

Kenneth Mulligan

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Objective

Empower business and engineering students at Arizona State University to create, deliver and capture value through creative collaborations, joint ventures, entrepreneurial thinking, strategic innovations and entrepreneurship.

Highlights

- Currently teach Technology Entrepreneurship and Strategic Enterprise Innovation in the graduate school of engineering at ASU. I am also a KEEN foundation professor with a grant to teach entrepreneurial mindset to undergraduate engineering students. In addition, I work with Scott Wald in delivering the New Venture Challenge (MgT 594) at WP Carey.
- Startup Experience: Envisioned and helped develop a new social rating website called Bubbalon in late 2009. What is unique about this project is that it came about via connections made on Twitter. The project was developed in Italy, programmed in Russia and ultimately tailored for the American market.

Started an alternative wellness website delivering custom nutrition and wellness plans based on an AI-driven recommendation engine. Developed strategic partnerships with health plans looking for additional services to offer to their clients.

Cofounded a tech company which developed a cargo tracking and theft recovery system for the trucking industry. Partnered with Swift trucking.
- Flew F-15(E) in air-to-air combat mission, A-7 in midair refueling exercise and C-141 cargo transport in night flying...all from the comfort of a multi-million dollar flight simulator.
- Developed Twitter presence based on principles of engagement and action. Used microblog as tool to raise the level of conversation around entrepreneurship and innovation. Currently Have 14,000+ followers engaged in entrepreneurship, innovation and performance improvement.
- Spent 3 months in the summer of 2010 camping in the backcountry of southern Utah and northern Arizona, exploring endless red rock country and discovering the meaning of heaven on earth.

Work Experience

Faculty Associate (2 years)

Arizona State University, Tempe, Arizona

Currently teach Technology Entrepreneurship (FSE-501) and Strategic Enterprise Innovation (FSE-502) in the graduate school of engineering at ASU. I also teach a Tech Entrepreneurship class each semester for the U.S.-Pakistan Centers for Advanced Studies in Energy, a collaboration with ASU and USAID. I am also a KEEN foundation professor with a grant to teach entrepreneurial mindset to undergraduate engineering students. In addition, I work with Scott Wald in delivering the New Venture Challenge (MgT 594) at WP Carey.

Business Development Consultant (12 years) (Still Actively Engaged)
ZenKenDO , Salt Lake City

I provide start-ups and early stage companies with business model checkups. This includes extensive reviews of all aspects of their current operating business models to help improve the effectiveness of their key business activities—optimizing their assets, lowering their operating costs and recommending ways to increase revenues. I also write business plans and marketing plans that reflect the personalities of the key implementers. This helps to align the organization with the plan and increases a sense of ownership and participation. In addition, I help companies make better use of the web and in particular more effective uses of social media.

Vice President of Business Development (2.2 years)
Nutrition Intelligence Inc., San Francisco

We developed a web-based platform to deliver customized nutritional supplement programs based on peer-reviewed science. I helped to envision the platform and its features, developed a strategy for engagement and retention of web traffic and created strategic partnerships focused on improved traffic flow to our website, customer acquisition and retention and revenue enhancement. Duties included development of a business plan suitable for raising capital from angel investors, venture capitalist and potential acquisition partners.

Senior Account Executive (6 months)
British American Consulting Group, Chicago

The company provided expertise and software for ECR (Efficient Consumer Response) focused on the needs of the supermarket and food distribution businesses. My duties included prospecting for new clients, making sales presentations, writing application articles, and selling the company's consulting products and software tools for retail Category Management.

Senior Account Executive (1.5 years)
Unisys, Salt Lake City

The Retail Systems Division of Unisys focused on technology improvement and implementation for large retailers. The group I worked with concentrated on delivering technological solutions for retail Category Management for mid to large supermarket chains. I provided first tier consulting, sold full consulting engagements and sold category management software.

Marketing Consultant (2 years)
ICIS Inc. , Salt Lake City

Provided all marketing support, business development and sales support for a new line of warehouse automation software. My duties included development and implementation of an annual marketing and sales plan, design and development of marketing collateral, attending industry trade shows, making sales calls and presentations and ensuring revenue goals.

Senior Account Executive (9 years)
Gould Inc. Computer Systems Division (CSD), Ft. Lauderdale

Initially provided technical support and presentations for the sales team in the western US. Was promoted to

Account Manager and had all standard sales responsibilities. Ultimately promoted to Senior Account Executive based on a record of exceptional sales achievement. I sold real-time computer systems and data acquisition equipment to flight simulation companies and power companies. I led my sales region in sales volume and new accounts for seven consecutive years.

Senior Systems Engineer (2.3 years)

Computer Consoles Inc. , Houston, Denver

Provided client Bell companies (Southwestern Bell, Rocky Mountain Bell, Northwestern Bell) with onsite technical support during implementation and cut-over from microfiche to computerized directory assistance.

Systems Analyst (1 year)

Fluor Corp., Houston

Provided programming and technical support for in-house computer network.

Programmer Analyst (7 months)

Aeroservice Division of Western Geophysical, Houston

Provided programming and technical support. I worked with staff geophysicist, cartographers and data acquisition field teams providing them with programs and methods to improve data collection, analysis and data visualization.

Faculty Associate (1 year)

Arizona State University: School of Technology, Tempe

Taught classes in principles of electricity and computer applications for technologists. I participated in all faculty functions, kept regular office hours and ranked in the top 25% of faculty based on student evaluations.

Education

Arizona State University, Tempe, AZ

M.Sc., Systems engineering 1977 , completed course requirements but did not submit final engineering report

Awarded a Graduate Teaching Assistantship by the Dept. of Industrial Engineering January 1976

Was inducted into the Industrial Engineering honor society (Alpha Pi Mu) March 1977

Arizona State University, Tempe, AZ

B.S. , Electronics 1975

Communication Technologies: Web Design (C), Social Media (E), Blogging (C)