

SCOTT BENJAMIN

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EDUCATION

University of Maryland, College Park, Robert H. Smith School of Business
PhD Candidate, Strategic Management and Entrepreneurship, Psychology (minor)
August 2008 – May 2012 (expected)
Dissertation - Managing Market Externalities in the Adoption of Social Value Innovations

University of Maryland, College Park, Robert H. Smith School of Business
Master of Business Administration, May 2001 – Entrepreneurship
August 1999 – May 2001

University Of Miami, Merrick School of Business, Coral Gables, Florida
Bachelor of Business Administration, May 1991- Entrepreneurship
August 1987 – May 1991

PRACTICAL EXPERIENCE SUMMARY – Full Description on page 3

SIGNATURE PROPERTIES, Baltimore, MD <i>Principal</i>	06/01-03/11
ANGEL INVESTOR	01/05-Present
HEALTH AND RADIOLOGICAL SERVICES, INC., Gambrills, MD <i>President</i>	11/96-9/09
EVERYTHING YOGURT AND SALAD CAFÉ, Annapolis, MD <i>Proprietor</i>	12/96-5/00
BANANAS ULTIMATE JUICE BAR, Annapolis, MD <i>Proprietor</i>	1/98-5/00

WORKING PAPERS

Benjamin, S.N. Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind – *Essay 1 of Dissertation*
Benjamin, S.N. Managing Nonmarket Strategies in the adoption of innovation – *Essay 2 of Dissertation*
Benjamin, S.N. Unleashing the Power of Training: Applying Social Networks to Employee Training
Benjamin, S.N. After the Honeymoon: Investigating Agency Theory after Incentive Alignment in the Real Estate Industry

CASE STUDIES WRITTEN

Exponential Storage: New Venture Financing - used in capstone MBA, BMGT 691 – 2009, 2010
Genie Internet: Corporate Entrepreneurship - used in capstone MBA, BMGT 691 – 2009, 2010
One World 2000: Marketing and Distribution Channels - used in capstone MBA, BMGT 691 – 2009, 2010

PRESENTATIONS

Benjamin, S.N., Reger, R.K., Pfarrer, M.D. & Baum, J.R. Show Me the Time: The Effects of Media Influence on Innovation Adoption in the US Wind Energy Sector, To be presented at the *Strategic Management Society Conference Panel Session, Miami, FL, November 2011.*

Benjamin, S.N., Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *To be presented at the Academy of Management Conference, San Antonio, TX, August 2011.*

Benjamin, S.N., Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *Atlanta Competitive Advantage Conference Development Session, Atlanta, GA, May 2011*.

Benjamin, S.N., Reger, R.K., Baum, J.R. & Pfarrer, M.D. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *Mason Entrepreneurship Research Conference, Fairfax, VA, May 2011*.

Reger, R.K., **Benjamin, S.N.**, Pfarrer, M.D. Discourse and Dirty Deeds in the Adoption of U.S. Wind Farms. *Presented at INFORMS, Austin, TX, November 2010*.

Benjamin, S.N., Reger, R.K. & Pfarrer, M.D., The Bradley Effect: When Sensemaking Does not Make Sense. *Presented at the Strategic Management Society, Rome, Italy, September 2010*.

Benjamin, S.N., Reger, R.K. & Pfarrer, M.D., & The Bradley Effect: When Sensemaking Does not Make Sense. *Presented at the Mason Entrepreneurship Conference, Fairfax, VA, March 2010*.

Benjamin, S.N., & Reger, R.K. Social Constructionist Approach to Wind Power Acceptance, *Presented at Social Entrepreneurship Conference, NYU, September 2009*.

Benjamin, S.N. The Economic Effects of Real Estate Bubbles. *Dingman Center for Entrepreneurship Executive Program, October 2009*.

INVITED PARTICIPATION

The Aspen Institute, PhD Scoring Fellow for Beyond Grey Pinstripes, 2011
Competitive selection process from leading institutes to score MBA social value curriculum
Smith Entrepreneurship Conference, Doctoral Consortium, College Park, MD April 2011
New Venture Finance, Valuation & New Growth, *MBA BMGT 660*, Guest Speaker 2011
Southern Management Association, Doctoral Consortium. Tampa, FL October 2010.
Academy of Management, New Doctoral Consortium, Chicago, IL August 2009
Mastermind Real Estate Investors Group – *Guest Speaker 2008, 2010*
Mid-Atlantic Real Estate Investment Association – *Keynote Speaker 2005-2008*
Debt and Equity Financing – *University of Maryland, MBA BMGT 601, Guest Speaker, 2006-2007*
New Venture Creation – *University of Maryland, MBA BMGT 600, Guest Speaker, 2003-2005*

ACADEMIC SERVICE & AFFILIATIONS

Association of Doctoral Students, Treasurer, 2009-2011
Association of Doctoral Students, Graduate Student Liaison, 2010-2011
Session Chair, *Academy of Management*, MOC Division, 2011
Session Chair, *Mid-Atlantic Strategy Colloquium*, Microfoundations of Strategic Management, 2010

