

## Michael A. Marasco

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### EDUCATION

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*Harvard Graduate School of Business Administration, Boston, MA*  
**Master in Business Administration** **1991**  
Areas of Concentration: Entrepreneurship and General Management  
Honors: Received deferred admission as an undergraduate senior.

*DePaul University, Chicago, IL*  
**B.S. with High Honors, Accounting** **1987**  
Honors: Strobel Honors Accounting Program; Dean's Award for Scholastic and Leadership Excellence

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### ACADEMIC EXPERIENCE

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*Northwestern University*  
**Clinical Professor** **2007-Present**  
McCormick School of Engineering, Industrial Engineering and Management Sciences Department

Focus of teaching has been in the areas of entrepreneurship, intrapreneurship and marketing. Key accomplishments include:

-Creation of NUvention interdisciplinary and experiential curriculum which brings together undergrad and graduate students across all NU Schools (Engineering, Kellogg, Law, Medical, Arts and Sciences, Communications, Journalism, and Music) to experience the entire product and business development process. Programs now exist in five areas-Medical, Web, Digital Media, Energy and Social Entrepreneurship. These programs have a strong alumni/industry dimension including a chair that is a prominent alum or NU trustee and an advisory board of alums and NU friends that mentor students and judge interim and final presentations. Over \$1 million has been raised to support these programs. Companies created have raised over \$5 million in capital and generate over \$15 million in annual revenues.

-NUvention named one of top 10 entrepreneurship classes in US by *Inc. Magazine* in 2011.

-Redesigned all entrepreneurship and marketing curriculum offered within IEMS department.

-Expanded traditional class offerings from 3 to 7 since 2007.

**Director, Farley Center for Entrepreneurship and Innovation** **2007-Present**  
McCormick School of Engineering

Evolved center from initial idea and white paper in the summer of 2006 to \$10 million endowment 18 months later, which is the fastest in the history of Northwestern. Farley endowment is one of the top 3 largest endowments in the history of McCormick. Although housed in McCormick, the Farley Center and its programs are open to students and faculty in all Northwestern schools. Farley Center activities include:

-Manage all entrepreneurship curriculum that currently includes 7 unique classes with 11 sections and over 600 students in current academic year

- Oversight of the three NUvention programs-Medical, Energy, and Web and their separate advisory boards
- Partner with Kellogg and Medill Journalism School to support NUvention programs in social entrepreneurship and digital media.
- Counsel and outreach on entrepreneurship to NU students, faculty, alumni and Evanston community
- Evolved annual Farley Entrepreneurship Summit that has been attended by over 250 students, faculty and alums last year to an NU-wide event now called *entrepreneur@NU* that will attract over 500 participants.
- Launched and manage Farley Incubator within the Evanston Incubator that provides counsel and resources to 8 NU early stage companies simultaneously. In first year of existence, 3 companies transitioned into their own spaces after raising over \$1 million in equity and generating revenue in excess of \$400,000.
- Transitioned Farley Incubator to NU Incubator gaining financial support from Kellogg School of Business and INVO-Innovation and New Ventures Office (NU Tech Transfer.)
- Oversee NU role in *1871*, which is a Chicago incubator that we partner with Kellogg to offer students and alums space in.
- Sponsor 4 student organizations that focus on traditional and social entrepreneurship
- Coordinate NED speaker series that has monthly speakers discussing topics at the intersection of entrepreneurship and design
- Launched Farley Pre-Seed Program to connect NU alumni and friends interested in investing in NU faculty and student early stage ideas/research.
- Co-Founder of Wildcat Angels, a partnership of alums and faculty that meet quarterly to consider investments in NU-founded companies.

**Adjunct Professor**

**1998-2006**

McCormick School of Engineering, Industrial Engineering and Management Sciences Department, Masters of Engineering Management Program

Taught IEMS 419 Technical Entrepreneurship 1-2 times per academic year. Restructured class to have a dual focus on entrepreneurship and intrapreneurship.

*DePaul University*

**Adjunct Professor**

**1992-1998**

Driehaus Graduate School of Business  
Coleman Entrepreneurship Center

Taught 2-3 classes per year at the graduate level.

RELATED EXPERIENCE

**Bally Total Fitness, Chicago, IL**

**2004-2006**

**VP-Marketing/Acting Chief Marketing Officer** (11/04-4/05).

Created an integrated multi-channel team within a previously siloed and mass media-focused organization. While providing transitional leadership, completely restructured internal marketing team and external agency relationships leading to cost savings in excess of \$5 million. Budget oversight in excess of \$65 million and management of over 150 associates.

