



*Search for the Vice President of Entrepreneurship + Innovation
Arizona State University*

Arizona State University (ASU) seeks a dynamic and visionary leader to serve as the Vice President of Entrepreneurship + Innovation (VP of E+I). Entrepreneurship and innovation are at the core of ASU's mission and culture, and the VP of E+I has the extraordinary opportunity to catalyze and accelerate these essential values across the ASU ecosystem and the greater Phoenix metro area.

ASU is a preeminent public university ranked #1 for innovation by *U.S. News and World Report* eight years in a row. As a leader in redefining higher education, ASU measures its impact at scale: it serves more than 173,000 students each year both on campus and online and had an impact of nearly \$4.5B on Arizona's gross product in fiscal year 2021. Building on a legacy of excellence, ASU has rapidly expanded its research enterprise. In just 10 years, the university has more than doubled its growth to \$797M in research expenditures and is recognized as one of the fastest-growing research universities in the United States. ASU is ranked 5th in total research expenditures among public institutions without a medical school and 6th among all institutions without a medical school.

ASU's growth trajectory is unrivaled in the field, and the next VP of E+I will work to greatly accelerate the entrepreneurial activity of faculty, staff, and students, build the infrastructure necessary to enhance ASU's reputation as a top university for entrepreneurial activity, and catalyze entrepreneurial and innovative activity in the region. In addition, the VP of E+I will provide strategic leadership to the J. Orin Edson Entrepreneurship + Innovation Institute, which has raised more than \$60M to support programs advancing entrepreneurship at ASU, in the greater Phoenix area, and nationwide. The Institute has already supported more than 1,500 ventures, including those from 2,500 students, and created more than 130 technology labs for youth entrepreneurship programs. Building on this momentum, the next VP of E+I will bring the Institute to even greater heights of success.

The Phoenix metro region, an already vibrant entrepreneurial ecosystem, is ripe for further development. As the fifth largest and fastest-growing metro area in the nation, Phoenix is experiencing massive investments in technology and entrepreneurial infrastructure, including a \$60B Taiwan Semiconductor Manufacturing Company facility and a \$20B Intel facility in recent years. Phoenix frequently ranks in the top 10 cities nationwide for business formation and startup culture.

A list of the desired qualifications and characteristics of the VP of E+I can be found at the conclusion of this document, which was prepared by ASU with the assistance of Isaacson, Miller, a national executive search firm, to provide background information and detail the key opportunities and challenges related to the position. All confidential applications, inquiries, and nominations should be directed to the parties listed at the conclusion of this document.

About Arizona State University

Arizona State University is leading a bold reinvention of higher education as the New American University. ASU has thrived with an unprecedented combination of academic excellence, entrepreneurial energy, and

broad access, and the [University's Charter](#), adopted in 2014, reflects that vision: "ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves."

ASU is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural, and environmental health of the communities it serves. Its research is inspired by real world applications blurring the boundaries that traditionally separate academic disciplines. ASU champions intellectual and cultural diversity and welcomes students from all fifty states and more than one hundred nations across the globe.

In order to better pursue entrepreneurial opportunities to achieve social transformation and society-impacting scale, ASU has evolved a new public enterprise organization design anchored by three pillars. Each of the enterprises is led by an Executive Vice President to ensure total focus on the objectives of increasing degree attainment, research and discovery, and broad access to learning assets at scale.

- The Academic Enterprise encompasses all academic efforts that empower degree-seeking students and support faculty engaged in teaching and research at the university. (Executive Vice President and Provost – Nancy Gonzales)
- Knowledge Enterprise advances a vibrant environment of discovery, interdisciplinary research and innovation, trains and supports entrepreneurs, leads the university's economic development activities, engages with corporate partners and international development agencies, and facilitates technology transfer. (Executive Vice President – Sally Morton)
- The Learning Enterprise is dedicated to expanding the university's online courses, platforms, and digital learning technology to nontraditional organizations such as high schools, community colleges, minority-serving institutions, and corporate education groups. (Executive Vice President – Maria Anguiano)

