University of Michigan’s Zell Lurie Institute Welcomes Erik Gordon as Associate Director

Gordon will Hone Students’ Entrepreneurial Skill Set While Collaborating with External Business Leaders to Elevate “Real World” Experiences for Students

Ann Arbor, Mich. – Jan. 26, 2009 – The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies /Center for Venture Capital & Private Equity Finance, today announced the appointment of Erik Gordon as Associate Director of the Institute. In this new role, Gordon will work directly with students in the classroom to hone their entrepreneurial knowledge and instincts, and prepare them to work “in the trenches” with companies, at which they will play key roles in functional areas such as sales, marketing and business development. Gordon also plans to focus his efforts on further developing the Institute’s reputation as a pioneer in entrepreneurial education.

Beginning this semester, Gordon joins the Ross School of Business faculty to teach two courses. New Venture Creation is a foundation course in which Gordon will teach students how to prepare business plans for new ventures in life sciences, biotechnology and other industries. The course is centered on rigorous, in-depth research, the crystallizing of business ideas, and the delivery of a complete, actionable business plan. Gordon will also teach Entrepreneurial Marketing, for which he will draw on his broad experiences in marketing and business development to teach students how to effectively market start-up businesses to potential funders, customers and other key influencers.

A recognized leader in research, technology, marketing & business
Gordon brings years of experience in research to the Institute and will use this opportunity to further develop and share the ideas he is passionate about including entrepreneurship and technology commercialization. A recognized expert on the biomedical and pharmaceutical industry, Gordon has been quoted in such high-profile publications as The New York Times discussing how companies can best commercialize their research and development efforts.

Gordon was the first holder of the Shulman Family Chair in Technology and Business Innovation, has served on the faculty as director of the Graduate Division of Business & Management at Johns Hopkins University's Carey Business School and joins the Institute from Stevens Institute of Technology, where he served as an associate dean. Gordon holds degrees in economics and law and is a member of the American Marketing Association and American Finance Association.

Strengthening relationships between student groups, established companies
As part of the core curriculum at the Institute, first year students are encouraged to participate in the Multidisciplinary Action Project (MAP) program, which offers MBAs the opportunity to execute high level management assignments at start-up companies. Gordon will serve as a liaison between student teams and the various international incubators and domestic companies with whom they will work to solve challenging business problems. Companies participating in this year’s MAP program include MyWire.com, where students will research and analyze media industry trends, and Lion Cells, Inc, where students will conduct market assessment for electric displacement of small gas engines for the U.S., Europe and Asia regions.

“The Zell Lurie Institute is happy to welcome Erik Gordon to our team of respected faculty,” said Tom Kinnear, executive director of the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies. “His deep breadth of knowledge and experience, passion for research, and expertise in technology and entrepreneurship will make him a valuable asset to our students and his colleagues alike. We look forward to having him join us in our efforts to grow, develop and advance tomorrow’s business leaders.”
About the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies / Center for Venture Capital & Private Equity Finance
The Institute and its Center for Venture Capital and Private Equity Finance bring together a potent mix of knowledge, experience and opportunities from the front lines of entrepreneurship and alternative investments. The student learning experience is further enhanced through internships, entrepreneurial clubs and organization and events that serve to provide viable networks and engage the business community. The School's two student-led investment funds, with over $3M in management, immerse students in the business assessment and investment process. Members of the Advisory Board include Samuel Zell, Chairman of Equity Group Investments; Michael Hallman, former COO of Microsoft Corporation; and Eugene Applebaum, Founder of Arbor Drugs, Inc. For more information, visit the Institute at www.zli.bus.umich.edu.

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