- **CRM-Customer Relationship Management.** In a resource constrained turnaround situation, established a CRM function that improved the member acquisition and retention processes. Established metrics and assessed the ROI of marketing spend. Optimized lead generation and management processes which led to \$1+ million in cost savings and \$50+ million in incremental revenue. Introduced first member loyalty program, Club Bally Member Rewards, designed to improve referral, retention, and cross-sell.
- **Internet.** Created interactive marketing function to manage all Bally Web and advertising functions. Developed paid search programs that generated leads at 1/100<sup>th</sup> the cost of other media forms. Led redesign effort of ballyfitness.com site that represented over 50% of all lead

generation activities. Implemented programs that generated revenue in excess of \$200 million with less than a \$1 million budget.

- **Business Development.** Oversaw business development team that established partnerships leading to over \$30 million in revenues. Partners included: Subway, Kmart, Discovery Networks, Sony and Coke.
- **Wellness.** Introduced a focus on wellness to expand Bally beyond traditional segments. Created business plan to target employers and insurers with unique offerings to incent behaviors that would reduce health care costs. Established partnerships with wellness authorities like RealAge and Anatomical Travelogue.

## **DIGITAS, INC.**

**2001-2004**

**SVP/General Manager.** Established and oversaw the Chicago office of the largest publicly-held relationship and interactive marketing professional services firm. Grew office to over 80 professionals in two years. Oversaw over \$20M in annual revenue.

- **Relationship Management/Business Development.** Established annual \$1+ million retainer relationships with clients to optimize investments across all marketing channels from mass media (advertising) to direct channels (web, sales force, direct mail and email). Relationship manager for office's largest and firm's third largest client (annual revenue in excess of \$10M) for over 2 years. Added 4 additional B2B and B2C Fortune 500 clients that generated annual revenues in excess of \$10M.
- **Operations.** Established office and operations function including: HR, Staffing, Finance, IT and Facilities. Generated 1000%+ ROI on office investment within 2 years. Maintained highest margin/billability of all offices.
- **People.** Created staffing model combining full-time and contract employees to offset seasonality of business. Built team of over 80 professionals with transfers and local hires.
- **Clients.** Allstate, Best Buy, Brunswick, Grainger, Whirlpool. Member of Health Care Industry team serving Bayer, Mead Johnson, Millennium and Pfizer. Specific engagement details available upon request.

## **ORGANIC, INC.**

**1999-2001**

**VP/Managing Director.** Led Chicago office of this Omnicom (NYSE:OMC) Internet professional services firm serving Fortune 1000 and high-profile start-up companies. Assumed responsibility for office 8 months after opening and led operational and financial turnaround. Generated 4x increase in revenue over tenure. Increased average account size from \$500K to \$1.5M.

- **Relationship Management/Business Development.** Oversaw integrated service offerings that included creative, engineering, strategy, customer service, logistics, client services, and project management. Built a 100% referenceable client base of Fortune 500 B2C and B2B companies
- **Operations.** Established operations function as a partner for all billable departments. Created client services function to effectively partner with clients to build long-term relationships.
- **People.** Lowest employee turnover ratio of all Organic offices (less than 10%). Shifted culture from "web shop" to Internet professional services company.

- **Clients.** Daimler Chrysler, FTD, Nestle/Ralston, Payless Shoe Source, Target, Transora.

*Other Experience:*

**Thompson Healthcare,** Director of Delivery Applications

**TriZetto,** Director of Health Info. Products

**Night Vision Corporation,** General Manager

**The Spectrum Financial Group, Ltd.,** Co-Founder

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UNIVERSITY SERVICE

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- NUvention Web and Nano Program Coordinator
  - NUvention Medical Steering Committee
  - NUvention Innovate for Impact Advisory Board
  - Northwestern Student Holdings, Advisory Board and Faculty Adviser
  - EPIC Student Group, Faculty Adviser
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BOARD POSITIONS

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- Agile Health, Advisory Board
  - NuCurrent, Advisory Board
  - Solesde, Managing Partner
  - Sportiqe, Board Member
  - Syndio Social, Advisory Board
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MEMBERSHIPS

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- American Institute of Certified Public Accountants
  - Marketing Executives Networking Group
  - Harvard Business School Club of Chicago
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