

Resume/Curriculum Vitae of

PATRICE PERRY-RIVERS

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EDUCATION

- **Ph.D., Organization Management, Rutgers Business School, Rutgers University**, Newark/New Brunswick, NJ. **Major:** Strategic Management; **Minor:** Organizational Theory; **Research Emphasis:** Entrepreneurship. (October 2013).
- **M.B.A., Regent University**, Virginia Beach, VA. Focus: Media Management. (December 2000).
- **B.A., University of Virginia**, Charlottesville, VA. Major: Government. (May 1994).

RESEARCH

Publications (Peer-Reviewed Journals)

- Perry-Rivers, P. (2016). Stratification, Economic Adversity, and Entrepreneurial Launch: The Effect of Resource Position on Entrepreneurial Strategy. *Entrepreneurship Theory and Practice*, 40(3): 685–712. doi:10.1111/etap.12137
- Perry-Rivers, P. & Edmonds, D. (Summer 2016). Status-Driven Social Issue Emphasis: The Impact of Leader Strata Position on Social Enterprise Strategy. *Journal of Ethics & Entrepreneurship*, (6) 2:105-129.
- Perry-Rivers, P. & Edmonds, D. (Summer 2015). Stratification's Effect as an Entrepreneurial Context on Social Enterprise Strategy. *Journal of Ethics & Entrepreneurship*, 5(2): 5-36.
- Omotoye, R., Chinta, R., Mummalaneni, V., Perry-Rivers, P. (2017). An Empirical Validation of the Primary and Moderating Effects of Income and Capital on Familiarity and Participation of Limited Resource Farm Producers (LRFPS) in USDA Agricultural Programs. *Journal of Business & Economics Research*, (15) 3: 45-54.

Publications Submitted for Consideration (Peer-Reviewed Journals)

- Perry-Rivers, P., and Mummalaneni, V. (2024). The Impact of Institutionally-Imposed Status on the Financial Performance & Resource Acquisition of Small Enterprises. *Journal of Business Venturing*. (Submitting in April 2024 for consideration.)
- Perry-Rivers, P., Mummalaneni, V. (2024). An Analysis of the Impact of Institutional Individualism on Social Enterprise Contextual Congruence and Effectiveness in Addressing Social Problems. *Business & Society Review*. (Submitted in April 2024 for consideration.)

Government Studies/Publications

- Perry-Rivers, P, Mummalaneni, V., and Akkaladevi, S. (2022). *Community Business Launch Program Impact Study. Report produced for the Department of Housing and Community Development* by Virginia State University. [Link here.](#)
- Oakey, D., Whitman, C., Perry-Rivers, P., Marchand, J., and Maupai, S. (2022). *The Virginia Business One Stop Portal: Review and Recommendations for the Future. Report for the Virginia Department of Small Business and Supplier Diversity*. Richmond, Virginia: Advantus Strategies. [Link here.](#)

Peer-Reviewed Conferences & Proceedings Research

- Perry-Rivers, P., Mummalaneni, V., Jin, Ju Hyeong. *Analysis of the Impact of Regional Ecosystem Characteristics on the Strategies and Programming Global University Business Accelerator and Incubator Models*. International Conference on Internationalism and Globalization (ICIG - 2023), Washington, DC, July 5-6, 2023.
- Perry-Rivers, P., Mummalaneni, V., Jin, Ju Hyeong. *The Impact of Institutions on Minority Entrepreneurship Industry Diversity: An Analysis of Hispanic, African-American and Asian-American*

