University of Michigan’s Zell Lurie Institute Welcomes Recognized Clean Technology Expert Dr. Peter Adriaens as Professor of Entrepreneurship

Adriaens Tapped to Cultivate Student Entrepreneurial Skills in the Clean Technology Arena

Ann Arbor, Mich. – March 24, 2009 – The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies at the University of Michigan Ross School Of Business, today announced the appointment of Dr. Peter Adriaens as Professor of Entrepreneurship. A professor in Civil and Environmental Engineering at the University of Michigan, Adriaens now holds a joint appointment in the School for Natural Resources and Environment and the Ross School of Business.

In his role as Professor of Entrepreneurship, Adriaens will work directly with engineering and MBA students to hone their entrepreneurial knowledge and instincts, and prepare them to work with clean technology companies where they will play key roles in functional areas such as engineering, sales, marketing and business development.

A recognized expert on clean technology development and deployment, Adriaens’ cross appointments at the University coupled with his work with startup technology companies has resulted in the development of an entrepreneurial education program between the business and engineering schools, clean tech entrepreneurship and venture assessment courses and involvement with venture capital investment and business development firms. In addition, Adriaens has been an instrumental advisor to the Wolverine Venture and Frankel Commercialization Funds, where he serves as a liaison between student participants and companies in the field.

“The addition of Peter to our faculty underscores our deep commitment to helping the next generation of clean tech entrepreneurs excel,” stated Tim Faley, managing director of the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies. “Peter’s global perspective, and close ties to clean tech engineering and research have proven invaluable to our students, and we look forward to his continued contributions and course development.”

Adriaens research and educational programs focus in the areas of remediation design, microbial sensing, and sustainable industrial practice, and he has been supported by in excess of $25 million of extramural research funds (including center activities) from various Federal and State agencies, as well as the private sector. He has published over 120 peer-reviewed publications, moderated clean tech conferences, and edited book chapters in the field.

Adriaens received his B.S. in Agricultural Engineering and M.S. in Bioengineering from the University of Gent (Belgium). He holds a Ph.D. in Soil and Environmental Science from the University of California-Riverside and did postdoctoral work in Environmental Engineering at Stanford University.

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.
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.

###

# # #