

Dr. Mark McNeese

Tallahassee, Florida 32312
[Linkedin.com/in/markmcneese](https://www.linkedin.com/in/markmcneese)

markmcneese@gmail.com • 850 973 7687

Social Entrepreneur in Residence & Teaching Faculty

Creating Market Solutions to Social and Environmental Problems

Areas of Expertise

Entrepreneurship

- ◆ Fundraising & Networking | Vision Casting
- ◆ Team Building & Leadership | Empowerment
- ◆ Implementation of Innovation | Creative Approaches
- ◆ Workforce Preparation | Meaningful Employment

Marketing

- ◆ Business Development
- ◆ Market Share
- ◆ Financial & Operational Goal
- ◆ Presentation & Sales

Career Accomplishments

- ◆ Led the creation of FSU's MS in Social and Sustainable Enterprises, a master's degree preparing students with entrepreneurial endeavors in Environmental, Social, Governance (ESG) and Corporate Social Responsibility (CSR)
- ◆ Founder of a non-profit organization with 600+ members and a multi-million-dollar annual budget.
- ◆ Founded and scaled a retail coffee chain to 6 cafés with 80 resolute employees.

Professional Experience

Jim Moran College of Entrepreneurship – Florida State University

Social Entrepreneur in Residence and Teaching Faculty (2014 to Present)

Providing outreach and mentorship to students in ideation, formation, and launch of companies

- ◆ Originator of undergrad and graduate curriculum
- ◆ Committees: JMC Selection/Admissions | Entrepreneurship Micro Grant | TechStars' Startup Week
- ◆ Founder and Host: Florida State Podcast of Entrepreneurship and Innovation.

RedEye Capital Group – Tallahassee, FL

Founder & CEO (2004 to 2019)

A local coffee and tea chain designed to financially support non-profits.

As main spokesperson at local, domestic, and international events, media, and conferences, illuminated one of the most respected brands in the region, forming a capital group to fund the

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acquisition of a local competitor. After 16 years of leadership, worked with board members to transition leadership to a new CEO.

- ◆ Boosted sales and opportunities by expanding to 6 cafés with 80 employees.

Element3 – Tallahassee, FL

Founder & President (May 2003 to July 2016)

A non-profit dedicated to serving local and global communities, resourcing the under-resourced.

Cultivated relationships to fund philanthropic activities, casting a compelling vision for creating social enterprises. Trained and mobilized volunteers weekly by leading and empowering 10 staff members to manage day to day activities.

- ◆ As point leader, co-created a Haitian nursing school, constructed homes for single mothers in Guatemala, dispersed funds for special needs school in Uganda, and developed a documentary about child trafficking in Benin.

Education

Graduate Certificate *Innovation & Entrepreneurship* | Harvard University – Boston, MA

Entrepreneurship Educators Certificate *Babson Symposium for Entrepreneurship Educators* | Babson College

Doctor of Ministry *Organizational Leadership* | George Fox University – Portland, OR

Master of Arts *Organizational Leadership* | Liberty University – Lynchburg, VA

Bachelor of Science *Marketing (Minor in Finance)* | Woodbury University – Burbank, CA

Associates of Arts *Marketing* | Fashion Institute of Design & Merchandising – Los Angeles, CA

Recognition and Awards

- ◆ Exceptional Activities in Entrepreneurship Across Disciplines* Global Consortium of Entrepreneurship Centers 2019 | Stockholm, Sweden
- ◆ Entrepreneurship Influencer of the Year Domi Station 2019 | Tallahassee, FL
- ◆ Best National Emerging Entrepreneurship Program* United States Association of Small Business and Entrepreneurship 2019 | USA
- ◆ Leader of the year (finalist) Leadership Tallahassee 2017 | Tallahassee, FL
- ◆ Business of the Year (finalist) Chamber of Commerce 2016 | Tallahassee, FL

*Jim Moran College of Entrepreneurship faculty member

Dr. Mark McNees

Consultancy (Non-Profits & For-Profits) and Contract Faculty

- ◆ Locate strategic opportunities for growth and impact in numerous organizations while also implementing executive education and cultural onboarding programs.
- ◆ Provide recommendations based on stakeholder interviews to resolve complex organizational issues. Implement tools to foster innovation: Design & System Thinking: Social Impact & Sustainability Strategies

(Summerfuel Social Entrepreneurship: Stanford University)

- ◆ Introduced 3-week intensive social entrepreneurship course taking students through design thinking process in the form of a social impact company.
- ◆ Enabled an inclusive culture to celebrate diversity of 48 students from 5 continents, building highly effective teams eager to create social impact company.
- ◆ Mentored 25 students through ideation, design thinking, value proposition, customer acquisition, channels, key partners, key resources, cost structure, and revenue streams.
- ◆ Prepared teams to present company pitches and answer questions from highly accomplished judges and executives from Silicon Valley businesses.

Manuscripts Under Review

- ◆ Eagle, K. & McNees, M. “Strategic Teambuilding Game: Intentional Diversity and Inclusion for Maximum Team Performance.” Under Review. *Management Teaching Review*

Selected Works in Progress

- ◆ Eagle, K. & McNees, M. “The Last Resort: How a hotel chain decided to become a B Corp” Manuscript preparation. Target Journal: *Case Research Journal*
- ◆ Eagle, K. & McNees, M. “Business Model Canvas game: Building startups and beating the competition” Manuscript preparation. Target Journal: *Management Teaching Review*

Conference Proceedings & Presentations

Dr. Mark McNeese

- ◆ “What’s Your Problem? Using Design Thinking to Understand Product-Market Fit.”
Winner of Best Paper in the Innovation Teaching/Management Education Track, Southern Management Association October 2021
 - Manuscript preparation. Target Journal: *Entrepreneurship Education & Pedagogy*
- ◆ “The Bigger Better Game”, Finalist for Excellence in Entrepreneurship January 2021
Education Competition, USASBE virtual conference
- ◆ "START. SELL. SCALE: Bringing the Business Model Canvas to Life" January 2020
USASBE, New Orleans, LA
- ◆ "Strategic Team Building Game: Maximize Your Talents" October 2019 Southern
Management Association, Norfolk VA