- Enterprises in the U.S.* International Conference on Global Business, Economics, Finance & Social Sciences (ICGBEFSS-2022), Washington, DC, December 24, 2022.
- Perry-Rivers, P., Mummalaneni, V., Pandian, J., Amaram, D. ***The Impact of Founding Teams on Social Entrepreneurship Performance.*** International Conference on Business and Economics (ICBE22), Washington, DC, July 10, 2022.
 - Perry-Rivers, P., Omotoye, R., Mummalaneni, V., Chinta, R. ***How the Performance and Resource Pools of Small Enterprises Are Impacted By Institutionally-Imposed Status Arrangements.*** Mason Entrepreneurship Research Conference (MERC), George Mason University, Fairfax, VA, May 11, 2018.
 - Perry-Rivers, Patrice and Kunze, Mark. ***An Analysis of the Paradoxical Mismatch between Social Entrepreneurship and Social Problems in the U.S.*** 5th Annual Conference on Social Injustice, Virginia State University, April 2017.
 - Perry-Rivers, Patrice & Mummalaneni, Venkat. ***The Impact of the Psychological Barrier of Discrimination on Minority Entrepreneurship.*** 11th Annual Mason Entrepreneurship Research Conference (MERC), George Mason University, Fairfax, VA, May 6, 2016.
 - Perry-Rivers, Patrice & Amaram, Donatus. ***The Impact of Institutionalized Risk Aversion on Minority Entrepreneurship.*** Society for the Advancement of Management Annual Conference, Arlington, VA, April 7-10, 2016.
 - Amaram, Donatus & Perry-Rivers, Patrice. ***Women in Combat: A Necessity or Socio-Político-Economic Expediency?*** Society for the Advancement of Management Annual Conference, Arlington, VA, April 7-10, 2016.
 - Perry-Rivers, P., Omotoye, R., Mummalaneni, V., Chinta, R. ***The Impact of Imposed Status on the Financial Performance & Resource Acquisition of Small Enterprises.*** Society for the Advancement of Management Annual Conference, Arlington, VA, April 7-10, 2016.
 - Omotoye, R., Chinta, R., Mummalaneni, V., & Perry-Rivers, P. ***An Empirical Validation of the Primary and Moderating Effects of Income and Capital on LRFP Familiarity and Degree of Participation in USDA Agricultural Programs.*** Society for the Advancement of Management Annual Conference, Arlington, VA, April 7-10, 2016.
 - Perry-Rivers, Patrice. ***The Impact of Social Entrepreneurial Team Formation on Social Enterprise Performance.*** Presented at the 12th Annual Social Entrepreneurship Conference, New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, November 2015.
 - Perry-Rivers, Patrice. ***The Contextual Congruence of Social Entrepreneurship and Social Problems in Society.*** Presented at the 12th Annual Social Entrepreneurship Conference, New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, November 2015.
 - Perry-Rivers, Patrice & Cortijo-Doval, Elin. ***Latino Transitions from Survival Entrepreneurship to Industry Diversity & Empowerment.*** 2015 International Business Conference in Las Vegas, NV, October 2015.
 - Perry-Rivers, Patrice; Doris L. Edmonds and Sammie Robinson. ***The Impact of Stratification on the Social Issue Emphases of Social Entrepreneurial Leaders.*** Presented at the 9th Annual Social Entrepreneurship Conference, New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, November 2012.
 - Perry-Rivers, Patrice. ***Environmental influences on entrepreneurial strategy: The social responsibility role of megachurches.*** Presented at the Academy of Management Annual Conference, Religion and Entrepreneurship Symposium, August 2012.
 - Perry-Rivers, Patrice. ***Social Stratification as an Entrepreneurial Context: An Analysis of Its Influence on the Entrepreneurial Activity of U.S. Megachurches.*** Paper Presented at United States Association of Small Business Educators (USASBE) Annual Conference, New Orleans, LA, January 2012
 - Perry-Rivers, Patrice. ***The Influence of Stratification on Social Entrepreneurship.*** Presented at the 8th Annual Social Entrepreneurship Conference, New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, November 2011.

Books/Textbooks

- Perry-Rivers, P. **Get Prepared to Launch Your Dreams - Business Launchpad Certificate and Workbook.** (Revised and Published 2021; Updated 2023). Williamsburg, VA: Success Companies.

Workbook Website: www.smallbusinesscertificate.com. Used in entrepreneurship training at VSU, for the Virginia Minority Business Development Agency Center, and the Minority Small Business Launch Center program implemented in Virginia.

Academic Journal and Conference Reviewing, Session Chairing

- *Journal Article Reviewer, Journal of Business Venturing*, 2020, 2022.
- *Journal Article Reviewer, Entrepreneurship Theory & Practice*, June 2019.
- *Conference Reviewer, 77th Academy of Management Annual Conference*, February 2017.
- *Session Chair, 12th Annual Social Entrepreneurship Conference*, New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, November 2015.
- *Journal Article Reviewer, Journal of Management Studies*, Spring 2014.
- *Journal Article Reviewer, Journal of Management, Spirituality, and Religion*, Spring 2013.
- *Conference Paper Reviewer, United States Association of Small Business Educators (USASBE) Annual Conference*, Fall 2012.
- *Presentation Development Workshop Paper Reviewer, Journal of International Business Studies*, Spring 2012.

GRANTS & FUNDING

- **Biden-Harris Administration Grant Program Participant to Support Historically Underserved Minority Entrepreneurs. (Amount allocated to VSU \$100,000. Total Award to Primary and Subgrantees: \$3 million total award with multiple subgrantees).** (Co-Investigator). Assisted with the development of successful grant application in partnership with the Capital Regional Minority Supplier Development Council and the Virginia Minority Business Development Agency for the VSU Center for Entrepreneurship to implement a comprehensive semester-based training program and offer on-demand certification to minority entrepreneurs. See White House press announcement here: <https://www.whitehouse.gov/briefing-room/statements-releases/2023/08/04/fact-sheet-vice-president-harris-to-announce-support-to-help-historically-underserved-entrepreneurs-tap-into-bidenomics-fueled-small-business-boom/>. (Fall 2024-Summer 2028).
- **Grant Award from Commonwealth Cyber Initiative (CCI) to Implement "Phishing Awareness Campaigns for Local Minority Businesses in Southside Virginia."** Award Number: H-2Q24-005. \$5000. (Co-Investigator). Assisted with grant development and program implementation with Principal Investigator Dr. Somashekar Akkaladevi and Co-PI Dr. Aurelia Donald, Virginia State University. (Fall 2023).
- **Grant Award from Commonwealth Cyber Initiative (CCI) to Implement "Manual Penetration Testing Education for Participating Entrepreneurs at Reginald F. Lewis College of Business, Virginia State University."** Award Number: H-2Q24-007. \$5000. (Co-Investigator). Assisted with grant development and program implementation with Principal Investigator Dr. Aurelia Donald and Co-PI Dr. Somashekar Akkaladevi, Virginia State University. (Fall 2023).
- **Rural Business Academy Training Program for the Virginia Minority Business Development Agency (MBDA) Business Center. \$74,568.** (Principal Investigator). Developed and implemented a comprehensive training program to assist rural entrepreneurs for the Virginia Minority Business Development Agency and the Capital Regional Minority Supplier Development Council. (Fall 2023-Summer 2024).
- **MBE Pandemic Recovery Training Program. \$108,000.** (Principal Investigator). Developed a comprehensive training program to assist 64 minority entrepreneurs for the Virginia Minority Business Development Agency and the Capital Regional Minority Supplier Development Council. (Fall 2022).
- **Department of Housing and Community Development Community Business Launch Study, \$44,650.** (Principal Investigator). Developed a survey, focus groups, and a comprehensive report analyzing the impact of the Community Business Launch program in Virginia with Dr. Venkat Mummalaneni and Dr. Somashekar Akkaladevi. (Fall 2022).
- **Assisted with Securing Donor Funding for the VSU Center for Entrepreneurship Seed Funding and Entrepreneurship Scholarships. \$250,000.** Contributed to a proposal presented to a donor by Institutional

