

## Peter D. Lucash, EdD, MBA, MPH

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### PROFILE

My career and work focus has turned to teaching and management development. In these settings I build on my experience, my formal and informal learning and networks, and facilitation skills to engage with learners to gain both conceptual and practical skills to work, manage and lead organizations in the 21<sup>st</sup> Century.

Over 20 years of online and ground teaching experience in management, leadership, and entrepreneurship areas. Use lectures, videos, case studies, student presentations, group work (online and ground), and other experiential and “flipped classroom” techniques to continuously enhance learning experience and value. Committed to continuously learning and improving teaching techniques.

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### -EDUCATION-

- **Doctorate (Ed.D.)**, Northeastern University (Boston, MA). Concentration: Organizational Leadership. Dissertation: “Founder CEOs as Deciders-in-Chief: A Narrative Research Study Exploring Operational Decision-Making in Entrepreneurial Phase Venture Development”. View summary presentation video: <https://youtu.be/VKXf0sRIC4k> Awarded March 2019.
  - **Master of Business Administration**, Columbia University
  - **Master of Public Health**, Columbia University
  - **Bachelor of Arts**, New York University
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### - HISTORY-

**NORTHEASTERN UNIVERSITY**, Boston, MA

2009 – present

**Lecturer** (2009 -2018)

**Professor of the Practice** (2018 to present).

Principal Instructor/Master Teacher for select courses. Teach courses as assigned. In this role, I provide content oversight and coordination for AACSB compliance and quality. Revised master/guiding syllabi for “Innovation and Change Management” and “New Venture Creation” required courses. Work with section instructors to develop and implement refresh/revisions for currency and rigor. Courses covered:

- MGT4230 New Venture Creation
- MGT4220 Innovation and Change Management
- MGT2100 Principles of Management
- MGT2310 Organizational Behavior
- MGT3220 International Business
- MGT4210 Project Management

**Lecturer** teaching business, entrepreneurship, management, and leadership courses for the College of Professional Studies in online setting. Early adopter of video recording weekly lectures to improve student engagement. Developed course plan, syllabus, lectures, and all assignments for 11 of 13 courses to date. Work with the University’s Experiential (XN) Learning Team to integrate projects with operating companies into courses. Experienced with Canvas and Blackboard.

**Service:** Member, Faculty Development and Support Committee of the College of Professional Studies.

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**COLLEGE OF CHARLESTON**, Charleston, SC

2013- present

**Adjunct Faculty**, 2013- present and **Visiting Professor (FT)**, 2013-2014 teaching ground, online and hybrid courses in School of Business (AACSB accredited) and School of Professional Studies. Taught Entrepreneurship, Entrepreneurial Leadership, other management courses (Organizational Behavior, International Management, Principles of Management) and Healthcare Management and Leadership. Developed full course syllabus, plan, lectures and assignments. Revamped “Entrepreneurial Leadership”

course to add experiential components and upgrade rigor and learning topics. Brought in local entrepreneurs as speakers and classes attended entrepreneur events.

#### **WASHINGTON STATE UNIVERSITY, Pullman, WA**

**Adjunct Faculty** 2016 – present teaching in a top-ranked online MBA program. Taught as lead instructor (Management of Innovation) and section instructor for “Management of Innovation” and “Strategy Formulation and Organizational Design”. In this role, conducted weekly synchronous lecture/discussion, grading, and mentoring.

#### **TEACHING – COURSES TAUGHT AMONG ALL SCHOOLS**

• Principles of Entrepreneurship; Entrepreneurship	• Dynamics of Business I, II
• Entrepreneurial Leadership	• Managerial Strategy; Business Strategy (Capstone)
• Innovation and Change Management	• Principles of Management
• Organizational Behavior	• Management of Innovation (MBA)
• New Venture Creation	• Strategy Formulation and Organizational Design (MBA)
• Introduction to Business	• Establishing the Framework: What is Leadership?
• Leadership Practicum	• Principles of Nonprofit Management
• Skills for Professional Development	• Contemporary Issues in American Business
• Organizational Development	• International Management
• Principles of Marketing	• Career Management

#### **RECRUITMENT PARTNERS, LLC (BPC is 50% owner)**

2015 - present

**Senior Advisor.** RP has developed an innovative approach to recruiting patients for clinical trials: we are working with pharmaceutical companies to develop a network of non-traditional clinical trial sites for Alzheimer’s Disease drugs. Work with Managing Partner and staff on strategy, project strategy and execution, product, and marketing development. Currently working on several multi-year projects as the company is developing and refining our model and service product.

#### **BIOPHARMA CONNEX, LLC (BPC) Charleston, SC**

2006-present

**CEO** as Managing Member of startup company working with major pharmaceutical companies to accelerate clinical trial patient recruitment and retention. Projects are global in scope and subject to rigid regulatory processes. I worked with companies and project partners in several countries in North and South America and Europe.