Michael M. Crow, an educator, knowledge enterprise architect, science and technology policy scholar, and higher education leader, has served as the 16th president of Arizona State University since July 2002. Under Crow's leadership, ASU has established more than 25 new transdisciplinary schools, including the School of Earth and Space Exploration, the School for the Future of Innovation in Society, and the School of Human Evolution and Social Change, and launched trailblazing multidisciplinary initiatives. The inaugural recipient of the American Council on Education Award for Institutional Transformation, and one of TIME magazine's "10 Best College Presidents," Crow has advised the U.S. Departments of State, Commerce, and Energy, as well as defense and intelligence agencies, and serves as Chairman of In-Q-Tel. He is a two-term member of the National Advisory Council on Innovation and Entrepreneurship and has advised several nation-states on matters of knowledge enterprise development.

For more information about ASU, [click here](#).

About Knowledge Enterprise

ASU Knowledge Enterprise (KE) advances research, innovation, strategic partnerships, entrepreneurship, and international development at Arizona State University. Knowledge Enterprise is a new model for the 21st century global research university — one that takes a transdisciplinary, solutions-focused, and entrepreneurial approach in all of its activities. ASU has created a vibrant environment of discovery, interdisciplinary research, and innovation focused on solving society's greatest challenges.

In addition to E+I, KE units include research institutes and initiatives, research support, innovation zones at ASU, corporate engagement and strategic partnerships, core research facilities, high-performance computing, and technology transfer.

Sally Morton is the executive vice president of Knowledge Enterprise. Morton's career has spanned both higher education and industry, including being dean of the College of Science at Virginia Tech, chair of biostatistics at the University of Pittsburgh, vice president for statistics and epidemiology at RTI International, and head of the RAND Corporation's Statistics Group.

For more information on Knowledge Enterprise, [click here](#).

About Entrepreneurship + Innovation at ASU

Entrepreneurship and innovation are central values at ASU. More than 200 companies have launched based on ASU innovations, attracting over \$1.2B in external funding and generating more than \$2B in economic impact in Arizona alone. ASU is ranked 8th worldwide among universities for U.S. utility patents issued, with more than 160 U.S. patents and 21 new start up companies launched in fiscal year 2022. In 2016, ASU was named The Entrepreneurial University at the Deshpande Symposium for Innovation and Entrepreneurship in Higher Education, and the university was ranked 3rd on the Kauffman Growth Entrepreneurship Index.

Within Knowledge Enterprise, the J. Orin Edson Entrepreneurship + Innovation Institute (Edson E+I) helps generate new enterprises – ranging from for-profit and nonprofit startups to new research ventures and more – by connecting entrepreneurs and business owners to mentors, maker and other fabrication and creative spaces, and seed funding, as well as additional prospective founders. In addition, Edson E+I is one of the first 12 organizations to win the Kauffman Inclusion Challenge to increase their work to engage diverse entrepreneurs from a variety of backgrounds.

Edson E+I programs include:

- [Venture Devils](#) offers a full suite of services – from mentorship to access to ASU funding opportunities – to catalyze entrepreneurial success.
- [Edson E+I Fellows](#) is a competitive program for first-year students that allows them to explore the possibilities of entrepreneurship, develop their skills, and build their networks.
- [Startup Village](#) provides entrepreneurial-minded students an opportunity to collaborate, innovate, and connect in a vibrant residential environment.
- [Youth Entrepreneurship](#) empowers budding entrepreneurs in grades k-12, supported by major partnerships with Verizon, the National Association for Community College Entrepreneurship, ASU Mary Lou Fulton Teachers College, and Badgr, a digital credential network.

In addition to these and other programs, Edson E+I runs numerous maker and collaboration spaces through the greater Phoenix metro area, catalyzing an inclusive entrepreneurial ecosystem beyond the bounds of ASU.

For more information about Edson E+I, [click here](#).