Advancement which resulted in securing \$250,000 in funding for entrepreneurship scholarships and seed funding. (April 2022).

- **GO Virginia Grant, \$691,500.** (Principal Investigator). \$453,000 from the Commonwealth of Virginia, and \$238,500 from regional partners and donors. Received grant from the state to launch the Minority Small Business Launch Center to implement a comprehensive program to spur economic development in minority communities through entrepreneurship services and training via collaboration with regional partners. (July 2021).
- **Altria Funding Presenter. \$750,000.** Presented to corporate donor along with the College of Engineering and Institutional Advancement resulting in donation for the University's innovation, engineering and entrepreneurship efforts. (December 2021).
- **Business One Stop Subcontracting Research Project. \$77,500.** (Principal Investigator). Developed survey and performed state analysis for comprehensive study on the efficacy of the state of Virginia's Business One Stop site for small business owners implemented by the Department of Housing and Community Development. (March 2022).
- **Center for International Business Education Grant Recipient, \$10,000.** (Principal Investigator). Received funding to create student course on Global Business Consulting. (May 2020).
- **Sanders Entrepreneurship Fund. \$1,000.** Facilitated an annual recurring donation from successful former student to support entrepreneurship education.

TEACHING AND RESEARCH EXPERIENCE

- **Associate Professor of Management (2018-Present); Founding Director, VSU Center for Entrepreneurship (2016-Present); Founding Director, Minority Small Business Launch Center program (2021-Present); Assistant Dean (2022-Present), Reginald F. Lewis College of Business (RFLCB), Virginia State University, Petersburg, VA.**
 - **Associate Professor** -Developed curriculum for and teach the capstone course for all business majors at Virginia State at the undergraduate level—Organizational Policy & Strategy. Developed all courses for the entrepreneurship minor, and teach entrepreneurship courses. Uniquely integrate service learning in the capstone course via oversight of students' development of a strategic plan for regional non-profits and small firms. Expose business students to strategic management theory and practitioner-oriented case analysis. Emphasize socially responsible strategy implementation via class projects and throughout the course curriculum. Also teach entrepreneurship, organization theory, management, and social responsibility courses for business majors. Develop original course material, curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in courses and in the management field. Proficient with Blackboard course administration software. Develop original, field-advancing research on entrepreneurship and strategic management independently and in concert with other faculty.
 - **Winner Outstanding Faculty of the Year Award (2022-2023).** Selected as the overall recipient by an interdisciplinary team of faculty peers for the honor of Outstanding Faculty for Research, Teaching & Service at Virginia State University for the 2022-2023 school year based on my contributions and accomplishments. **See here:** <https://patriceperry.com/OFAAwardWinNotificationandEmail.pdf>
 - **Founder/Director, VSU Center for Entrepreneurship** – Developed concept for the Center, suggested it to college leadership, and then appointed as founding director of the center in September 2015. Responsible for development of Center's mission, strategy, community and educational programs, and for overseeing its strategic direction. Developed eight new entrepreneurship courses, curricula for a minor and certificates in entrepreneurship, and the Center's website and social media presences. Conduct multiple academic research studies on Entrepreneurship every year. Oversee programs, including a monthly speaker series, to serve student and regional entrepreneurs developed and coordinated by the Director of Corporate Relations for the College of Business, and his staff. Facilitate community partnerships to promote entrepreneurship in the Central and Eastern regions of Virginia. Maintain memberships and engage in service with academic and non-profit organizations committed to entrepreneurship education and research. Identify and develop grant applications for funding to facilitate Center activities. Maintain

