grant funding

Course evaluations yielded instructor and course assessment mean of 4.9 on a 5.0 scale, above department, division and university means
- 2008 to 2017 **University of Notre Dame Mendoza College of Business
Venture Capital Practicum, 600 Level Course**
Designed and taught practicum with exclusive focus on live business plan analysis, diligence interviews, investment proposal preparation and negotiation simulations with entrepreneurs and equity investors.

2003 to 2016 **University of Notre Dame Mendoza College of Business
Venture Capital Fundamentals, 600 Level Course**

Designed and co-instructed the practitioner-based course through which active investors and entrepreneurs exposed MBA students to the fundamentals of assessing, valuing and preparing investment proposals for real business opportunities. Building block approach to course first exposed students to the high-risk, high-reward context within which early stage venture investors operate. Through this high growth opportunity lens, students were immersed in evaluating ventures across product, market, team, business model and financing dimensions. With the business opportunity holistically characterized, students then learned the fundamentals of valuation, including an integrated understanding of comparables analysis, return requirements and outcome modeling, as well as term sheet construction across economic and governance components. Course culminated in a comprehensive evaluation of business opportunities and investment proposals presented to venture investor panels for critique

Continual pedagogical improvements improved the course instructor feedback scores (5.0 scale) from an average of 3.5 in earliest available reporting years to a mean of 4.5, at or above department, division and university means. These student feedback scores were delivered while maintaining Top 20 percentile rankings for both student time invested and degree of intellectual challenge

Professional Experience

2019 to 2020 **Hamilton County Development Corporation (HCDC) Business Center, Cincinnati Ohio**

Top 10 globally ranked business incubator serving startups in Southwest Ohio with a highly customized model of space, coaching and networking support

Business Center Director

Responsible for all aspects of \$1.4 million budget and operations, including staff leadership, client recruitment and service delivery for more than 50 clients, as well as relationship management across StartupCincy and business community

Served as primary business coach for 14 Business Center clients and assisted with coaching for another 12 clients in the areas of financial modeling and fundraising strategy. Through deep, real-time understanding of SBA Economic Injury Disaster Loan and Paycheck Protection Programs, assisted 14 HCDC Business Center clients in securing critical CARES ACT support

Strengthened Business Center relationships across StartupCincy, including with CincyTech, Cintrifuse, regional accelerators, Queen City Angels, Miami University and University of Cincinnati 1819 Innovation Hub. Represented Business Center on Cincinnati Minority Business Collaborative working group and the CincyTech-led Southwest Ohio Entrepreneur Signature Program Portfolio and Pipeline Working Group

Led proposal development for 2020-2021 \$1.1 million Ohio Third Frontier Entrepreneurship Signature Program grant, securing approval through careful redesign of service delivery and metrics based on revised state guidelines for the program versus prior grants

Led client prospecting including evaluation of 180 leads, recruitment of more than 12 new Business Center clients and advisory and referral support for screened ventures not selected for the Business Center

2017
to 2019 **StartupCincy Immersions, Cincinnati, Ohio**

Personal move to Cincinnati in June of 2017 brought opportunities to build collaborative relationships across StartupCincy ecosystem

At Miami University, one of three entrepreneurial professionals invited to serve as Entrepreneurs-in-Residence in the program's 2018-19 inaugural year

At Northern Kentucky University, recruited to redesign the Entrepreneurial Finance curriculum from accounting to cash and financing option emphasis

With Hillman Accelerator, invited to serve as one of five Entrepreneurs-in-Residence supporting the 2018 cohort

2017 to
2018 **Angel Capital Association (ACA), supporting Kansas City, Missouri headquarters from Cincinnati, Ohio**

Professional association for accredited angel investors in North America with more than 14,000 members, including many of the most active groups and accredited platforms

Webinar Program Director

Responsible for all aspects of topic development, presenter recruitment and session moderation for program with most consistent outreach to ACA members