Role of the Vice President of Entrepreneurship + Innovation

Under the direction of the executive vice president of Knowledge Enterprise, the Vice President (VP) of Entrepreneurship and Innovation (E+I) serves as an integral part of advancing the mission of KE at ASU and is an essential member of the university leadership team. In addition to advancing entrepreneurship and innovation across the university, the VP of E+I provides strategic leadership to the J. Orin Edson Entrepreneurship + Innovation Institute (Edson E+I) in close collaboration with the Executive Director who provides operational leadership and management for Edson E+I.

The VP of E+I will be charged with the following essential duties:

Vision and Leadership

- Serve as a strategic and visionary leader with a focus on high-level relationship development, diversification and expansion of funding, and enhancement of funded research activities.
- Develop and implement strategic and operational plans that support functional short-term and long-term goals, objectives, and outcomes that align with broader university-wide plans and initiatives relative to entrepreneurship.
- Advance strategies to grow and diversify funding from federal, state, and philanthropic sources to expand the Edson E+I Institute.
- Develop recommendations on investment strategies to advance key research areas.
- Evaluate research areas and associated capacity across the university for alignment with funding opportunities and advise on the pursuit of those opportunities.
- Lead fundraising activities on behalf of the university to advance the mission of the institute as well as the entrepreneurial activities of the university.
- Create and execute an inclusive strategy to maximize the reach and impact of E+I.
- Expand ASU E+I's visibility and recognition both nationally and internationally.

Collaboration

- Work in partnership with the academic units to expand and amplify their entrepreneurship programs.
- Collaborate with units within Knowledge Enterprise and across the university to advance university goals.
- Leverage ASU assets in Washington, D.C. and Los Angeles, CA to advance the entrepreneurship programs of the university.
- Represent the university to external constituents including corporate partners, cities, and non-profits.
- Advance ASU E+I's existing partnerships with such organizations such as Steve Case Rise of the Rest, Deshpande Foundation, the Greater Phoenix Economic Council, the Arizona Commerce Authority, AZ Start, AZBio, and the Flinn Foundation., as well as pursue and expand the development of new partnerships.

Managerial and Operational

- Strategize and advance existing programs such as Venture Devils and Open Pitch Week.
- Oversee multiple place-based innovation spaces across multiple campuses for utilization by the university and community.
- Support the executive director in the execution of program development and implementation.
- Supervise and mentor staff/students

Key Opportunities and Challenges for the Vice President of Entrepreneurship + Innovation

In embracing and advancing the spirit of innovation that permeates the collective work of ASU's students, faculty, and staff – with entrepreneurship encouraged across all facets of the university – the VP of E+I will address a set of key opportunities and challenges, detailed below:

Greatly accelerate the entrepreneurial activity of faculty, staff, and students

ASU is one of the largest institutions of higher education in the world, with entrepreneurship happening in every corner of the university. The next VP of E+I will take a strategic and cohesive approach to providing enterprise-level support to enhance this entrepreneurial activity, while remaining nimble and responsive to opportunities as they arise. The VP of E+I will work collaboratively with academic and administrative leaders across campus to further expand E+I's influence across the ASU ecosystem and to identify areas of strength and opportunities for growth, connecting faculty, staff, and students with entrepreneurial ideas to the right resources to advance their projects, and creating and supporting partnerships to advance entrepreneurship and innovation across the university.

In addition, the VP of E+I will provide strategic direction to the Edson E+I Institute, identifying opportunities for new resources and programming, innovating new programs that will accelerate entrepreneurship on campus, and scaling up existing programs to meet the needs of the growing entrepreneurial community. In all activities, the VP will ensure that Edson E+I continues to support and enhance an inclusive entrepreneurial community, in line with ASU's charter to define success not by whom it excludes, but by whom it includes and how they succeed. The VP of E+I will be the chief spokesperson across the university for E+I, ensuring faculty, staff, and students are aware of programming and resources to support entrepreneurship.