- a *Tools for Entrepreneurship* page at vsuentrepreneurship.com including hundreds of vetted, quality, and free entrepreneurship resources available to the public and student entrepreneurs.
- **Founder/Director, Minority Small Business Launch Center** – Developed business model and proposal for the Minority Small Business Launch Center, a GO Virginia-funded program administered by the Department of Housing and Community Development in the state of Virginia to bolster job creation and economic development. Utilizing a \$691,500 investment, \$453,000 from the Commonwealth of Virginia and \$238,500 from private donors, the program seeks to increase the minority entrepreneurship participation and performance rates of nascent minority firms through the implementation of research-based strategies that have proven to bolster entrepreneurship success and that are customized to the challenges of wealth disparity and entrepreneurship risk-aversion among educated minorities. Through small business launch certification training, diverse networking opportunities, patent and legal business formation training, investor readiness training, partnerships with regional entrepreneurship support organizations, youth entrepreneurship training programs, funded pitch competitions and more, the program seeks to deliver over 2400 relevant entrepreneurship training hours, provide 100 business launch certifications, and produce and expand 40 minority businesses in the Commonwealth over 2-years.
 - **Won Triple E International Award for Entrepreneurship Excellence in Higher Education for the Minority Small Business Launch Center.** The VSU Center for Entrepreneurship, which I founded, won 5th place for the Triple E International Award for Entrepreneurship Excellence in Higher Education for the impact of its Minority Small Business Launch Center program. We were also awarded 1st place People's Choice in the Global Awards Category and were one of the winners along with the prestigious University of Oxford. See here: <https://www.triple-eawards.com/index/finalists/region/2023global> (June 2023)
 - **Won Community Transformer Award in Finance** for the impact of the VSU Center for Entrepreneurship's Minority Small Business Launch Center program on the Richmond Metropolitan Statistical Area. Community Transformers Foundations, Richmond, VA. <https://www.cmytransfoundation.org> (June 2022).
 - **Assistant Dean** – Responsible for the development of the Strategic Plan and Societal Impact Report for the College of Business with input from the deans, chairs, and faculty. Served as chair of the strategic planning committee with primary oversight of plan development from 2015-2024. Assist with strategic planning for new initiatives and the development of reports, assist with identifying and hiring ideal faculty and staff candidates, and help with fundraising for the College of Business in partnership with the Dean, associate deans, and chairs.
 - **SPECIAL PROJECT OVERSIGHT**
 - **Primary Author for MBA Plan RFL College of Business** – SCHEV MBA program approved in 2024 for the Reginald F. Lewis College of Business in 2024. Served as lead on MBA committee at its inception and as a primary author, editor and consult with the dean and chairs from 2016 up until Fall 2023. Wrote the initial, primary plan for the MBA program before it was changed to a single focus MBA without tracks. Now the only such program offered by a public HBCU in the state of Virginia, and the only offered by an AACSB-accredited HBCU in the state.
 - **Planning Committee Lead, VSU Student Leadership Careers Conference** – Served as one of 5 primary organizers/leaders for the initial VSU Student Leadership Careers Conference in 2023 and 2024. Involved in developing the conference's focus, theme, strategy, and itinerary. Independently developed the website for the event, press release, marketing materials, Qualtrics registration survey, and exit survey. See <https://vsuleadershipconference.com/>
 - **Strategic Plan Committee Chair & Author** – Developed the strategic plan for the RFLCB with assistance from a faculty committee from 2015-2024. The plan, which was a core element in our successful reaccreditation efforts with AACSB, included a summary of the College's core operations, recommended strategies for increased enrollment and major initiatives, and charts analyzing the College's progress toward completion of core initiatives and societal impact activities.

- **Entrepreneurship Study Abroad Program Creator** – Developed the concept, course, and identified the funding for a unique student study-abroad course to London and Paris in October 2023 to study minority entrepreneurship in Europe and compare the experiences of minority entrepreneurs there to those of minority entrepreneurs in the U.S. Took 8 minority and/or low income VSU college students to Europe for 10 days for this groundbreaking experience and course.
 - **Created Minor in Entrepreneurship and 9 new entrepreneurship and management courses.** Developed curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in 8 new entrepreneurship courses and a service learning course required for all college students. 2016-2023.
 - **Editor/Compiler, Faculty Review Session AACSB Accreditation Documents, RFL College of Business.** Volunteered to summarize all feedback and recommended changes suggested by faculty to final AACSB accreditation document. Synthesized all recommended changes from faculty and sent via email to the Dean and all department heads. Virginia State University, 2016-2023.
 - **U.S. Congressional Hearing Attendee, *Innovation Districts in the National Research Commercialization Enterprise*, Washington, D.C.** Attended hearing with approx. 75 other faculty, entrepreneurship center directors, research vice-presidents, and deans on spurring innovation, entrepreneurship, and patent-development at colleges. Reported back to RFL College of Business Dean at Virginia State University. April 4, 2016.
 - **Co-chair, RFL College of Business Innovation, Impact & Engagement Committee.** Served as co-chair of the Innovation, Impact, and Engagement committee to analyze the impact, citations, and quality of fellow faculty's intellectual contributions. Facilitated meetings and faculty assignments along with Dr. Dong Yoo. Assisted with editing the IIE form required by faculty to complete, and the IIE Metrics spreadsheet for the College of Business to quantify and explain qualitatively the impact of our faculty's intellectual contributions. Fall 2015.
- **Assistant Professor of Management, Reginald F. Lewis College of Business (RFLCB), Virginia State University, Petersburg, VA (August 2014-August 2018).**
- **Lecturer, Rutgers Business School, Rutgers University, Newark, NJ (September 2012-December 2013).** Taught Business Policy and Strategy, the capstone undergraduate course for business majors at Rutgers Business School. Uniquely integrated individual and group case analysis and an emphasis on socially responsible strategy implementation into the course via class projects. Developed curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in strategy courses and in the management field. Proficient with Blackboard course information and delivery modules.
- **Assistant Professor of Management & Information Technology and Assistant Director of the Center for Entrepreneurship, Saint Francis College, Brooklyn, NY (September 2012-August 2014).**
 - ***Assistant Professor*** - Taught core management and entrepreneurship courses for business majors in both in-person and online formats. Uniquely integrated individual and group case analysis and an emphasis on socially responsible strategy implementation into courses via class projects. Developed curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in courses and in the management field. Proficient with Angel course administration software, and utilize video-conferencing, remote telecasting, web test administration, and other online tools to deliver online and in-person courses.
 - ***Assistant Director*** – Responsible for development of the initial minor in Entrepreneurship curriculum and subsequent educational programs and courses, the development of research projects, and publications for the Center for Entrepreneurship. Facilitated community partnerships to promote entrepreneurship in the Brooklyn, Manhattan, and Long Island areas of New York, and memberships with academic and non-profit organizations committed to entrepreneurship education and research.
- **Doctoral Student Research Assistant/Fellow. Rutgers Business School, Department of Management and Global Business, Newark, NJ. (September 2010-May 2012).** Performed academic research for the

