

## ABOUT THE BULLDOG B.I.T.E.

**W**ith the financial and professional support of alumni Doug ('94) and Diane ('95) Villhard and Express Scripts, Truman State University is proud to present the finals for our elevator pitch competition - Bulldog B.I.T.E. In this type of competition presenters outline a concept or idea for a product, service or project in a short period of time, typically from thirty seconds to three minutes. The length of the pitch mirrors the time spent waiting for and riding an elevator in a high-rise building. The purpose of the pitch is to spur the interest of a potential investor or financial backer.



## FIRST ROUND JUDGES

**Amy Gryder (1997):** Ms. Gryder is a seasoned people manager, mediator, mentor, kindness practitioner and efficiency advocate outside of the workplace as a working mom of three. She doubles down on all that in the workplace at Mastercard as a Lean Six Sigma Green Belt and Certified Usability Analyst (CUA)™ driving inclusive product design that builds customer loyalty and trust, and company culture that stimulates passion and pride in ownership. She is on the steering committee for the ADAPtability Business Resource Group and a member of the Women's Leadership Network. A testament to her successes, she was celebrated as a 2017 Mastercard Woman Who Shines and a 2014 YWCA of Greater St. Louis Leader in the Workplace. Gryder has a BA in Psychology from Truman State University.

**Dr. Ron Thomas (1965):** Dr. Thomas served as president of Coffeyville Community College in Kansas from 1995-1999 and president of Dakota County Technical College in Minnesota from 1999 until his retirement in 2013. Since his retirement he serves as a consultant for the National Association of Community College Entrepreneurship. In his career, he enjoyed working with students, faculty, staff and community members to create new programs, services and opportunities such as nanotechnology, entrepreneurship and dozens of others. Thomas enjoys challenges and advocates for students at every level of education. He has a BSE from Truman, a master's degree from Southern Illinois University Edwardsville and a doctorate degree from Southern Illinois University Carbondale.

## ABOUT THE SPONSORS

**Express Scripts** is a pharmacy services company putting medicine within reach. We deliver smarter pharmacy services through bold action, specialized care, data insights and innovative solutions, making healthcare more affordable and accessible for millions of people. Our legacy of innovation and bold action is seen throughout our company's 30+ years. We have successfully helped patients and clients overcome great challenges in healthcare by doing two things incredibly well: taking care of patients and controlling costs. Our continued success relies on our commitment to do what's right for our patients and clients and to always keep patients at the center of everything we do. Headquartered in St. Louis, Express Scripts is one of the nation's largest pharmacy benefit managers.

We provide network-pharmacy claims processing, home delivery pharmacy care, specialty pharmacy care, benefit-design consultation, drug utilization review, formulary management and medical and drug data analysis services. Express Scripts also distributes a full range of biopharmaceutical products and provides extensive cost-management and patient-care services.

**Villhard Growth Partners** is a St. Louis-based growth buyout firm that invests in, partners with and grows strong, tech-enabled business and health care services companies. They focus on lower market transactions in which they can invest alongside aggressive, entrepreneurial teams that share their passion for growing and building great businesses.



BUSINESS INNOVATION BY TRUMAN ENTREPRENEURS

## ELEVATOR PITCH COMPETITION

### FINALS

Friday, April 13, 2018

sponsored by



**VILLHARD**  
GROWTH PARTNERS  
A MIDWEST-BASED GROWTH BUYOUT FUND



**EXPRESS SCRIPTS**®

# BULLDOG B.I.T.E. FINALISTS

## WILLIAM FRIES

Junior, Computer Science and Business  
*Smithville, MO*

## JOEY GOLDMAN\*

Sophomore, Business Administration: Marketing and Management  
*St. Louis, MO*

## ANTHONY HILL

Senior, Business Administration: Finance and Management  
*Fenton, MO*

## VICTORIA KLEITZ\*

Senior, Business Administration: Management  
*St. Louis, MO*

## SHANE LEGATZKE

Senior, Accounting and Business Administration: Finance  
*Waunakee, WI*

## JONATHAN SCHEELER

Senior, Business Administration: Finance  
*Dunlap, IL*

## BABIN SHRESTHA

Senior, Business Administration  
*Kathmandu, Nepal*

\* Team members

## FINAL ROUND JUDGES

**Jim Cunningham** (1997): Mr. Cunningham is Vice President & General Manager of PBM Services at Express Scripts. Following several years at SSM Health, Cunningham joined Express Scripts in 1999, and has been part of the organization's rapid growth to one of the nation's largest public companies. He has held various leadership positions in Account Management and Operations, where he has developed extensive experience transforming business processes, integrating mergers and acquisitions, and leading various strategic enterprise initiatives. He is currently responsible for the strategy and overall delivery of core operational products and services. Cunningham served in April 2017 as the Bentele/Mallinckrodt Executive in Residence, a program through Truman State University's Business School, and holds a Bachelor of Science from Truman.