Reviewing

Academy of Management Conference, Volunteer Reviewer (BPS Division), 2010-2011
Academy of Management Conference, Volunteer Reviewer (ENT Division), 2010
Academy of Management Conference, Volunteer Reviewer (MOC Division), 2011
Academy of Management Conference, Volunteer Reviewer (OMT Division), 2011
Southern Management Association Conference, Volunteer Reviewer, 2011

Membership

Academy of Management Association (BPS, ENT & MOC Divisions)
Strategic Management Society
Southern Management Association
Anne Arundel County Association of Realtors
National Association of Realtors

Assistant to Academy of Management MOC Division Chair for Annual Conference, 2011
Platform Party, Robert H. Smith Commencement Ceremony, 2011

TEACHING EXPERIENCE

Undergraduate

George Mason University, Adjunct Faculty, 2011
Strategic Management, SOM 498 (Capstone Strategy Class)

4.89 out of 5.0
39 students

University of Maryland, Spring, 2012 – 2 sections to be taught
Strategic Management, BMGT 495 (Capstone Strategy Class)

Masters of Business Administration

New Venture Finance, Valuation & New Growth, MBA BMGT 660, Guest Speaker 2011
Debt and Equity Financing – *University of Maryland, MBA BMGT 601, Guest Speaker, 2006-2007*
New Venture Creation – *University of Maryland, MBA BMGT 600, Guest Speaker, 2003-2005*
Teaching Assistant to J.R. Baum - MBA BUSI 691
New Venture Creation, Spring 2009, Spring 2010

Executive Education

Health & Radiological Seminars, Inc. – Lecturer
Economics of Nuclear Cardiology, 1995-2010 (10 hour program)
Licensing & Regulations in Nuclear Medicine, 1995-2010 (10 hour program)
Engagements include: Harvard Medical School, Baylor Medical Center, University of Texas
Health Science Center, Penn State Geisinger Medical Center, Deborah Heart and Lung Center,
Mt. Sinai Medical Center

Course Instructor – Mid-Atlantic Real Estate Investment Association, 2005-2009
Commercial Real Estate Development – 6 hours of CRE
Residential Investment Property Analysis – 4 hours of CRE

Shapiro Negotiation Institute – Program Facilitator
Taught negotiation tools and techniques (16 hour program)

WORK EXPERIENCE

SIGNATURE PROPERTIES Baltimore, MD 06/01-03/11
Principal

- Launched real estate development company specializing in the financing and development of single family and multi-family residential and commercial real estate in the metropolitan Baltimore region.
- Raised over \$15 MM of venture financing through SEC Regulation 504 (d) private equity offering HUD 221 (d4) and various debt vehicles.
- Managed multi-million dollar portfolio including development and entitlement of \$40 MM, 200-unit apartment joint venture development, 15,000 square foot office building and numerous residential holdings.

ANGEL INVESTOR 01/05 - PRESENT

- Investing in 6 various entrepreneurial ventures with total investment of over \$500,000.
- Specializing in mortgage backed and asset securitized investments

HEALTH AND RADIOLOGICAL SERVICES, INC. Gambrills, MD 11/96-9/09
President

- Pioneered a 200-hour training program for nuclear cardiologists seeking licensure from the Nuclear Regulatory Commission. Clients include Dartmouth College, The University of Texas, Harvard Medical School, Baylor College of Medicine, Temple University, Mt. Sinai School of Medicine and Brooke Army Medical Center.
- Originated medical supply division providing radiation detection devices and services. Created an active client list of over 2500 monthly users. Clients utilizing our services include General Motors, Gillette, US Air and the U.S. Postal Inspection Service.

EVERYTHING YOGURT AND SALAD CAFÉ, Annapolis, MD 12/96-5/00

Proprietor

- Owned and operated food service café with over \$500,000 in annual sales.

- Launched new concept healthy fruit-shake bar.

VOLUNTEER WORK

Scientific Advisory Board, Health and Radiological Seminars, Inc. – Member of board in charge of content and curriculum management for online continuing medical education provider. *2009-present*

Rockbridge Academy Strategic Planning Committee – Subcommittee to the Board of Directors tasked with raising \$6 million bond offering and constructing 50,000 square foot academic campus for grades K-12. *2010-present*

Make-a-Wish Foundation – Public speaking bureau member charged with representing the foundation at public events. Wish Grantor in charge of organizing and executed wishes for children with life-threatening illness. *2007-2009.*

Crofton Youth Soccer Coach for NCLS and BBSL travel clubs, 2003-present.

Rockbridge Academy Middle School Soccer Coach, 2010-present.

Sunday School Teacher, 1998-present.

Hobbies include playing any sport with a ball or puck, playing drums and traveling.

REFERENCES

Rhonda K. Reger
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University of Maryland
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J. Robert Baum
Associate Professor
University of Maryland
(301) 405 – 3908
jrbaum@rhsmith.umd.edu

Michael Pfarrer
Associate Professor
University of Georgia
(706) 542-8393
mpfarrer@uga.edu

DISSERTATION COMMITTEE CHAIR – RHONDA REGER