

**CURRICULUM VITAE**  
**Thomas G. Kruczek**  
**Dean, College of Business and Management**  
**Lynn University**

**LEADERSHIP SUMMARY**

**Dean, College of Business and Management, Lynn University, 2011 to present.**

*Institutional Profile:* Lynn University is a private, residential school with 2,200 students (undergraduate and graduate students) from 45 states and 90 countries, located in Boca Raton, Florida. Colleges at Lynn University include, Business, Education, Arts and Sciences, International Communications and Music Conservatory. Lynn University was one of 24 colleges recently featured in the book, *College (Un)Bound* by the editor at large of the Chronicle of Higher Education, Jeff Selingo. Lynn University was also recently named an Apple Distinguished School.

*Duties and Responsibilities:* Managing the College of Business which includes a total enrollment of approximately 1,100 undergraduate and graduate students. The College has nine undergraduate majors and an MBA program with five specializations. The undergraduate and graduate programs are taught on-campus and on-line.

*Significant Leadership Accomplishments:*

- Developed with the faculty a new undergraduate curriculum including adding three new majors. Based on incoming class of 2013, one of these new majors is now the second most popular in the University.
- Working with the faculty, developed a series of courses starting in the freshman year that assist students in planning for life after college
- Led the design of a new three-story, 35,000 square foot College of Business building which will open in August, 2014
- Launched a Career Preparation and Internship Center which has created over 90 new corporate partnerships from the regional and national business community
- Finalized a new academic internship program for all students in the College

- Expanded a College of Business Career Preparation J-Term course campus-wide
- Completed a strategic plan for the College
- Led the reorganization of the College structure
- Merged the College of Business with the College of Hospitality
- Re-accredited the College with the IACBE
- Established Deans Council's for both undergraduate and graduate students
- Reinvigorated our CEO Lecture Series which brings to campus 24 chief executive's each year to speak to our students
- Funded and launched the inaugural Innovation Challenge competition
- Launched a series of College-focused faculty committees that dealt with issues such as the College core, majors, rubrics, faculty development, and team work in classes
- Initiated a faculty discussion on changes to the MBA program including altering the core, the course schedule, and adding specializations
- Integrate training from the Lynn University Institute for Achievement and Learning into faculty development sessions
- Began discussion on adding an Executive MBA
- Initiated a partnership with a local angel investment group
- Developed with the faculty and staff, coursework which will incorporate Lynn's iPad initiative into the classroom
- Launched a new initiative where all business students receive a free subscription to the Wall Street Journal
- Developed a mentorship program
- Initiated a new internship program specifically focused on the hospitality major
- Working with the faculty on the creation of additional experiential learning opportunities for our students
- Developed an iBook initiative for courses within the College

#### *Marketing and Communications*

- Developed new internal and external communication programs for our various stakeholders including new brochures, newsletters and changes to the website. Overall, enrollment in the College of Business is up 14.5 percent since 2011
- Began a new marketing program for the MBA program; MBA enrollment up 11 percent since 2011
- Developed and recorded new video content for the website
- Led the effort to use social media to promote the College and increase student enrollment; using a social media strategy, enrollment in the Sports Management program is up 62 percent since 2011
- Actively use Twitter to help promote the College and the University
- Regularly provide articles for the Huffington Post College page

#### *Outreach/ External Relations/Miscellaneous*

- Launched a strong Board of Advisors for the College
- Working with the Development Office and University Administration to raise funds for the College
- Completed fundraising for the new \$15 million College of Business building which will open in August, 2014
- Represent the University on a variety of Boards and Committees throughout the community including the Board of Directors of the Palm Beach County

- Convention and Visitors Bureau, the Boca Raton Chamber of Commerce's Tourism Committee and the Palm Beach County Business Development Board's Entrepreneurship Committee.
- Through outreach to the business and non-profit community, continuing to bring new projects and guest lecturers into courses in the College
  - Work with alumni to find new and unique connecting points back to the University
  - Continuing to teach seminars and mentor students through the Entrepreneurship Bootcamp for Veterans with Disabilities program which assists disabled military veterans
  - Continuing to teach seminars and mentor students through the Veteran Women Igniting the Spirit of Entrepreneurship program which assists women military veterans
  - Continuing to speak to various audiences on topics ranging from innovation, to entrepreneurship to growing the entrepreneurial company
  - Developed and co-taught an intensive entrepreneurship course; working on an iBook for a Creativity and Innovation entrepreneurship course

**Executive Director, Falcone Center for Entrepreneurship, Syracuse University, 2009 to 2011.**

*Institutional Profile:* Syracuse University is a private, residential, urban school with 20,00 students (undergraduate and graduate students) , located in Syracuse, New York. The entrepreneurship program at the Falcone Center is a campus-wide initiative open to all students.

