

# SCOTT BENJAMIN

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## EDUCATION

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*University of Maryland, College Park, Robert H. Smith School of Business*  
PhD Candidate, Strategic Management and Entrepreneurship, Psychology (minor)  
August 2008 – May 2012 (expected)  
Dissertation - Managing Market Externalities in the Adoption of Social Value Innovations

*University of Maryland, College Park, Robert H. Smith School of Business*  
Master of Business Administration, May 2001 – Entrepreneurship  
August 1999 – May 2001

*University Of Miami, Merrick School of Business, Coral Gables, Florida*  
Bachelor of Business Administration, May 1991- Entrepreneurship  
August 1987 – May 1991

## PRACTICAL EXPERIENCE SUMMARY – full description page 3

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SIGNATURE PROPERTIES, Baltimore, MD <i>Principal</i>	06/01-03/11
ANGEL INVESTOR	01/05-Present
HEALTH AND RADIOLOGICAL SERVICES, INC., Gambrills, MD <i>President</i>	11/96-9/09
EVERYTHING YOGURT AND SALAD CAFÉ, Annapolis, MD <i>Proprietor</i>	12/96-5/00
BANANAS ULTIMATE JUICE BAR, Annapolis, MD <i>Proprietor</i>	1/98-5/00

## WORKING PAPERS

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**Benjamin, S.N.**, Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind

**Benjamin, S.N.** After the Honeymoon: Investigating Agency Theory after Incentive Alignment in the Real Estate Industry

**Benjamin, S.N.** Unleashing the Power of Training: Applying Social Networks to Employee Training

**Benjamin, S.N.** Is religion a resource? A case study of Chic-Fil-A.

## CASE STUDIES WRITTEN

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*Exponential Storage: New Venture Financing* - used in capstone MBA, BMGT 691 – 2009, 2010

*Genie Internet: Corporate Entrepreneurship* - used in capstone MBA, BMGT 691 – 2009, 2010

*One World 2000: Marketing and Distribution Channels* - used in capstone MBA, BMGT 691 – 2009, 2010

## PRESENTATIONS

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**Benjamin, S.N.**, Reger, R.K., Pfarrer, M.D. & Baum, J.R. Show Me the Time: The Effects of Media Influence on Innovation Adoption in the US Wind Energy Sector, To be presented at the *Strategic Management Society Conference Panel Session, Miami, FL, November 2011.*

**Benjamin, S.N.**, Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *To be presented at the Academy of Management Conference, San Antonio, TX, August 2011.*

**Benjamin, S.N.**, Reger, R.K., Pfarrer, M.D. & Baum, J.R. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *Atlanta Competitive Advantage Conference Development Session, Atlanta, GA, May 2011.*

**Benjamin, S.N.**, Reger, R.K., Baum, J.R. & Pfarrer, M.D. The Effects of Media Influence and Sensemaking on Innovation Adoption in the US Wind, *Mason Entrepreneurship Research Conference, Fairfax, VA, May 2011.*

Reger, R.K., **Benjamin, S.N.**, Pfarrer, M.D. Discourse and Dirty Deeds in the Adoption of U.S. Wind Farms. *Presented at INFORMS, Austin, TX, November 2010.*

**Benjamin, S.N.**, Reger, R.K. & Pfarrer, M.D., The Bradley Effect: When Sensemaking Does not Make Sense. *Presented at the Strategic Management Society, Rome, Italy, September 2010.*

**Benjamin, S.N.**, Reger, R.K. & Pfarrer, M.D., & The Bradley Effect: When Sensemaking Does not Make Sense. *Presented at the Mason Entrepreneurship Conference, Fairfax, VA, March 2010.*

**Benjamin, S.N.**, & Reger, R.K. Social Constructionist Approach to Wind Power Acceptance, *Presented at Social Entrepreneurship Conference, NYU, September 2009.*

**Benjamin, S.N.** The Economic Effects of Real Estate Bubbles. *Dingman Center for Entrepreneurship Executive Program, October 2009.*

#### **INVITED PARTICIPATION**

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*The Aspen Institute*, PhD Scoring Fellow for Beyond Grey Pinstripes, 2011  
Competitive selection process from leading institutes to score MBA social value curriculum  
*Smith Entrepreneurship Conference*, Doctoral Consortium, College Park, MD April 2011  
New Venture Finance, Valuation & New Growth, *MBA BMGT 660*, Guest Speaker 2011  
*Southern Management Association*, Doctoral Consortium. Tampa, FL October 2010.  
*Academy of Management*, New Doctoral Consortium, Chicago, IL August 2009  
Mastermind Real Estate Investors Group – *Guest Speaker 2008, 2010*  
Mid-Atlantic Real Estate Investment Association – *Keynote Speaker 2005-2008*  
Debt and Equity Financing – *University of Maryland, MBA BMGT 601, Guest Speaker, 2006-2007*  
New Venture Creation – *University of Maryland, MBA BMGT 600, Guest Speaker, 2003-2005*

#### **ACADEMIC SERVICE & AFFILIATIONS**

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Association of Doctoral Students, Treasurer, 2009-2011  
Association of Doctoral Students, Graduate Student Liaison, 2010-2011  
Session Chair, *Academy of Management*, MOC Division, 2011  
Session Chair, *Mid-Atlantic Strategy Colloquium*, Microfoundations of Strategic Management, 2010