former Dean of Rutgers Business School and the Center for Urban Entrepreneurship and Economic Development.

○ **Doctoral Fellowship**, 2010-2012 School Years.

- **Instructor of Business. ECPI College of Technology, Newport News, VA (October 2008-July 2010).** At a Southern Association of Colleges and Schools regionally-accredited college, provided advisement, mentorship and instruction in business for students enrolled in the undergraduate programs. Developed curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in business courses and in the business field after graduation. Taught both in-person and online/hybrid formats; proficient in use of web camera and remote conferencing processes for instruction; proficient with Blackboard and Moodle course information and delivery modules. **Courses Taught:** Principles of Management, Principles of Human Resource Management, Principles of Advertising, Principles of Customer Service, E-commerce, Business Applications, Business Applications Lab.

MEDIA COVERAGE & INTERVIEWS

- Atkinson, Bill. (2023, August 30). McClellan comes to VSU to celebrate minority businesses, laments 'inequities' that remain. *Petersburg Progress-Index*. Retrieved January 28, 2024, from <https://www.aol.com/mcclellan-comes-vsua-celebrate-minority-022026585.html>
- Vaughan, J. (2022, May 26). Downtown Hopewell Business Pitch Competition Open to the Public. *Virginia's Gateway Region*. Retrieved September 7, 2022, from <https://www.gatewayregion.com/downtown-commercial-hubs/>
- King, B. (2022, February 11). Hopewell offering grant money to future business owners. *WTVR website*. Retrieved September 7, 2022, from <https://www.wtvr.com/news/local-news/homegrown-hopewell-business-grants>
- Higgins, K. T. K. P. I. (2022, January 13). Hopewell seeks entrepreneurs and creatives: Business pitch competition, win \$30,000 award. *The Progress-Index*. Retrieved September 7, 2022, from <https://eu.progress-index.com/story/business/2022/01/10/hopewell-seeks-entrepreneurs-homegrown-for-hopewell-business-pitch-competition-win-thirty-thousand/9161335002/>
- Business Announcements compiled by Anne Dalton. (2021, November 24). VSU receives economic development grant. *Chesterfield Observer*. Retrieved September 7, 2022, from <https://www.chesterfieldobserver.com/articles/vsu-receives-economic-development-grant/>
- Rath, Z. T. C. P. I. (2021, August 9). Petersburg student wins third in VSU "CEO to BE" competition. *The Progress-Index*. Retrieved September 7, 2022, from <https://eu.progress-index.com/story/news/education/2021/08/05/petersburg-high-school-sophomore-who-took-third-in-a-vsua-ceo-to-be-competition/5497127001/>
- Reports, S. (2021, July 20). Northam announces more than \$11M in GO Virginia grants. *Smithfield Times*. Retrieved September 7, 2022, from <https://www.smithfieldtimes.com/2021/07/20/northam-announces-more-than-11m-in-go-virginia-grants/>
- VSU to create program for minority entrepreneurs to launch businesses. (2021, July 8). *Richmond Free Press* | Serving the African American Community in Richmond, VA. Retrieved September 7, 2022, from <https://richmondfreepress.com/news/2021/jul/08/vsu-create-program-minority-entrepreneurs-launch-b/>
- Northam announces over \$11.1 million in GO Virginia grants. (2021, June 24). *Kingsport Times-News*. Retrieved September 7, 2022, from https://www.timesnews.net/news/state/northam-announces-over-11-1-million-in-go-virginia-grants/article_2ebe6c38-d501-11eb-be9d-6380f6dcb815.html
- Llovio, Louis. 2016, May 1. Richmond was, and remains, a place for African-American entrepreneurs. *Richmond Times Dispatch*. Retrieved from http://www.richmond.com/entertainment/museums/black-history-museum/article_82fbbc70-d7c1-5bb1-acb7-e4d143535434.html
- Trihias, Alex. 2015, September 23. VSU launches entrepreneurship center. *Progress Index*. Petersburg, VA. Retrieved from <http://www.progress-index.com/article/20150923/NEWS/150929883>
- Shilling, Andrew. 2013, October 30. New center at St. Francis fuels entrepreneurial spirit. *Brooklyn Downtown Star*. New York, NY. Retrieved from http://www.brooklyndowntownstar.com/view/full_story/23949473/article-New-center-at-St--Francis-fuels-entrepreneurial-spirit

CERTIFICATIONS & TRAINING

- **Online Education Training Course: Creating Effective Assessments**, Online Learning Consortium (formerly the Sloan Consortium) (December 2020).
- **Online Education Training Course: Strategies for Increasing Interaction & Engagement**, Online Learning Consortium (formerly the Sloan Consortium) (December 2020).
- **Google Certified Educator, Level 1 Certification**, Google for Education (May 2020).
- **Human Subject Certification**, Rutgers University, Institutional Review Board (December 2010).

