



Dr. Stephen Brand

President and Chief Imagination Officer The New Enterprise Factory

Stephen is a global entrepreneurship strategist and innovation leader, coach, and educator helping individuals and organizations launch new ventures and scaling existing ones. He is an academic administrator, business educator, organizational manager, and consultant, who has a broad range of experience working with teams in a wide array of industries

as they create customer-centered entrepreneurial efforts. He has recognized success in designing and delivering relevant learning experiences where participants are immersed in interactive programs. He possesses a deep and innate sense of curiosity that leads to adapting quickly to learning new principles across sectors, industries, cultures, and varying organizational structures.

Over the years, Stephen uses his work in education and strategy to help envision, build and expand entrepreneurial ecosystems. His work in places like Macedonia, Kuwait, Egypt, and Saudi Arabia reflects his ability to learn quickly, respond to regional differences, and provide value as regions seek to imagine, plan for and realize their visions for the future. He worked with the Global Entrepreneurship Monitor developing a plan for assessing and refining ecosystems around the world.

His expertise and skills are founded in deep inquisitiveness and is passionate about customer discovery, Design Thinking, Lean Startup, branding, and team building. He is known for asking hard questions and helping entrepreneurs and innovators elevate their thinking to achieve more ambitious results.

Stephen has a master's in Interactive Technology in Education from Harvard and a Doctor of Management from Case Western Reserve University. He brings this knowledge together as he develops and delivers engaging learning experiences to a wide range of academic and business professionals around the world.

Throughout his academic career, he has developed and taught classes in the areas of entrepreneurship, leadership, strategy and marketing at UMass Amherst, Babson College, Olin College of Engineering, Case Western Reserve University and others. He has also been involved in the leadership of entrepreneurship programs, and summer accelerators at Babson, Olin, and UMass. Additionally, he has recently joined as an instructor at ICorps, an National Science Foundation funded program at MIT to teach entrepreneurship and customer discovery to engineers and scientists from a range of universities in the Boston area.



**The American Chamber
of Commerce in Jordan**



As ED of Global Learning and Development at Bay Path University, Stephen engaged content experts offering corporate learning experiences for organizational leaders in healthcare, small business and government entities. Through Babson College, he also developed a Design Thinking curriculum for a new university in Saudi Arabia, highlighting empathy, a major aspect in Emotional Intelligence and innovation. Additionally, he has worked around the world teaching programs to inspire entrepreneurs, developing entrepreneurship faculty as well as exploring ways of building entrepreneurial ecosystems.

As an innovation, new venture and organizational change consultant, he has developed strategy and coached leaders in organizations such as: New England Public Media, Center for International Public Enterprise, US Olympic Committee, Center for Medical Simulation, Ford Motor Company, Children's Television Workshop, The Jim Henson Company, the Anchorage Museum, and the National Center for Accessible Media at WGBH. Before he entered academia, he was the President of The National Inventors Hall of Fame, VP of Liberty Science Center and Director of Education Outreach at the Boston Museum of Science.