*Duties and Responsibilities:* Managed the operation of the Falcone Center for Entrepreneurship, which included a staff of 24. The Falcone Center delivered a wide range of programs for the students of Syracuse University, but also for the regional community as well.

*Significant Leadership Accomplishments*

- During this time, the Falcone Center rose from number fifteen (2008) to number four in the undergraduate Princeton Review/Entrepreneurship Magazine ranking, and was named as the third best undergraduate entrepreneurship program in the country by Bloomberg Business Week.
- The Falcone Center's community incubator was selected as one of only two finalists for the Incubator of the Year award in 2010 by the National Business Incubator Association (NBIA) in the General/Special Focus category. In 2012 it was named Incubator of the Year by the NBIA.
- Developed and delivered programs such as the Syracuse Entrepreneurs Bootcamp, the YES Conference, and the WISE Symposium (Women Igniting the Spirit of Entrepreneurship).
- Along with the chair of the department, led the creation of a strategic plan for the entrepreneurship department and the Falcone Center

- Expanded the D’Aniello Internship Program
- Led the expansion of the Couri Hatchery, a campus-wide incubator for student-businesses
- Expanded Panasci Business Plan Competition; added new prizes (cash and non-cash prizes), attracted additional students from across the campus, added a wide-range of workshops, and added new mentoring opportunities
- Managed two other business plan competitions which involved more than 600 students annually

*Marketing and Communications*

- Managed marketing activities of the Falcone Center
- Led the marketing of the Panasci Business Plan Competition across the campus
- Led the marketing of the Syracuse Entrepreneurs Bootcamp, the YES Conference, and the WISE Conference; in all cases expanded enrollment of the these events. In the case of the WISE Conference, attendance doubled.
- Worked with alumni clubs from across the country to find new and unique connecting points back to the University

*Outreach/ External Relations/Miscellaneous*

- Raised funds for the nearly all of the Center’s budget through a combination of grants, program fees, and gifts
- Expanded the outreach of the University’s community incubator which included the South Side Innovation Center, the WISE Center and the Syracuse Community Test Kitchen
- Managed and developed the Board of Advisors for both the WISE Center and the South Side Innovation Center
- Worked to expand the veterans entrepreneurship initiative including securing grants to support the program
- Worked as an advisor and mentor to University students and alumni
- Acted as a mentor and advisor for entrepreneurs from the regional business community
- Taught classes and workshops on topics such as Marketing for Entrepreneurs, Business Planning and Corporate Entrepreneurship
- Taught classes to non-profit organizations on business planning

**Executive Director, Center for Entrepreneurship, Crummer Graduate School of Business at Rollins College; Winter Park, Florida, 2006 to 2009.**

*Institutional Profile:* Rollins College is a private, residential school with 3,200 students (undergraduate and graduate students) located in Winter Park, Florida. The Crummer School provides graduate business education through a variety of programs.

*Duties and Responsibilities:* Leading the Center for Entrepreneurship, including developing opportunities to extend the reach of the College into the regional business community

### *Significant Leadership Accomplishments*

- During this time, the entrepreneurship program was ranked for the first time ever by Entrepreneur Magazine and the Princeton Review within the top 25 graduate programs in the United States.
- Developed a strategic plan for the Center
- Developed a series of experiential learning opportunities for students working with entrepreneurs
- Brought the Winter Park Angels meetings to the graduate school, which included developing learning opportunities for our students and faculty
- Managed Rollins College annual business plan competition
- Expanded the relationship with the Athena Powerlink program
- Developed an expanded relationship with the University of Central Florida's incubator program
- Co-managed the annual state of Florida student business plan competition

### *Marketing and Communications*

- Developed marketing programs for the various educational programs run by the Center
- Developed marketing for the Executive in Action speaker programs
- Working with the Governing Board, assisted in the marketing of the Athena Powerlink program