**Paul D. Garnett** (1973): Mr. Garnett, AAMS (Accredited Asset Management Specialist), CPFA (Certified Plan Fiduciary Advisor), is a successful businessman and entrepreneur with over 40 years of experience as a financial advisor, investment strategist, small business owner and farmer. Garnett's experience as an entrepreneur covers over 20 companies and ranges from large commercial egg production to e-sports and fantasy betting platforms, to rare-earth extraction for technology and military uses. The newest startup company is Security4Sports LLC, bringing advanced security solutions and equipment to sports stadiums, arenas and venues worldwide. With exclusive rights to several leagues, including the NFL, NBA, MLB and PGA Tour among others. During his 38 years as a Financial Advisor with Edward Jones, he built his branch office to become one of the top-producing offices in Nebraska and was consistently a top producer out of over 12,000 US advisors company wide. He also qualified for Managing Partners conference 24 years (awarded to the top 2% of all Advisors), was named to Senior Management Committee for 5 years, and was previously responsible for all hiring of new Financial Advisors in a six-state area of the Midwest. Garnett founded Garnett Investment Strategies LLC (GIS) in 2013, along with his daughter, Traci Garnett-Froscheiser, also a Financial Advisor. In 2015, Primary Wealth Management LLC, doing business as Garnett Investment Strategies, was created to serve as a Registered Investment Adviser (RIA) under the governance of the Nebraska Department of Banking. He sat on the Gage County Economic Development Corporation for 33 years and served as Chairman for 24 years. He was awarded "Admiral in the Great Navy of Nebraska" by Governor Bob Kerry for efforts in leading the Region and State in Economic Development. He has also served on several other boards, including YMCA, Chamber of Commerce, Centenary United Methodist Church, Beatrice Country Club, Southeast Community College Athletic Foundation, Nebraska Golf Association and the University of Nebraska Athletics Fund. Garnett earned a BSE in 1973 from Truman State University and holds advanced degrees in finance and economics.

**Amanda Gioia** (1993): Ms. Gioia is a vice president, Business Operations for Mastercard in St. Louis. In this role, she is responsible for process engineering and service event management. Prior to this role, she was responsible for managing and implementing internal communications, leadership communications, philanthropy and PR efforts for the company's technology organization. Before joining Mastercard, Gioia was an account executive with Kupper Parker Communications and a senior marketing coordinator for Sverdrup Civil, Inc. She is a member of the Student Impact Committee for Junior Achievement of Greater St. Louis, the United Way of Greater St. Louis-West Region board, the Autism Speaks Greater St. Louis board, a member of the President's Advisory Council for Truman State University and a member of the advisory board for the School of Communications for Webster University. She was recognized by the St. Louis Business Journal as one of the Most Influential Women in Business in August 2012, and honored as Outstanding Alumna of the Year in 2013 by Webster University's School of Communications. Gioia has an MA in Media Communications from Webster University and a BA in English from Truman State University.

**Mike McClaskey** (1985): Mr. McClaskey is a retired Fortune 500 corporate executive with a distinguished career as a Chief Information Officer and Chief Human Resources Officer. Most recently, he was executive vice president and CHRO at DISH Network. Prior to this role, McClaskey was the vice president and CIO of DISH. He has been recognized by the Denver Business Journal as CIO of the Year in 2014, in multiple years of the InformationWeek 500, Forbes' Top 25 Social Media CIOs, and Computerworld's Premier 100. He currently serves as the president of the Truman State University Foundation Board, serves on the President's Advisory Council and has been an active steering committee member for both the "Pursue the Future" and "Bright Minds Bright Futures" campaigns. McClaskey and his wife, Janet (Yearns) McClaskey ('84), were named "Truman State University's Alumni of the Year" award in 2014. He received BA and BSE degrees from Truman and an MA from the University of Missouri.

**Brian Roth:** Mr. Roth is an entrepreneur and has been the owner of the Billy Goat Chip Company in St. Louis, MO for the past ten years. As a professionally trained and certified chef, Roth is sometimes referred to as "The Potato Chip Chef," and is committed to making chips using only the finest ingredients and ensuring the highest-quality standards consistent with fine dining. Prior to establishing The Billy Goat Chip Company, Roth was co-owner of The Billy Goat Restaurant & Bar, an innovative gastro-pub known for fresh ingredients and flagship house-made chips served as a side with simple and flavorful sandwiches. The restaurant, named for its location in an area of St. Louis known as Billy Goat Hill, operated from 2002 until 2008. He received his professional chef certification through the ACFEF Apprenticeship program of the American Culinary Federation Education Foundation. He completed his 6,000 hours of training alongside Chef Aidan Murphy of Old Warson Country Club, one of the most exclusive private country clubs in the St. Louis region. During the last year of his apprenticeship, he also served as captain of the American Culinary Federation Junior Culinary Team, which won first place in the National Junior Culinary Competition. Roth was a science and biology major while at Truman State University.