

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

**W**ith the financial and professional support of alumni Doug ('94) and Diane ('95) Villhard, 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 ('97):** Amy is a seasoned UX/CX strategist with a proven record of success in driving inclusive, human-centered product designs that build customer loyalty and trust. Her experience-focused leadership practice inspires a culture of passion and pride in ownership. Amy is a Lean Six Sigma Green Belt and Certified Usability Analyst (CUA)™ and serves on the steering committee for the ADAPTability Business Resource Group and as member of Mastercard's Women's Leadership Network. She was celebrated as a 2017 Mastercard Woman Who Shines and a 2014 YWCA of Greater St. Louis Leader in the Workplace. Amy graduated with a BA in Psychology from Truman and is currently pursuing a Master of Arts in Leadership and Organizational Development from St. Louis University.



**Dr. Ron Thomas ('65):** Ron 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. Ron enjoys challenges and advocates for students at every level of education. He is co-editor of a new book, *Community Colleges as Incubators of Innovation*, that was released March 1, 2019. 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 SPONSOR

**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 12, 2019  
4:00 p.m.

sponsored by



# BULLDOG B.I.T.E. FINALISTS

**DANNY ALTER**

Senior, Accounting and Finance  
*Overland Park, KS*

**ALLEE BERNIER**

Senior, Psychology  
*St. Louis, MO*

**WILLIAM FRIES**

Senior, Computer Science and Business  
*Smithville, MO*

**JOSEPH LOMO-MAINOO**

Senior, Business Administration: Finance  
*Accra, Ghana, West Africa*

**MACKENZIE MATTHEWS**

Senior, Business Administration: Marketing  
*Kansas City, MO*

**KAILEY MICEK**

Senior, Business Administration: Marketing  
*Blue Springs, MO*

## FINAL ROUND JUDGES



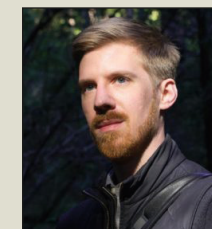
**Chris Geisert ('92):** Chris is the Chief Marketing Officer for Lockpath, a cloud-based software company focusing on governance, risk and compliance management. He has more than 25 years of marketing experience at various levels and from various perspectives. Chris is no stranger to elevator pitches as he spent 2½ years as the VP of Marketing and Managing Director of Tradebot Ventures where he led marketing and oversaw review of start-up

investment opportunities. His experience includes three years as the Vice President of Marketing for XIKAR, the world's leading cigar accessory company. He experienced life on the agency side of the table with the Kansas City-based full service agency Barkley where he led an integrated team creating marketing solutions for clients. Prior to moving to Kansas City, Chris spent five years as the Director of Brand Promotions and Sponsorships for America Online, Inc. While at AOL, he directed and managed promotions and sponsorships around CPG and media cross-promotions, sales-oriented promotions, sports, charitable and music sponsorships, and leveraged AOLTW assets to achieve brand-building goals. Chris began his career spending five years with Six Flags Theme Parks where he focused on creating and implementing sales and promotional programs driving ticket sales from destination and feeder markets. While at Truman, he was active in SAB, NEMO News, Bulls Rugby, Wrestling and was a Peer Advisor in Missouri Hall. Chris graduated with a BA in Communication from Truman.



**Lisa Miceli Standage ('04):** Lisa is the Co-Founder of EcoFit Equipment LLC, a niche service and sales organization in the commercial fitness equipment industry based in St. Louis, MO. She also designs and builds commercial fitness spaces as a Consultant for Advanced Exercise. Since Lisa's graduation from Truman, she has become an expert in the commercial fitness industry. After she began her career at 24 Hour Fitness as manager

and then executive manager, she chose to blaze her own path within the industry designing fitness floor plans and servicing the equipment needs of city recreation centers, university fitness facilities, hotels, apartment complexes and private fitness clubs. In the midst of running her fitness businesses, Lisa was also the Midwest Regional Team Sports Account Manager for Spalding Team Sports between 2010-2015. Since 2015, she has focused solely on the growth of EcoFit Equipment and Advanced Exercise in Missouri and Southern IL. Lisa played basketball at Truman and is married to a Mark Standage, who graduated from Truman in 2005. They have two beautiful babies, Olivia Marie and Luca David. Lisa graduated with a BA in Business Administration: Marketing and Management from Truman.



**Cody Sumter ('10):** Cody is a product manager at Facebook for VR Apps and 360 Photography. Previously he was the co-founder of Behavior, a mobile sensing company acquired by Google in 2013, where he worked on Google Photos and in Google X. He received his master's from the MIT Media Lab and MIT Technology Policy Program. Cody spent time prior to MIT working with large-scale data visualizations, analytics, and web

development for projects from bot detection in social networks to hospital sensor analytics. While at Truman, he was involved in the astronomy research program, working on, and leading, several projects at both the Truman Observatory and Lowell Observatory (studying both Near Earth Asteroids and Delta Scuti stars in eclipsing binary systems). In addition, he served for three years as the student representative on Truman State University's Board of Governors and presently serves on the University Foundation Board of Directors. Cody graduated with a BS in Computer Science degree from Truman.



**Dr. Dawn Tartaglione ('90):** Dawn currently serves as the Medical Director of Neurosurgery at Bayhealth in Dover, DE. She is also the CEO of Wellness on the Move and CEO and founder of Kiki Kortex LLC. After graduating from Truman, she attended Northwestern University's Chicago College of Osteopathic Medicine. She then completed her neurosurgery residency through Michigan State University's Consortium in the Detroit metro area.

She practiced neurosurgery in the Detroit area and then in Oklahoma City for nine years each. She is past president of the American College of Osteopathic Surgeons and a Fellow of the College. She serves as the Vice President of the American Osteopathic Foundation and member of the Circle of Red of the American Heart Association. She is honored to serve as Vice President of Truman's Foundation Board of Directors. While at Truman she enjoyed publishing physiology research under the direction of the late Dr. Robert Cornell, serving as the piano accompanist for NEMO singers, participating in the Missouri Government Internship Program, Gamma Phi Delta and Alpha Phi sororities, Pre-Physicians Club and the Pershing Society. Dawn graduated with a BS in Biology from Truman.



**Kevin Tibbs ('95) :** Kevin is an experienced and prolific formulation chemist, having formulated more than 1000 successful products over the past 20 years. He has created an impressive portfolio of items, with a particular expertise in cosmetics, personal care products and natural cleaning. Kevin began his career 23 years ago as a formulation chemist and has worked in the research departments of Bristol Myers & Squibb,

Sherwood Medical, TYCO Corporation, Steris Company and Westport Labs. He is co-founder of BETTER LIFE, a manufacturer of green household cleaning products, where he currently serves as the "Mad-Skilled Scientist." He often serves as a guest host on the Home Shopping Network and other local news and entertainment shows, and appeared on the hit ABC television show "Shark Tank" for his company, BETTER LIFE. Kevin graduated with a BS in Biology from Truman.