

Kathy Hajeb

Teaching experience

2019- present UNIVERSITY OF UTAH – David Eccles School of Business
Professor (Lecturer)

Courses: BCOR 2040 (VIBE), ENTP 2050 (Lassonde + X Portfolio), BUS 3995 (Business Scholar Innovation)

- In partnership with University leadership, developed **Lassonde + x Portfolio** and **VIBE** course materials and framework to engage students in experiential entrepreneurial learning.
- Facilitated weekly VIBE meetings with fellow section instructors to enhance course material, recruit and engage TAs
- **Business Scholar Innovation Showcase**. Students present and pitch new products and ventures in tradeshow style event with community judges.

Service:

- Eccles Equity Diversity & Inclusion Engagement Committee
- Daniel Fund Ethics Initiative Fellow
- Lassonde Founder program development. Mentor student participants
- Epicenter Building advisory committee
- Doman Center operations setup & support
- Undergraduate Studies – Learning Community taskforce
- University of Utah Student Commission
- Eccles Covid Fall 2020 Back to Campus committee
- U of U American Dream Challenge Advisory Board & judge,
- Competition judge: Bench to Bedside, HS Utah Entrepreneur Challenge
- In partnership with Lassonde leadership, established Lassonde Founders. Resident cohort with course and startup milestones
- Transitioned Innovation Scholar program to Lassonde + X. Manage registration application with students and transcript recognition with University Registrar.

2015- 2019 UNIVERSITY OF UTAH – David Eccles School of Business
Assistant Professor (Lecturer)

Courses: BUS3050/UGS3050/Honors 3050 (Innovation Roadmap), UGS3051 (Innovation Portfolio), ENTP 5850/6850 Profiles in Entrepreneurship, BUS 3995 (Business Scholar Innovation)

- Developed **Profiles in Entrepreneurship** course material
- Developed **Innovation Scholar** course materials

Service:

- University of Utah Student Commission
- Entrepreneurship Honors Thesis mentor
- Undergraduate Research (UROP) seminar presenter
- Honors College – Innovation Scholar program instructor
- Humanities Scholar – seminar presenter

- College of Engineering – Mechanical & Material Science course presenter
- Business Scholar recruiting & seminar presenter
- Competition judge: Bench to Bedside, Utah Entrepreneur Challenge, HS Utah Entrepreneur Challenge

**2011- 2015 UNIVERSITY OF UTAH – David Eccles School of Business
Instructor (Lecturer)**

Courses: BUS3050 (Innovation Roadmap), UGS3051 (Innovation Portfolio), BUS 3995 (Business Scholar Innovation)

- Developed **Innovation Scholar Roadmap, Innovation Scholar Portfolio, and Business Scholar Innovation project (Freshman & Transfer)** course material

Service:

- College of Fine Arts – ArtsForce conference presenter
- Academic Advising – Counselor conference presenter
- Established **Innovation Week** – Developed curriculum & instructed High school & middle school summer boot camp. Partnerships with EAE, Youth Education.

**Professional
experience**

**2012-present UNIVERSITY OF UTAH – Lasonde Entrepreneur Institute SLC, Utah
Director of Operations**

- Operations, finances support: U of Utah Centers & Institutes new project initiatives as directed by the U of Utah President. Epicenter building, Doman Studio, Kahlert Initiative for Technology, Stena Fintech Center, Hospitality Initiative, Innovation 4 Justice, Business Health & Prosperity, Healthcare workforce development project, Financial Literacy project, MBC systems/operations special projects,
- Direct the operations & staff of the Lasonde Institute. Operations include \$7M budgets & finances, personnel, marketing, facilities, IT. Residential recruiting, Lasonde Studios operations and liaison with Housing. Negotiate MOU, redesign operations and process.
- Facilitate the **Lasonde + X program** in partnership with Eccles Entrepreneurship & Strategy Dept & University Registrar
- Established **“Get Started with a Business Idea”** session. Facilitate weekly round-table peer discussion groups to answer student questions, point them to resources and help create action plans.
- American Dream Challenge. \$1 Million innovation prize advisory committee
- One-on-one mentoring and coaching – Student start up projects and teams
- Established 1st generation and low income **Lasonde Ambassador & Mentor program**.
- Launched **High School Utah Entrepreneur Challenge**. Direct student leaders to engage high school students across Utah in annual competition.
- Launched the **Student Innovation Report**. 2013 -2022 editions
- Member of the University Internal Commercialization Coordinating Council. Manage administrative and marketing team support.
- Member of the working committee – **Lasonde Studios** building. \$45M. Leading student engagement and “hangar” programming. Student programming expanded significantly in 2016. Cultivate campus partnerships and present Lasonde Institute programming – Engineering, Undergraduate Studies, Academic Advisory Council, Student Commission, Marriott Library, Eccles Library, ArtsForce, College of Humanities, College of Science, Continuing Education, Admissions, Housing & Residential education. Cultivate community & industry partnerships – STEM Action Center, PTC, Salt Lake County, Unruh Foundation, The Leonardo, FIRST.

**2004-2012 UNIVERSITY OF UTAH – Technology Venture Development SLC, Utah
Director, Chief of Staff**

- Created and directed **Innovation Scholar program**. Taught BUS3050/UGS3050, UGS3051 & Honors Roadmap courses. Mentored undergraduate student cohorts tackling “big questions/problems”. Develop strategic alignment and partnerships with MUSE, Undergraduate studies, Office of Sustainability, Honors and Lassonde. Focus on building a student innovation community.
- Established and direct the **FIRST Lego League** program for the State of Utah. Operational Partner with FIRST (global program – 70 countries). Built community partnerships, solicit funds, and create supporting initiatives to support program growth (400%). 900 community partners and volunteers. 3000 students participating.
- Served as Vice President Chief of Staff. Facilitated projects, collaborations and initiatives with various University and community stakeholders. Guided staff and department directors in a wide variety of joint department projects. Led national search for Assoc. V.P.
- Manage the integrated operations of Technology Venture Development. Operations include budgets (\$22m), staffing & personnel, marketing, facilities, and IT. Facilitated grant management.
- Direct the messaging campaigns for Technology Venture Development. Annual reports, quarterly newsletters, press releases, video segments. 15000 stakeholders served.
- Manage special projects and boards for the organization. The University of Utah Commercialization Advisory Board, Entrepreneur in Residence community group, Faculty Research Interest and equipment databases, financial reporting to the University Research Foundation
- Develop performance metrics and report operational data to senior University leadership team on the business development and commercialization activities
- Led complex working groups of key community business leaders tasked with preparing economic analysis on commercialization activities and the associated impact to the State of Utah. Key project manager for the successful SB 75 USTAR Economic Development Initiative for the University of Utah.
- Managed multiple remodel and renovation building projects. Budgets \$300K+

**2003-2004 UNIVERSITY OF UTAH - School of Business Salt Lake City, Utah
Marketing, Communications & Events Projects Manager**

**2000-2002 PSOMAS ENGINEERING & CONSULTING Salt Lake City, Utah
Sr. Project Manager & Marketing Manager**

**1980-2000 QUESTAR CORPORATION Salt Lake City, Utah
Strategic Planning, Gas Acquisition & Marketing, Industrial Marketing & Sales, Regulatory Affairs, Auditing, Budgeting, Market Planning & Web Development**

Education

**University of Utah
Master Engineering Administration, College of Industrial Engineering**

**University of Utah
B.S. Business Management, School of Business**

Graduated Cum Laude