

ENTREPRENEURIAL MINDSET FOR RESEARCHERS

Featured Speakers | July 29, 2021



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Dr. Marcia J. Harr Bailey



Marcia J. Harr Bailey has served as an Assistant Professor of Business at the University of Wisconsin-Platteville since the fall semester of 2013 and

teaches courses in business and entrepreneurship. Before joining UW-Platteville as an instructor, she worked as a manager in the retail and human services industries in the 1990s and moved to Thailand to teach business courses at an international university in the early 2000s. While working on her doctoral dissertation, Harr Bailey performed her data collection through a Fulbright U.S. Student grant to Laos funded through the U.S. Department of State. Later, her research and work on higher education service-learning as grassroots development spurred the creation of a nonprofit

project called Poom Loom. The project connects Laotian students with rural villagers to address community needs while students gain experience and learn about leadership, sustainable development, and entrepreneurship. Harr Bailey is currently working to connect UW-Platteville students with the students she works with in Laos. Her research interests primarily relate to service-learning, higher education for sustainable development, and social entrepreneurship.

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Dr. Adhira Sunkara



Adira Sunkara serves as the Manager of Innovative Ventures for WiSys. She obtained her Ph.D. in Biomedical Engineering from Washington University in St. Louis, Missouri.

Her experience includes seven years of R&D experience with biomedical devices and neuroscience, five years of experience as an entrepreneur working with University based technologies, and previously serving as Chief Technology Officer of 10 Newtons, Inc.

Sunkara helps oversee the startup and venture activities of WiSys by guiding faculty and staff inventors through the commercialization process and helping startups find the resources necessary to thrive. Sunkara also manages the WiSys VentureHome™ program by coordinating central and local initiatives to assist local entrepreneurs and manages the VentureHome™ seed fund.

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Dr. Deborah Lundin



As the Manager of Research Development for WiSys, Lundin helps to build capacity among faculty and staff to enrich UW System research and scholarship.

Since 2002, Lundin has worked in research administration at a variety of institutions of higher education, including Ball State University (R2), Eastern Kentucky University (PUI), the University of North Carolina at Pembroke (PUI), and Wright State University (R2). With her focus on pre-award administration, Lundin is well-versed in seeking funding opportunity information, proposal

and budget development/review, and faculty/staff professional development activities aimed at the pursuit and administration of extramural funding.

Lundin's credentials includes: B.A. History (Millikin University); M.A. History (Ball State University); Ed.D. Adult, Higher, and Community Education (Ball State University); Certified Research Administrator.

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Dr. Robert McGaff



Dr. Robert McGaff is a professor of Chemistry & Biochemistry at UW-La Crosse.

McGaff is a environmentalist who focuses his research on green chemistry and making Earth-friendly chemistry more commercially viable. McGaff works with his students to test and discover products that are safe for the environment, yet achieve a similar or better result

than other products on the market. He considers not only environmental sustainability, but also profitability. McGaff has submitted multiple inventions to WiSys based on this research.

For his impressive body of research, McGaff was named WiSys' Carl E. Gulbrandsen Innovator of the Year in 2016.