

## Jeffrey J. Smith

### *Curriculum Vitae with Supplemental Information*

## Employment History

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*March 2015 - Present*

### **Director - University Corporate Research Park - Michigan State University Foundation**

- Connecting Michigan State University with Corporate partners to establish Corporate Innovation Centers and channels to and from industry.
- Managing and expanding the real estate and economic development opportunities of Michigan State University on behalf of the University Foundation.
- Supporting the incubation and acceleration of new spin-out companies from the University, as well as supporting tech-transfer and commercialization opportunities in early business development stages.
- Serving as a liaison to the Greater Lansing Region. Managing the creation, expansion, and ongoing operations of the Technology Innovation Center and the University Corporate Research Park.

*January 2012 - March 2015*

### **Director - New Economy Division, Lansing Economic Area Partnership (LEAP)**

- Facilitation and support of the new economic initiatives for Ingham, Eaton and Clinton Counties and the corresponding communities, through events, networking, competitions, and infrastructure.
- Supporting the incubation and acceleration of new and small businesses in the Greater Lansing Region. Managing the creation, expansion, and ongoing operations of the Technology Innovation Center, the Hatch, The Runway (Fashion Incubator), 3D Lansing Rapid Prototyping Services, and Import-Export Initiatives.
- Cultivating the culture of entrepreneurship in the Greater Lansing Region through events such as Startup Weekend, The Hatching, Launched, Greenlight Business Model Competition, and the Lansing Maker Week.
- Managing the Lansing Regional SmartZone representing the Cities of Lansing and East Lansing, Ingham County, the Michigan Economic Development Corporation and Michigan State University.
- Management and Oversight of all startup and small business programming and staff, including the local administration of the Business Accelerator Fund, The Michigan Pre-Seed Fund, the First Customer Program, Pure Michigan Business to Business Connect, and the Mentor-in-Residence Program.

*January 2014 - April 2014*

**Adjunct Faculty, Baker College of Jackson**

- Developed new curriculum and lesson plans for the Entrepreneurial Capstone Course at Baker College Jackson Campus.
- Utilized the SBA Business Plan and SCORE Financial Tools to develop standardized weekly rubrics for students.

*February 2013 - November 2013*

**Adjunct Faculty Advisor, Michigan State University**

- Developed new curriculum for entrepreneurial students involved in the msuENet entrepreneurial certification program.
- Screened and reviewed student projects involved in the Saudi Arabian KKU to MSU programming.

*June 2008 - December 2011*

**Project Manager - New Economy Initiatives, City of East Lansing**

- Facilitation and support of the new economic initiatives for the City of East Lansing and surrounding communities, through events, networking, competitions, and infrastructure.
- Managed the Economic Development efforts of the City of East Lansing in areas of recruitment, retention, and strategic planning initiatives for the following initiatives:
  - Startup, Management, and Operational Support of the Technology Innovation Center
  - Startup, Management, and Operational Support of the Hatch Student Business Incubator
  - Co-Founder and Planning Committee for Ignite Lansing
  - Co-Founder and Planning Committee for DirtyFeat Adventure Race
  - Implemented Employee Bike Sharing Program
  - Implemented the East Lansing TIC Public Art Program

*July 2005 - June 2008*

**Senior Market Analyst, Anderson Economic Group LLC**

- Senior Market Analyst for a business consulting firm serving clients in the public, private, and non-profit sectors. Practice areas included Market Research & Economic Development; Public Policy Studies; Economic and Fiscal Analysis; Finance and Business Valuation; and Expert Testimony.
- Conducted site selection and location analysis, real estate market strategies, feasibility studies, determined highest and best use, calculate retail expenditures and potential, and determine supply and demand for private developers and municipalities.
- Utilized Geographic Information Systems (GIS) to analyze locational and demographic attributes for various sites and markets.
- Past public sector and non-profit clients included:
  - Mt. Pleasant, Michigan; Howell, Michigan; and Oscoda County, Michigan; Michigan State University.
- Past private sector clients included:

Dominion Development, Esquire Development, Daybreak Development, SmithMaran, JJR, Harley Ellis Devereaux, Hamilton Anderson Associates, JackJohnson Company, InBev USA, and Heineken USA.

- Company offices are in East Lansing, Michigan; Chicago, Illinois; Dallas, Texas; and Oklahoma City, Oklahoma. The company web site is: <http://www.andersoneconomicgroup.com>.

*September 2002 - July 2005*

**Network Engineer, Comcast**

- Created maps of networks for the State of Michigan and parts of Indiana and Illinois using Geographic Information Systems (GIS).
- Installed, configured, and managed high speed fiber optic networks in Michigan, Indiana, and Illinois.
- Assisted in designing fiber optic networks for school systems, corporations, and municipalities.
- Provided routine maintenance on gigabit network switches and routers.

*October 2001 - September 2002*

**Associate Analyst, AT&T Broadband (Part-Time)**

- Managed a team to create a database of subscribers by zip code and by congressional district across the United States for lobbying purposes.
- Managed the development and promotion of an interactive web-based tool for displaying financial and demographic information through a geographic interface.
- Created maps of subscribers and congressional districts using Geographic Information Systems (GIS).
- Assisted the Vice President of Government Affairs with daily tasks and projects.