### *Outreach/ External Relations/Miscellaneous*

- Managed the Center for Entrepreneurship Board of Advisors
- Acted as the director of the Center Florida Chapter of the *ATHENA PowerLink* Program which mentors women-owned businesses, a program that is hosted by Rollins College
- Member of the Governing Body (Board of Directors) for the *ATHENA Power Link* program and a member of the Board of Governors of the Orlando Regional Chamber of Commerce
- Created the *Education for Growing Companies* seminar series which included *Real Estate Development: Case Studies by the Masters*, *Tactical Planning for Entrepreneurial Companies* and *Exit Strategies for Your Business*.
- Expanded the *Executive in Action Speaker Series*, *CEO Roundtables*, and the *Growing Your Business Seminar Series*.
- Networked with alumni and within the community to extend the range of contacts for the College, the Graduate School of Business and the Center for Entrepreneurship
- Mentored students, faculty and staff
- Mentored alumni and entrepreneurs from the regional community
- Taught graduate classes in Entrepreneurship as well as Technology Entrepreneurship
- Taught classes to non-profit organizations on business planning

### **Sabbatical; 2001 to 2006**

After selling our businesses, took a sabbatical in Santa Fe, New Mexico. During that time:

- Served on the Board of Directors, as an officer and a volunteer for a number of non-profit organizations
- Consulted with entrepreneurial companies

**CEO/Owner, Sun-Tek Industries; Orlando, Florida, 1993 to 2001**

*Significant Leadership Accomplishments*

- Expanded the privately-held manufacturing company from the skylight business into the skylight, manufactured housing and lawn and garden industries
- Expanded the relationship with Lowe's Companies from 20 regional stores to over 400 stores nationally selling Sun-Tek products
- Managed a staff of over 100 with nine direct reports
- Concluded a successful exit with the sale of the company in 2001

**CEO/Owner, Lodge at June Creek; Cody, Wyoming**

*Significant Leadership Accomplishments*

- While owning Sun-Tek Industries, purchased the Lodge at June Creek
- Led a complete renovation of the resort
- Managed the operation, marketing and expansion of the resort
- Managed the relationship with the United States Forest Service, which issued the permit to operate the resort on federal land
- In less than a year, took resort from no rating, to three-diamond rating by the American Automobile Association
- Concluded a successful exit with the sale of the company to a west coast entrepreneur

**Partner and Vice President Operations, Steve Baker & Associates; Orlando, Florida, 1988 to 1993**

*Significant Leadership Accomplishments*

- Founding partner of this world-wide consulting firm specializing in the tourism industry
- Established the Operational Planning division that provided financial, operational, marketing and human resources support for clients
- Negotiated the buy-out of the shares of a major stockholder and the sale of a portion of the company to Mitsubishi International
- Traveled extensively throughout the United States and to China, Japan, Taiwan, Norway, England, Spain, France, Italy, Germany, Switzerland, Canada, Singapore, and throughout the Caribbean representing the company
- Clients of note included Vail Ski Resort, Mitsubishi International Corporation, The Walt Disney Company, Space Center Houston, The Discovery Channel, Hard Rock Café, Hasbro, Inc., Orlando Science Center, John Drew Company/Legoland, National Science Center (U.S. Army), Spain Expo 92, Planet Hollywood, Freeport Bahama Port Authority, Kennedy Space Center/Spaceport USA, Ecodome London, Opryland, Silver Dollar City, MGM Grand, New York Botanical Gardens,

Tusenfyrd (Norway) Theme Park, Texas Adventure, Mount Rushmore Society, Wizardz at Universal Studio's City Walk and many others.

### **Various Positions, Walt Disney Company; Orlando, Florida, 1981-1988**

#### *Significant Leadership Accomplishments*

- Held a variety of positions at Walt Disney World, starting in the Financial Planning department, concluding career in the Resort Division marketing the Disney-owned and operated resorts.
- Led the creation and negotiation of joint venture programs, special targeted market programs, advertising, direct mail and other programs related to increasing occupancy and total revenues in the Disney-owned resorts
- Developed travel industry sales program to introduce the Disney resorts to the travel industry
- Led the creation and execution of a variety of special marketing programs for the Disney resorts including the development of the first hotel brochures, the launch of the first general public 800-number for the hotels, and a series of travel-trade shows in the US and in Europe to promote the hotels
- Led the planning and execution for a variety of resort programs including the re-naming of all of Disney's resorts
- Member of the financial planning department for the opening of EPCOT Center
- Member of the grand opening team for Disney's Grand Floridian Beach Resort and Disney's Caribbean Beach Resort
- Traveled extensively for Disney throughout the United States and to Canada, Norway, Sweden, England, Ireland, Germany, France, Netherlands, Morocco, Switzerland, Denmark, and Belgium.

### **Consultant, John Kearney Company, St. Petersburg, Florida 1979-1981**

#### **EDUCATION**

- Master of Business Administration, 1979, University of Notre Dame.
- Bachelor of Arts (Psychology), 1977, University of Notre Dame.