ACADEMIC AWARDS, HONORS & CERTIFICATIONS

- **Triple E International Award for Entrepreneurship Excellence in Higher Education for the Minority Small Business Launch Center.** The VSU Center for Entrepreneurship, which I founded, won 5th place for the Triple E International Award for Entrepreneurship Excellence in Higher Education for the impact of its Minority Small Business Launch Center program. We were also awarded 1st place People's Choice in the Global Awards Category and were one of the winners along with the prestigious University of Oxford. See here: <https://www.triple-eawards.com/index/finalists/region/2023global> (June 2023)
- **Winner Outstanding Faculty of the Year Award (2022-2023).** Selected as the overall recipient by an interdisciplinary team of faculty peers for the honor of Outstanding Faculty for Research, Teaching & Service at Virginia State University for the 2022-2023 school year based on my contributions and accomplishments. See here: <https://patriceperry.com/OFAAwardWinNotificationandEmail.pdf>
- **Community Transformer Award in Finance** for the impact of the VSU Center for Entrepreneurship's Minority Small Business Launch Center program on the Richmond Metropolitan Statistical Area. Community Transformers Foundations, Richmond, VA. <https://www.cmttransfoundation.org> (June 2022).
- **Doctoral Consortium Student Scholar, United States Association of Small Business Educators (USASBE).** Selected as one of 17 doctoral students from a pool of national and international applicants as a "promising entrepreneurship scholar." Received a scholarship to participate in an intensive scholarly training seminar at USASBE's annual conference of entrepreneurship educators from higher education institutions around the world. New Orleans, LA (Spring 2012).
- **Scholarship Recipient, Syracuse University, Whitman School of Management, Social Entrepreneurship Seminar** (June 2011).
- **Dean's Summer Research Grant Award Recipient, Rutgers Business School** (June-August 2011).
- **Doctoral Fellowship, Rutgers Business School** (2010-2011 and 2011-2012).
- **Recommendation letter from President John T. Casteen, University of Virginia** for Ph.D. in Management Program at Rutgers University (2010).
- **Member, Ph.D. Project.** Selected to join an elite group of minority Ph.D. students at an annual recruitment conference sponsored by Fortune 500 firms and top universities committed to increasing AACSB-accredited business schools' faculty diversity with qualified minority candidates. Chicago, IL (2009).
- **First Recipient, Gregory Raven Batipp's Literary Award, Office of African-American Affairs, University of Virginia** (1994).
- **Dean's List, University of Virginia** (1993).

ACADEMIC & PROFESSIONAL MEMBERSHIPS

- **Member, International Council of Small Business**, 2022-Present.
- **Member, Beta Gamma Sigma**, International Honors Society for business education programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business, 2013-Present.
- **Member, Southern Association of Management**, 2013-Present.
- **Member, United States Association for Small Business and Entrepreneurship (USASBE)**, 2011-Present.
- **Member, Academy of Management**, 2010-Present.

CORPORATE & ENTREPRENEURSHIP EXPERIENCE

- **General Manager, Success Companies LLC (January 2012-Present)** Managing owner responsible for strategic planning and day to day operations for a management and educational consulting, business

services, real estate, and retail and retail management firm with multiple business unit activities (including thesuccesscompanies.com, officesupplydepot.com and silverliningjewelryoutlet.com).