#### **Sendlaria, LLC (formerly DIGITAL CPE, LLC) Pittsburgh, PA and Charleston, SC**

1990 - present

**Principal** of umbrella entity for my project work, including:

- Assisted owners/principals of small businesses in developing business plans. Clients include several start-up companies and healthcare provider organizations. Worked with clients to establish and grow their business: developed business plans, successfully solicited bank loans for working capital up to \$400K, advised on business operations; referred to other legal and accounting/tax advisors.
- Instructor at several accredited universities teaching business, entrepreneurship, marketing, organizational behavior, and strategy. Online and ground settings.
- Developed online courses marketed by clients, including Blackbaud, Inc. and Red Vector.com.
- Seminar Instructor for private clients and national seminar companies, including CPE, Inc., and McGraw-Hill Healthcare Education Group. Developed and taught full-day in-person seminars presented throughout the country for these companies and other clients.
- Assessment Exam Item Developer and Reviewer: Contracted with three assessment development companies to develop exam items for competency-based learning used by the sponsor and their accredited university clients.

### **- PUBLICATIONS AND PRESENTATIONS (SELECTED) -**

- **Presenter, USASBE Annual Conference**, “Decisions Fast and Slow”. Emerging Research track for annual conference. Peer reviewed. Feb 14-15 2025. USASBE is the academic professional society for the study of entrepreneurship and small business ([www.usasbe.org](http://www.usasbe.org)).
- **Book**, “Heads Up Leadership.” In development/writing. Target for 2025 publication.
- **Article**, “Decisions Fast and Slow.” Developing journal article based upon my dissertation. Target Fall, 2025 submission.
- **Book**, “Medical Practice Business Plan Workbook,” McGraw-Hill Healthcare Education Group and MGMA, 1999. Third edition published by CRC Press/Productivity Press. November 2011.
- **Book**, “Medical Practice Change Management: Strategies and Techniques for the Changing Business of Healthcare,” McGraw Hill Healthcare Education Group and co-published by HFMA and MGMA, 1997.
- **Presenter**, seminars and workshops for regional and national meetings of industry professional associations, including American Marketing Association, Healthcare Financial Management Association, Medical Group Practice Association.
- **Panelist**, “Innovation Discovery Day,” US Dept. of Navy, Space and Naval Warfare Systems Command - Atlantic (SPAWAR), April 2013, March 2014.
- **Presenter** (Peer-reviewed): “Leading entrepreneurial new ventures: An emerging model.” **2015 CPS Fall Faculty Conference and NU/SUT Global Leadership Summit**. October 2, 2015.
- **Presenter**, “Decisions Fast and Slow,” **LeadX Leadership Summit**, University of South Florida Muma College of Business, October 13, 2021. Peer-reviewed.
- **Presenter**, “The Minimally Viable Entrepreneur (MVE): What They Know and Should Know.” Emerging Research Track, **2022 Annual Conference of the US Association for Small Business and Entrepreneurship (USASBE)** Raleigh, NC, Jan 8, 2022.
- **Case Writer (textbook)**: Developed five case studies for the textbook “Entrepreneurship: The Practice and Mindset – 3<sup>rd</sup> Edition” Neck, Neck and Murray. Sage Publications - forthcoming – 2024. Case subjects:

• Sara Blakely/Spanx	• Siete Foods	• MUD Jeans
• Madison Reed	• Dang Foods	

- **Case Writer (textbook)**: Developed five case studies for the textbook “Management – 4<sup>th</sup> ed.” Neck, Houghton and Murray. Sage Publications - forthcoming – 2024. Case subjects:

• Sheila Johnson (BET and Salamander Hospitality)	• Best Buy	• SimpliSafe
• Jason Lucash (OrigAudio and Rupt)	• Mary Barra (GM)	

- **Publisher/editor, “Business Indigo” (2009-2013)**. Monthly e-newsletter covering knowledge-based and creative industry companies on the Lowcountry SC coast.
- **Blogger and Business Advisor (2005 – 2010)**, Developed and wrote a blog for the management of medical practices for Allbusiness.com, a Dun and Bradstreet Company.
- **Course author, Red Vector.com**, 2001 – present. Developed online courses for this provider of continuing ed for licensed construction industry professionals.
- **Presenter, Blackbaud’s 2nd (2001) International Conference on Philanthropy and 4th (November 2003) International Conference**, pre-conference seminar on business planning and breakout session on entrepreneurship; “The Numbers School” seminar for 2003.
- **Presenter, “Small Business Innovation Summit,” 2009, 2010**, Charleston, SC. Facilitator for Breakout Sessions on “Innovation” and “Starting a Business in Charleston”.
- **US Association for Small Business and Entrepreneurship**, Reviewer for submitted papers, 2009 - 2012, 2017, 2019 – 2025.
- **Academy of Management**, Reviewer for submitted annual conference papers, 2018, 2019.

### **PROFESSIONAL AFFILIATIONS (CURRENT) -**

Academy of Management | United States Association for Small Business and Entrepreneurship. Co-Chair,  
Online Entrepreneurship Education SIG, 2020 – 2022 | Entrepreneurship as Practice Group