Led organization's webinar program restart after nine month hiatus, delivering 24 sessions between October 2017 and December 2018. Topics ranged from investing fundamentals to industry specific viewpoints and special interest spotlights, such as impact investing and initial coin offerings. Validated priority of program and developed transition plan to dedicated staff

2008 to
2017 **Innovation Park at Notre Dame, South Bend, Indiana**

University-owned incubator opened in 2009 to support commercialization for startups affiliated with Notre Dame students, faculty and alumni

Private Sector Engagement Director

Responsible for supporting client commercialization advancement through relationships developed across the Notre Dame community, state and regional constituents

Facilitated Park client companies in securing prospective customer and capital connections and industry expert introductions through identifying unique interest alignments, bringing credible advocacy to requests and building strong relationships to support trusted engagement

Designed, curated and led the Park's private sector advisory network of sophisticated investors and accomplished entrepreneurs, including major Notre Dame donors and trustees

Represented Innovation Park and Notre Dame on 5-member regional funding committee responsible for investment decisions in startups pursuing proof-of-concept funding to prepare for angel investment

Served on university commercialization task force with representation across teaching, research and administrative functions. Led work to flowchart technology commercialization processes from invention and intellectual property protection to commercialization assessment, business plan development and venture launch and growth support

Selected as 2013 Mentor of the Year by Notre Dame Office of Technology Transfer commercialization award program

Designed the Collina Ventures program, through which students interned with Innovation Park startups while also participating in cohort-based reflection exercises, culminating in a trip to meet with seasoned investors and entrepreneurs. Stewarded the \$150,000 five-year gift and secured renewal

Created and led the Schurz Innovation Challenge, a campus-wide extra curricular competition through which students developed concepts and prototypes for web and mobile applications. Unique prize structure rewarded collaboration with other campus programs and events, yielded strong cross disciplinary participation. Secured renewal for the \$50,000 gift

2008 to
2009 **Fish Taco Ventures, South Bend, Indiana**

Spin-out from Notre Dame's entrepreneurship center responsible under license agreement for events and funds that supported Notre Dame-affiliated investing activities

Executive Director

Responsible for all aspects of execution for independent entity, including legal formation, investment process, funds administration, marketing and programming

Led execution and administration of angel pre-seed fund that facilitated screening, due diligence and funding for opportunities emerging from Notre Dame-affiliated deal sources

Developed sustainable model utilizing student interns paired with experienced investors to provide screening capacity and portfolio tracking

Invited to prepare and present white paper for Kauffman Foundation-funded roundtable as one of eight universities at the time engaging angel investment through university affinity

2000 to
2007 **University of Notre Dame Gigot Center for Entrepreneurship
Notre Dame, Indiana**

Center endowed in 1998 to support entrepreneurial needs for Notre Dame community

Venturing Programs Manager

Responsible for Venturing extra curricular programs and mentoring networks

Established IrishAngels as an invitation-only mentoring network. As an outgrowth of mentoring network momentum, led execution of annual investment forums through which IrishAngels members saw carefully vetted investment pitches. The event averaged \$2,000,000 in funding across presenting companies, laying the groundwork for the now free-standing network in operation in Chicago

Launched and executed the university-wide business plan competitions that, to this day, serve students, faculty and alumni, averaging 70 teams per year receiving mentoring and in-depth feedback. Continually built upon core competition framework to incorporate mentor matching, workshops, pitch coaching and venture fair for broader exposure and networking for participants

Developed proposal, secured funding and stewarded the \$85,000 NASDAQ Student Research Fellowship Endowment, which provided students with the opportunity to shadow practicing venture capitalists during weeklong trips to Boston and Silicon Valley between Fall and Spring semesters

1998 to
2000 **SpencerHall, Cincinnati, Ohio and Chicago, Illinois**

Marketing consulting firm specializing in qualitative research to support the development of new product and brand positioning concepts

Marketing and Research Consultant

Supported clients included Philips, Quaker Oats, SC Johnson and Minute Maid

1989 to
1997 **The Procter & Gamble Company, Cincinnati, Ohio**

Brand Manager, New Hair Care Brand

Developed and qualified plans for Physique, a new hair care brand leveraging styling product innovations and consumer insights

Led multi-functional team in all aspects of Physique brand development, resulting in successful 1998 test market, which led to national launch in 2000.