- **Real Estate Team Manager/Sr. Realtor (January 2002- June 2008). The Patrice Perry Team, “Your Results Realtor.”** (Licensed with William E. Wood and Associates, Realtors, Chesapeake, VA [2002-2005]; Wainwright Real Estate, Virginia Beach, VA [2005-2007]; Remax, Newport News, VA [2007-2008]). Primary real estate sales associate responsible for leading a team generating approx. \$16 million in annual real estate sales in a market with an average sales price of \$200,000. Developed and implemented strategic marketing strategies resulting in being in the top 5% of realtors in the Norfolk-Virginia Beach market based on sales in less than three years of being in the business. Directly oversaw administrative and marketing personnel, full time real estate agents, and worked closely with non-staff loan officers.
 - **Top 50 in Sales & President’s Club.** During second full year in real estate, became one of the top 50 agents, ranking #31, out of 650 full-time professional agents for one of the top 50 real estate firms in the nation, according to Realtor magazine, and the largest real estate company in the Norfolk/Virginia Beach M.S.A., William E. Wood & Associates (2004)
 - **Circle of Excellence Million Dollar Circle Award Winner, Greater Hampton Roads Realtors Association** (2004, 2003, 2002)
 - **Sales Rookie of the Year for Greater Hampton Roads Realtors Association**, the regional association governing the over 5000+ realtors in Norfolk-VA Beach metro statistical area (2002)
- **Sr. Sales Executive for Major Real Estate Accounts (July 2001-December 2001). The Virginian-Pilot newspaper, Norfolk, VA.** Promoted to one of the three primary account managers on The Virginian-Pilot’s real estate advertising team handling the company’s largest real estate accounts. Responsible for managing an approximately \$2 million account list. Similar responsibilities to that of the Real Estate Strategic Account Executive explained below, but included overseeing an account executive who assisted with post-purchase account management, a market researcher and graphic designers, and developing an overall marketing and financial growth strategy for our team.
 - **2001 Advertising Department Special Section Coordinator & Event Coordinator for Homearama**, which topped 2000’s section as the largest Homearama section ever previously published by The Virginian-Pilot.
- **Strategic Marketing Consultant for Real Estate Accounts (January 2000-July 2001). The Virginian-Pilot newspaper, Norfolk, VA.** Responsible for managing a \$1.6 million+ account list and partnering with some of the largest real estate companies in the market to develop and implement advertising strategies in The Virginian-Pilot’s various newsprint, direct mail, and online products. In a team-based environment, oversaw the work of three graphic designers, a marketing analyst, and a sales assistant.
 - **Real Estate Weekly Redesign Team** responsible for enhancing the editorial and advertising components of the Pilot’s main real estate-targeted section to increase readership and ad revenue.
 - **Advertising Department Special Section Coordinator** for two company-wide special sections, the *Mid-Atlantic Home and Garden Show* and *Homearama*, one of the company’s three largest sections. The 2000 *Homearama* section represented over \$97,000 and was the largest section ever produced by The Pilot with a 65% revenue increase from the previous year. Special section coordination duties included helping to establish editorial content with Special Sections Editor; coordinating promotional events with Promotions department; overseeing the development of sales tools, and guiding the sales efforts of the company’s 55+ account executives.
- **Retail Account Executive (June 1998-December 1999). The Virginian-Pilot newspaper, Norfolk, VA.** Responsible for managing the Southern Chesapeake/ Northeastern NC territory and generating over \$600,000 annually in advertising sales. Handled the largest client and largest number of active accounts in the office. Developed an account list that billed approximately \$350,000 in 1997 into an account list billing over \$600,000 in 1999. Developed strategic marketing/advertising plans for an account list of 100+ local businesses and franchises of national corporations; coordinated the work of a graphic designer, marketing analyst, and inside sales associate in a team-based environment; performed competitive media analysis using Scarborough, CMR (Competitive Media Reporting), and HROS (Hampton Roads Opinion Survey); provided demographic information and utilized media research tools to assist clients in selecting geographic areas and customer segments to target.

- **Top sales performance** in several contests, including Most Ads & Inches Sold “Best of Chesapeake” section (July 1999), Most New Business Contracts (December 1998), Most Holiday Promotion Sales (December 1998).
- Created new restaurant targeted section, *The Chesapeake Dining Room* in zoned edition of newspaper, generating over \$16,000 in incremental annual revenue for newspaper.
- Coordinated Chesapeake Jubilee and National Spa & Pool Institute special sections for newspaper in 1999, resulting in over \$32,000 in revenue.
- Exceeded revenue goals over the previous year up to 141% for 13-month period from fourth quarter 1998 to fourth quarter 1999. Exceeded active account goal over the previous year every month from fourth quarter 1998 to fourth quarter 1999, resulting in 90 more active accounts.
- **Marketing Analyst (September 1997-May 1998). *The Virginian Pilot* newspaper, Norfolk, VA.** Performed marketing research and competitive media analysis utilizing Scarborough, Hampton Roads Opinion Survey (HROS) software and data, CMR, the Internet and other sources to assist advertising sales representatives in the sales process; developed marketing proposals for large corporations and small businesses to assist them with implementing effective marketing strategies, making the best media buys, and selecting the most appropriate commercial real estate locations based on retail traffic, demographics, and other analysis.
- **Freelance Journalist (1998-2003), *The Virginian-Pilot* newspaper, Norfolk, VA.** Performed journalistic research, conducted interviews, and authored several articles for various sections of the largest daily newspaper in the state of Virginia, including a cover story for the main Features section, *the Daily Break*, and two other front page regional section articles.
- **Editor and Publisher (1994-1996). *The Richmond Awakening*, Richmond, VA,** a citywide newspaper published bi-monthly. Oversaw budgeting, advertising, reporting, graphic design, and distribution. Partnered with local and national organizations to promote Christian and family oriented events, including the annually held *March for Jesus*, which attracted several thousand participants. In 1995, the publication served as the major media vehicle promoting the event. Managed volunteer/paid staff of 30.
- **Editor-In-Chief and Co-founder, *Skandaline*, (January 1993-May 1994), Charlottesville, VA. *Monthly student newspaper at the University of Virginia. Recognized as the first African-American student newspaper at the University and held in the University archives.*** Met regularly with President John Casteen and student council members to discuss newsworthy issues relevant to students for publication; developed newspaper’s budget; established advertising rates; garnered all initial advertisers; recruited staff and developed all job responsibilities and policy manuals; initiated successful alumni fund raising opportunities; oversaw all editorial and ad content. Managed and developed a staff of over 40.
- **Senior News Staff Writer/ Associate Editor for Administration, *University Journal Newspaper*, (January 1992 to February 1993), Charlottesville, VA.** A daily student newspaper at the University of Virginia. Served as liaison between newspaper, University President and other administration, oversaw news staff one night per week, edited news stories, determined headlines, and captions, and served as senior writer on administrative/budgetary issues.
- **TV Assignment Desk Intern (March 1993). *WAVY-TV, Channel 10, NBC Affiliate, Portsmouth, Virginia.*** Assisted assignment desk editor with incoming news tips; helped morning news anchor edit his script; interviewed spectators and involved parties for three evening news stories.
- **TV Public Relations Intern (March 1992). *Black Entertainment Television (BET), Arlington, VA.*** Composed press releases and biographies; contacted features editors of 14 major U.S. newspapers; edited television programming listings.
- **Radio News Reporter, *WUVA Radio Station, 92.7 FM* (January-December 1992).** Wednesday afternoon and Tuesday morning newscaster reporting national and state news.

