

RESUME OF JAMES M. THEROUX

Isenberg School of Management
University of Massachusetts
Amherst, MA 01003
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Academic Experience

1991- UNIVERSITY OF MASSACHUSETTS

Present

Professor of Entrepreneurship

Teaches courses in entrepreneurship and business strategy. Designated one of the top ten entrepreneurship educators in the US in 1995. Advisor to numerous business startups. Director of two high-tech University "spinoff" companies. Won four national awards for an innovative type of case study. Board member of the Grinspoon Entrepreneurship Initiative.

Director, Center for Entrepreneurship 2011-2013

1972-1978 UNIVERSITY OF MASSACHUSETTS

AMHERST, MA

Director, International Media Center

Won grants and contracts from international agencies such as Unesco, the World Bank, and the Agency for International Development to provide technical assistance to governments in developing countries. Most technical assistance was in the field of educational television and radio.

Business Experience

1984-1990 METROPOLITAN CABLEVISION INC.

CLEVELAND

President and CEO

Developed company from concept stage through incorporation, financing, and operations. Raised \$20 million of venture capital to create a cable TV company with 150 employees. Sold the company for a profit in 1990.

Updated August 2020

1981-1984 WARNER COMMUNICATIONS COLUMBUS, OH

Manager

At the two-way "Qube" system, Warner's most technically advanced cable operation, positions included franchising director and operations manager. Became Assistant General Manager at the company's 140,000-customer system in Cincinnati.

Other Experience

- Invited presenter at eight academic conferences in 2001-2004.
- Chairman of the Valley Entrepreneur CEO's 1998-2007
- Member of the Young President's Organization, an international network of entrepreneurs who have built companies with at least \$5 million of sales before the age of 40 (1985-1989).
- Chairman of an industry trade association (1987-1989). Shaped legislation and lobbied at both state and federal levels.
- Retained during 1978-1979 as a research director by CTW (Sesame Street).
- Appeared on approximately 75 TV newscasts and talk shows.
- Fluent in Spanish
- Traveled on business to more than 40 countries.
- Board member of River Valley Investors, an angel group. 2007-present.
- Board member and advisor to startups in western Mass.

Education

1981	HARVARD BUSINESS SCHOOL MBA (Marketing and Finance)	BOSTON, MA
1974	UNIVERSITY OF MASSACHUSETTS Doctor of Education	AMHERST, MA
1970	UNIVERSITY OF WISCONSIN BA (Sociology/Math)	MADISON, WI

Grants

Coleman Foundation, 1995. \$25,000 to develop a course for inventors.

Kauffman Foundation, 2000. \$15,000 to study the feasibility of a new type of case study.

Sloan Foundation, 2002. \$30,000 for the real-time case study

Coleman Foundation, 2002. \$50,000 for the real-time case study

Kauffman Foundation, 2000. \$25,000 for the real-time case study

Inc. Magazine, 2002. \$15,000 for the real-time case study

Coleman Foundation, 2004. \$25,000 for the Real-Time Case Study

Kauffman Foundation, 2004. \$62,500 for the Real-Time Case Study

Grinspoon Foundation, 2003-present. \$10,000 annually to assist student entrepreneurs.

Awards

UMass Distinguished Academic Outreach, 2002-2003.

Top Ten Entrepreneurship Educator, 1995. Presented by Ernst & Young

Innovation of the Year, Finalist, 2003. Decision Sciences Institute.

Pedagogical Innovation of the Year, 2003. US Assoc. of Small Business and Entrepreneurship.

Outstanding Achievement in Online Teaching, 2003. US Distance Learning Association.

Outstanding Contribution to Excellence in Teaching, 2003. Sloan Consortium.

Refereed Journal Articles

Theroux, J The Real-Time Case Method: Analysis of the Second Implementation. *Journal of Education for Business*. Vol. 84:6, July/August 2009.

Theroux, J. What It Takes to Innovate: The Experience of Producing an Online, Real-time Case Study. *Journal of Asynchronous Learning Networks*, Vol. 8:4. 2008.

The Real-Time Case Method: A New Approach to an Old Tradition, *Journal of Education for Business* Vol. 79:3, January/February 2004

The Real-Time Case Method: Description and Analysis of the First Implementation. *Innovative Higher Education* Vol. 29:2, Winter, 2004.

Experimental Online Case Study Aims for a Breakthrough in Student Engagement and Learning. *Journal of the Asynchronous Learning Networks* Vol. 8:3. 2004

Other Publications

A New Way to Engage Students, in J. Bourne and J. C. Moore (eds.), *Elements of Quality Online Education: Engaging Communities, Volume 6 in the Sloan-C Series*. Needham, MA: Sloan-C, 2005.

Quality in Mass Media Communications, Paris: Unesco, 1978.

Reaching Mass Audiences with Educational Broadcasting, Prospects, June, 1977.

Open-Broadcast Radio: Three Strategies, in Radio for Education and Development, D. Jamison and E. McAnany (eds.). Washington: The World Bank, 1977.

The Quiz Show, in Cooperative Education Radio Programs, S. Mshiu (ed.). London: International Cooperative Alliance, 1976.

A New Context for Broadcaster Training, Educational Broadcasting International, December, 1976.

Quality in Instructional Broadcasting, Public Telecommunications Review, December, 1976.

Instructional Radio Reconsidered, ERIC ED119722, July, 1976.

Radio in Adult Literacy Education, Convergence, March, 1976.

The Quiz Show: A New Tool for Education, Educational Technology, January, 1975.

Report to the President, with others, White House Conference on Children. Washington: Government Printing Office, 1970.