*August 2001 - May 2002*

**Computer Specialist, Michigan State University Healthteam (Part-Time)**

- As a member of the MSU Healthteam, I assisted in day-to-day computer support and network administration.
- Managed the conversion of computers from Windows 2000 to Windows XP.

*August 1998 - March 2000*

**Network Administrator, Dolman Technologies Group**

- Managed a network of 20+ computers in offices in Lansing, Michigan and Detroit, Michigan.
- Created a script for automating dictation systems from doctors to transcriptionists.
- Expanded the network of five computers to over 20.
- Worked with a team to create automated courtroom dictation systems.
- Managed the conversion of computers from Windows NT to Windows 98 and Windows 2000.

## Entrepreneurial Initiatives

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- Co-Founder, Pointillism LLC ([www.huntforpoints.com](http://www.huntforpoints.com)) - Mobile Scavenger Hunt Application
- President and Co-Founder, Capitol Collective ([www.thecapitolcollective.org](http://www.thecapitolcollective.org)) - Non-profit Organization
- Co-Founder, Pure Venture Partners ([www.pureventurecapital.com](http://www.pureventurecapital.com)) - Private Investment Organization

## Education

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*Michigan State University, East Lansing, Michigan*

- Masters in Urban and Regional Planning, Economic Development Specialization, May, 2008.
- Bachelor of Arts in Telecommunications, Information Technology Specialization, May, 2002.

## Appointments, Memberships and Honors

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- Board Member, *Prima Civitas Foundation*, 2011-2014
- Member, *Association of University Research Parks*, 2015-present
- Member, *Network of Academic Corporate Relations Officers*, 2016-present
- Received the “10 Over the Next 10” Award, *Lansing Regional Chamber*, 2009
- Board Member, *Entrepreneur Institute of Mid Michigan*, 2009-2013
- Board Vice Chair, *Downtown Lansing YMCA*, 2008-2010
- Certified Business Solutions Professional, *Capital Area Michigan Works! / Michigan State University*
- Member, *Society of College and University Planners*, 2015-present
- Member, *Congress of the New Urbanism*, 2006-present
- Member, *American Planning Association*, 2005-present
- Member, *Michigan Association of Planning*, 2005-present
- Member, *Michigan Land Use Institute*, 2005-2011
- Member, *Community Economic Development Association of Michigan*, 2004-2011

## Publicly Available Reports

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*The Review - Journal of the Michigan Municipal League*  
The East Lansing Technology Innovation Center, Nov./Dec. 2009

*Residential Market Strategy*  
Ocean Springs, Mississippi: Daybreak Development, LLC., May 2007

*Comprehensive Downtown Market Strategy*  
Howell, Michigan: City of Howell, March 2007 (with Sharon M. Vokes).

*Position Statement: Paradise Valley Resort Development*  
Somerset, Pennsylvania: JackJohnson Company, March 2007.

*Market Analysis: Broadway Gateway North*  
Long Branch, New Jersey: SmithMaran Architects and Interiors, October 2006 (with Sharon M. Vokes).

*Oscoda County, Michigan Economic Development Revitalization Plan*  
Mio, Michigan: Oscoda County Economic Development Corporation, September 2006 (with Sharon M. Vokes).

*City of Mt. Pleasant, Michigan Residential Market Analysis and Retail Assessment*  
Mt. Pleasant, Michigan: City of Mt. Pleasant, September 2006 (with Sharon M. Vokes).

*Blacks Creek, Idaho Market Strategy Study*  
Boise, Idaho: Vision First, LLC, August 2006 (with Sharon M. Vokes and Cameron L. Van Wyngarden).

*RiverBluffs - A Planned Renter-Occupied Community*

Howell, Michigan: Dominion Development, LLC, August 2006.

*Residential Market Analysis*

Bath, Michigan: Esquire Development and Construction, Inc., August 2006.

*Southeast Wisconsin and Northeast Illinois Residential Market Prioritization*

Southeast Wisconsin and Northeast Illinois: Simon Group, July 2006 (with Sharon M. Vokes).

*Village Green Project: Village of Pleasant Prairie*

Racine - Kenosha, Wisconsin: Land and Lakes Development Company, July 2006 (with Sharon M. Vokes).

*The Retail Report: Twelve Oaks TND*

Village of Caledonia, Wisconsin: Legacy Development Company, June 2006 (with Sharon M. Vokes).

*Shaping East Lansing: Historical Land Use, Review of Analogous Communities, and Rec. for Moving Forward*

East Lansing, Michigan: Michigan State University, March 2006 (with Scott D. Watkins).

*Economic Development Strategy*

Dearborn Heights, Michigan: Hamilton Anderson Associates, November 2005 (with Sharon M. Vokes).

*Residential Market Strategy*

Madison, Wisconsin: Simon Group, October 2005 (with Sharon M. Vokes).

*Retail Market Strategy Study: Major League Soccer Stadium*

Johnson County, Kansas: Convention, Sports and Leisure, September 2005 (with Sharon M. Vokes).

*Position Statement: Basements in Condominium Projects*

Pleasant Prairie, Wisconsin: Simon Group, September 2005.