#### Reviewing

*Academy of Management Conference*, Volunteer Reviewer (BPS Division), 2010-2011  
*Academy of Management Conference*, Volunteer Reviewer (ENT Division), 2010  
*Academy of Management Conference*, Volunteer Reviewer (MOC Division), 2011  
*Academy of Management Conference*, Volunteer Reviewer (OMT Division), 2011  
*Southern Management Association Conference*, Volunteer Reviewer, 2011

#### Membership

Academy of Management Association (BPS, ENT & MOC Divisions)  
Strategic Management Society  
Southern Management Association  
Anne Arundel County Association of Realtors  
National Association of Realtors

Assistant to Academy of Management MOC Division Chair for Annual Conference, 2011  
Platform Party, Robert H. Smith Commencement Ceremony, 2011

## TEACHING EXPERIENCE

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### **Undergraduate**

George Mason University, Adjunct Faculty, 2011 **4.89 out of 5.0**  
Strategic Management, SOM 498 (Capstone Strategy Class) *39 students*

University of Maryland, Spring, 2012 – 2 sections to be taught  
Strategic Management, BMGT 495 (Capstone Strategy Class)

### **Masters of Business Administration**

New Venture Finance, Valuation & New Growth, MBA BMGT 660, Guest Speaker 2011  
Debt and Equity Financing – *University of Maryland, MBA BMGT 601, Guest Speaker, 2006-2007*  
New Venture Creation – *University of Maryland, MBA BMGT 600, Guest Speaker, 2003-2005*  
Teaching Assistant to J.R. Baum - MBA BUSI 691  
New Venture Creation, Spring 2009, Spring 2010

### **Executive Education**

Health & Radiological Seminars, Inc. – Lecturer  
Economics of Nuclear Cardiology, 1995-2010 (10 hour program)  
Licensing & Regulations in Nuclear Medicine, 1995-2010 (10 hour program)  
Engagements include: Harvard Medical School, Baylor Medical Center, University of Texas  
Health Science Center, Penn State Geisinger Medical Center, Deborah Heart and Lung Center,  
Mt. Sinai Medical Center

Course Instructor – Mid-Atlantic Real Estate Investment Association, 2005-2009  
Commercial Real Estate Development – 6 hours of CRE  
Residential Investment Property Analysis – 4 hours of CRE

Shapiro Negotiation Institute – Program Facilitator  
Taught negotiation tools and techniques (16 hour program)

## WORK EXPERIENCE

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SIGNATURE PROPERTIES Baltimore, MD 06/01-03/11  
*Principal*

- Launched real estate development company specializing in the financing and development of single family and multi-family residential and commercial real estate in the metropolitan Baltimore region.
- Raised over \$15 MM of venture financing through SEC Regulation 504 (d) private equity offering HUD 221 (d4) and various debt vehicles.
- Managed multi-million dollar portfolio including development and entitlement of \$40 MM, 200-unit apartment joint venture development, 15,000 square foot office building and numerous residential holdings.

ANGEL INVESTOR 01/05 - PRESENT

- Investing in 6 various entrepreneurial ventures with total investment of over \$500,000.
- Specializing in mortgage backed and asset securitized investments

HEALTH AND RADIOLOGICAL SERVICES, INC. Gambrills, MD 11/96-9/09  
*President*

- Pioneered a 200-hour training program for nuclear cardiologists seeking licensure from the Nuclear Regulatory Commission. Clients include Dartmouth College, The University of Texas, Harvard Medical School, Baylor College of Medicine, Temple University, Mt. Sinai School of Medicine and Brooke Army Medical Center.
- Originated medical supply division providing radiation detection devices and services. Created an active client list of over 2500 monthly users. Clients utilizing our services include General Motors, Gillette, US Air and the U.S. Postal Inspection Service.

EVERYTHING YOGURT AND SALAD CAFÉ, Annapolis, MD 12/96-5/00  
*Proprietor*

- Owned and operated food service café with over \$500,000 in annual sales.

BANANAS ULTIMATE JUICE BAR, Annapolis, MD 1/98-5/00  
*Proprietor*

- Launched new concept healthy fruit-shake bar.

## **VOLUNTEER WORK**

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*Scientific Advisory Board, Health and Radiological Seminars, Inc.* – Member of board in charge of content and curriculum management for online continuing medical education provider. *2009-present*

*Rockbridge Academy Strategic Planning Committee* – Subcommittee to the Board of Directors tasked with raising \$6 million bond offering and constructing 50,000 square foot academic campus for grades K-12. *2010-present*

*Make-a-Wish Foundation* – Public speaking bureau member charged with representing the foundation at public events. Wish Grantor in charge of organizing and executed wishes for children with life-threatening illness. *2007-2009.*

*Crofton Youth Soccer Coach for NCLS and BBSL travel clubs,* 2003-present.

*Rockbridge Academy Middle School Soccer Coach,* 2010-present.

*Sunday School Teacher,* 1998-present.

Hobbies include playing any sport with a ball or puck, playing drums and travelling.

## **REFERENCES**

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Rhonda K. Reger  
Associate Professor  
University of Maryland  
(301) 405 – 2167  
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J. Robert Baum  
Associate Professor  
University of Maryland  
(301) 405 – 3908  
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Michael Pfarrer  
Associate Professor  
University of Georgia  
(706) 542-8393  
[mpfarrer@uga.edu](mailto:mpfarrer@uga.edu)

DISSERTATION COMMITTEE CHAIR – RHONDA REGER