Brand yielded \$100 million in annual sales before it was discontinued as part of category brand rationalization

Assistant Brand Manager, Hair Care Category

Led major projects for Pantene ProV and Head and Shoulders

Led diverse team of product development scientists and advertising agency personnel to develop ten-year initiative vision for Pantene. Combined a deep level of consumer understanding with a holistic review of related industry market trends, government legislation, and technological capabilities

Developed new product and marketing ideas for Head & Shoulders, which delivered purchase intent scores in top 20% of hair care database and projected \$20MM annual sales increase

Finance Management Development Program

Progressed successfully through finance division rotational development roles.

Provided profit and cash flow forecasts for \$500 million hair care category, budget management and reporting for \$25 million Iowa City hair care plant operations

Recent Distinctions, Honors and Awards

- 2024 Herbert E. Markley Visting Executive Professor, Entrepreneurship
- 2019 Invited Advisory Council Member, Flywheel Ventures, Cincinnati, Ohio
- 2019 Invited Mentor, Brandery Accelerator, Cincinnati, Ohio
- 2019 Invited Judge, Entrepreneur’s Organization Cincinnati Chapter Global Student Entrepreneur Awards Competition, Cincinnati, Ohio
- 2018 Invited Judge, Business Model Road Test, Miami University, Oxford, Ohio
- 2017 to 2020 Invited Judge, RedHawk Ventures Competition, Oxford, Ohio
- 2017 Invited Education Committee Member (ongoing), Angel Capital Association, National
- 2017 to 2019 Invited Mentor, Queen City Angels Entrepreneur Bootcamp, Cincinnati, Ohio

Recent Invited Presentations

- 2020 Invited Moderator, Angel University Due Diligence and Startup Boards Workshops, at invitation of Angel Capital Association Education Chair
- 2020 Presenter, Miami University Advancing Women in Entrepreneurship program, at invitation of Elizabeth Troy
- 2019 Invited Presenter, Funding Both Sides of The Table, Startup Week, at invitation of StartupCincy planning committee
- 2019 Invited Presenter, Understanding Financial Statements, for Executive Business Accelerator, at invitation of Deborah Davis, Director of Minority Business Assistance Center at Cincinnati Northern Kentucky African American Chamber
- 2019 Invited Moderator, Financing Your Venture: How Startup Financing Works, for Queen City Angels (QCA) Entrepreneur Bootcamp at invitation of QCA Executive Director
- 2019 Invited Panelist, Effectively Commercializing Technologies from Universities and More, for Angel Capital Association (ACA) National Summit, at invitation of ACA Executive Director
- 2019 Invited Presenter, Angel Investing and Transforming Communities, By Women, For Women, for QCA members at invitation of Event Chair and QCA Member Sue Baggott
- 2018 to present Invited Presenter, Basics of Impact Investing and Funding Workshop, Flywheel Elevator Cohort Training Program, at invitation of Flywheel CEO Bill Tucker

Current Professional Memberships

2004 to
present

Angel Capital Association

Professional association for accredited angel investors in North America with more than 14,000 members. Past service has included University Angels working group (2005 – 2008), Membership Committee (2011 – 2012) and Education Committee (2017 to 2024). Appointed to serve on National Angel Capital Association board for three-year term (2013 – 2015)

2017 to
present

P&G Alumni Network Cincinnati

Nonprofit organization founded by former employees of Procter & Gamble to keep existing connections and make new ones, with chapters and events nationally and internationally