Build the infrastructure necessary to enhance ASU's reputation as a top university for entrepreneurial activity

As the chief spokesperson for E+I at ASU, the next VP of E+I will raise ASU's profile and reputation as an entrepreneurial university. In doing so, the VP will develop metrics of success and assessment tools to measure ASU's current entrepreneurial impact and then set strategic goals to grow that impact. By establishing ASU as a nationwide leader in inclusive entrepreneurship, the VP of E+I will ensure ASU has a seat at the table in national and international conversations around entrepreneurship. The VP of E+I will also partner closely with other leaders in ASU's Knowledge Enterprise to advance the division's ambitious goals in research, strategic partnerships, and international development, in addition to entrepreneurship and innovation.

Further, the VP of E+I will expand E+I's long-term vision through sustainable financial structures and diversifying revenue streams. This will include actively seeking and winning support through grants, developing partnerships that include new revenue streams, and engaging in philanthropic fundraising. The VP of E+I will be an inspirational, visible, and respected representative of ASU and E+I, building productive local, national, and global partnerships that recognize the value of ASU's E+I efforts and seek to support them. In doing so, the VP of E+I will create the financial support necessary to support E+I's ambitious mission.

Catalyze entrepreneurial and innovative activity in the region

ASU is already a key player in the greater Phoenix entrepreneurial community and provides a host of resources, including several maker and collaboration spaces, that are enhancing a vibrant and inclusive entrepreneurship space in Arizona. The next VP of E+I will build and leverage a national and local network to bring more attention and resources to the Phoenix metro area, in the form of mentorship, workforce development, and capital investment. In addition, the next VP of E+I will thoughtfully pursue new partnerships, enhancing ASU's reach and impact with a careful eye to also diversifying revenue streams and providing new sources of funding to support these endeavors. Communication will be crucial to ensure that local entrepreneurs understand the resources provided by ASU and to lower barriers to new and beneficial partnerships and collaborations.

Qualifications and Characteristics

A master's degree in a related field and ten years of progressively responsible professional experience in higher education, including six years in a senior leadership capacity, or any equivalent combination of experience or education from which comparable knowledge, skills, and abilities have been achieved is required for this position. Candidates will be evaluated for a potential faculty appointment as appropriate, though a faculty appointment is not required for this position.

The ideal candidate will demonstrate most, if not all, of the following skills and abilities:

- Ability to articulate a vision for ASU's entrepreneurship mission
- Demonstrated respect and experience across multiple disciplines
- Demonstrated ability to build and lead diverse and equitable teams
- Experience in working across academic units to achieve research outcomes
- Experience with federal agencies and funding mechanisms
- Strong track record in advancing diversity, equity, and inclusion
- Familiarity with diverse donors including philanthropic, international, and corporate
- Understanding of tech transfer and startup mechanisms and lifecycle
- Strong interpersonal skills and administrative leadership managing faculty and staff
- Skill in development and delivery of presentations and public speaking engagements
- Demonstrated ability to build and enable cross-sector coalitions

Location

ASU's mission is directly tied to the economic, social, and cultural vitality of Arizona and the growing Phoenix metropolitan region. The university serves one of America's youngest, largest, and fastest-growing cities. To learn more about Phoenix, Tempe, and the surrounding region, see www.visitphoenix.com or www.tempe.gov.

Applications, Inquiries, and Nominations

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs or resumes with cover letters should be sent via the Isaacson, Miller website for the search: <https://www.imsearch.com/open-searches/arizona-state->

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[university/vice-president-entrepreneurship-and-innovation](https://www.asu.edu/university/vice-president-entrepreneurship-and-innovation). Electronic submission of materials is strongly encouraged. For best consideration, please apply by May 1, 2023.

ISAACSON, MILLER
imsearch.com

Cati Mitchell-Crossley, Hayden Lizotte, and Thea Kosmack
Isaacson, Miller
1000 Sansome Street, Suite 300
San Francisco, CA 94111
Phone: 415.655.4900

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