



## Bio: Yvonne English, Executive Director of the Center for Entrepreneurship + Innovation; Assistant Professor

Yvonne English started her first (real) company at the age of 24. That company, which was eventually sold, was a boutique consulting firm specializing in investments and corporate retirement plans in the Washington, D.C. metropolitan area. Two years after founding the firm, she worked in Toronto, Ontario, Canada as an International Management Consultant for the U.S. Pension Division of Manulife Financial (primarily known as John Hancock Financial in the U.S.).

Upon her return to the country, Yvonne joined McGladrey, the fifth largest accounting firm in the country. After becoming the unit's number one salesperson in the country, she was named director of the Phoenix office where she turned around the unprofitable practice. She then became the unit's first National Operations Director, coordinating the operation of several offices across the nation servicing 5,000 clients with over \$7 billion in assets.

Yvonne's other past entrepreneurial projects include ReEnergy, an alternative energy project in Texas, and Salvagist, an online retailer of accessories made from up-cycled materials. Yvonne sold Salvagist to Earth Lover Shopping in August 2010 and then founded Social Animal Media, a digital marketing company. She became a member of the International Business Innovation Association (InBIA) and earned her Business Incubation Management Certificate. She also became certified as a GrowthWheel consultant.

In 2011, Yvonne founded the eCenter@LindenPointe, a business incubator, in Hermitage, PA. She served for five years as the executive director of the incubator, which won the 2012 SV Chamber Phoenix Award for Innovation and the 2013 Pennsylvania Economic Development Association's Project of the Year for the state. Jay Williams, U.S. Assistant Secretary of Commerce for Economic Development, publicly stated that the EDA planned to use the incubator as a template for economic development in rural areas around the country. In 2013, Yvonne co-founded a mobile app/web company, BuzzBurrito, which was acquired in 2018.

As the executive director of the Center for Entrepreneurship + Innovation at Grove City College (GCC), her undergraduate alma mater, she completely redesigned the entrepreneurship program, which beat Florida State to win the USASBE Model Emerging Program Award for the country. She teaches in the Department of Entrepreneurship and has created several new innovative classes. In addition, she founded the GCC VentureLab, through which she has coached 51 student teams in the first 6 years.

Her community involvement has included: Valley Shenango Economic Development Corp. (chair), Entrepreneurship Academy @LindenPointe (founding advisory board member), Mercer County Career Center (advisory committee member), BC3@LindenPointe (advisory board member), USASBE (member), 2014 Pennsylvania Future Business Leaders of America Leadership Conference (judge), Pittsburgh Tech Council (member), ATHENA PowerLink (mentor), Shenango Valley Chamber of Commerce (board member), Lawrence Mercer ATHENA International (host committee member), ATHENA Leadership Awards (judge), Beaver County Youth Entrepreneurship VC Fair (judge), Allegheny College Gator Venture Challenge (judge), GCC Business Advisory Group (member), GCHS Shark Tank (judge), and Kiva.org (Spanish translation leader and French translation team member).

Yvonne was named in the inaugural "Top 40 Under 40" in Mercer and Lawrence Counties, and she, her ventures, and her programs have been featured on ABC (33 WYTV) and on CBS (WKBN 27) as well as in Arizona Woman Magazine, the GCC GeDunk, the Phoenix Business Journal, Butler Business Matters, Youngstown Business Journal, the Vindicator, the Butler Eagle, the Brighton-Pittsford Post, KeystoneEdge.com, Views and Voices Magazine, the Sharon Herald (multiple features), the GCC annual report, Kiva B4B, Butler Business Matters, New Castle News, the Cranberry Eagle, Oh-Penn Magazine, the Allied News, OpportunityLives.com,



the City of Hermitage Community Update, *The Ride Home with John & Kathy* (WORD FM), and Pittsburgh TEQ Magazine. She has been a featured speaker for GCC's Delta Mu Delta's Induction Ceremony, Economics Pennsylvania, "Hope Banquet," ATHENA International Women's Leadership Day, Pittsburgh Fellows Leadership Day, and on an 85 Broads speaker panel. She was named to the Discover Hope Speaker's Bureau and was the Keynote Speaker for the 2013 NW PA STEM Conference. She also had the honor of being selected by U.S. Congressman Mike Kelly to serve as the District Advisor for the 2014 Congressional STEM Academic Competition.

Yvonne received the Lean LaunchPad for Educators certificate for completing the course taught by Steve Blank at UC Berkeley and earned a Master's in Technology Entrepreneurship from the A. James Clark School of Engineering at the University of Maryland. She is a Chief Mentor at the European Innovation Academy (Turin, Italy), the world's largest digital accelerator, started by Google, Microsoft, UC Berkeley, and Stanford University. She had the honor of being selected to be a Lean Ambassador for Lean Startup Week, the leading conference centered on lean startup methodology in San Francisco, CA, based on her work in the field.

Yvonne is a featured contributor to SheOwnsIt.com, a publication centering on women entrepreneurs. Her current focus is on redemptive entrepreneurship and approaches to support the whole entrepreneur to optimize the wellness and performance of both the founder and the startup. She loves technology, teaching, theatre, tea, traveling, and spending time with her loved ones. She is married to an amazing guy, Kyle, who serves as the executive director of the Community Foundation of Western PA and Eastern OH. They live in Western PA with their quirky little dog who prefers to be called by her full name – Juno English.