NON-PROFIT MANAGEMENT

- **Marketing Director, Calvary Revival Church in Norfolk, VA (Dec. 2001-Jan. 2003).** For the publishing and product development arm for 7000+ member megachurch, one of the largest in the country. Responsible for marketing and product development for international television show which airs on major cable networks; Oversaw the redesign and development of a monthly mass mail communication and marketing campaign to current and prospective donors; Co-developed the concept for and oversaw the creation of initial websites; Helped negotiate book-publishing contract with large national book publisher;

Handled distribution of books and other products at local and regional bookstores; Oversaw the development of press kits and other promotional material.

- **Urban Community Development & Outreach Organization Co-founder/Publications Coordinator**, Foundation for the Future, an arm of Manna Christian Fellowship Church, Richmond, VA (May 1994-June 1997). Helped initiate a program that provided mentorship, life, and career development skills to formerly incarcerated individuals, recovering addicts, and low-income mothers in the Church Hill community of Richmond, Virginia. In this capacity, was responsible for fundraising, community networking, event coordination, one on one counseling, and family and career intervention services for residents.

COMMUNITY SERVICE

- **Co-founder and Board Director**, Success Academy Online, (2021-Present).
- **Co-founder and Board Member**, Association for Increasing Minorities in Higher Education [AIM-HIGHER], (2009-Present).
- **Volunteer**, Williamsburg Community Action Agency, Summer 2014.
- **Chamber Ambassador**, Hampton Roads Chamber of Commerce, Norfolk, VA (1998-2000). Served as the primary representative for the Virginian-Pilot newspaper and its subsidiary publications to the Chamber and as a liaison between the Chamber and the public.
- **Choir Member/Praise & Worship Vocalist**, Calvary Revival Church, Norfolk, VA. (2001-2005); Manna Christian Fellowship Churches in Richmond, Charlottesville, and Williamsburg, VA (1993-2000).
- **Urban Outreach Coordinator**, Manna Christian Fellowship Church, Richmond, VA. (1994-1997).
- **Founder**, Koinonia Kids, an outreach program to inner-city youth in the Church Hill community of Richmond, Virginia. (1995-1997).
- **Mentor**, Madison House Big Sibling Program, University of Virginia (1991-1994).

SPECIAL SKILLS

- **Computer/Software Experience for use in teaching:** Proficient in use of several online teaching and course administration platforms, including Blackboard, Moodle, and Angel. Proficient in use of online communication software, including Zoom, Skype, and Blackboard Collaborate for teaching/collaboration purposes; proficient in use of online marketing tools, basic C++ and Html programming languages, and professional graphic and web design programs, including Wordpress, Dreamweaver, WooCommerce, Mobirise, Zencart, Prestashop, and osCommerce.
- **Computer/Software Experience for use in research and data analysis:** Proficient in use of SPSS, XLStat, Excel, Tropes semantics-based content analysis software, Practicount, Web Extract and other statistical and content analysis software tools for academic research.

PROFESSIONAL HONORS & ACCOMPLISHMENTS

- **Circle of Excellence Million Dollar Circle Award Winner**, Greater Hampton Roads Realtor Association (2005, 2004, 2003, 2002).
- **Top 50 in Sales & President's Club**, William E. Wood and Associates Realtors, out of 650+ agents for largest real estate company in Southeastern Virginia. (2004).
- **Sales Rookie of the Year for Greater Hampton Roads Realtor Association**, the regional association governing the over 5000+ realtors in the five cities of southeastern Virginia. (2002).
- **Sales Rookie of the Year**, William E. Wood and Associates Realtors. (2002) Top new sales agent.
- **Top Sales Performer**, The Virginian-Pilot (Aug.-Sept. 1999). First-place in contest among all company's retail account executives that focused on quantity and quality of long-term sales over a two-month period. Had an 84% increase in revenue, resulting in over \$200,000 in new long-term revenue.
- **Second place, Song of the Year Competition** (2002), Gospel Music Association (GMA) Eastern Region, for song on professional gospel album recorded at Sony Music Studios, New York, NY.
- **Front page article**, *The Virginian-Pilot newspaper Daily Break* (Features section). (2001).

REFERENCES (Available upon request)

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