Contributors

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Cyril Couffe, PhD, is working for the Research Chair “Talents of digital transformation” at Grenoble Ecole de Management, France. His work is centered around the critical cognitive abilities at work that will be able to compete with the digital tools in a near future. His work is also centered around understanding the specific cognitive abilities of entrepreneurs and challenging pre-existing models. His approach to this matter relies on applying techniques that were previously exclusive to medicine and neuroscientific research. In 2016, he completed his thesis in Cognitive Psychology at the University of Lyon, France under the mentorship of Dr George A. Michael. His doctoral studies were focused on the influences that working conditions can have on different cognitive processes, especially attention-related ones. During his PhD, he worked as a scientific consultant for several companies in order to improve employee well-being. He used different concepts and cognitive models to develop a set of best practices and passed them on to hundreds of workers. Such recommendations were targeting both the physical environment and the impacts of new technologies on mental focus. In 2013, he became a neuropsychologist after several internships in the fields of gerontology and neurology.

Mellani Day is Dean of the Business and Technology Division in the College of Adult and Graduate Studies at Colorado Christian University. Over the course of her career she has worked in both higher education and in business in the USA and for over 13 years in Germany. On the business side she has been a founder of and worked primarily in entrepreneurial ventures, including over five years as Chief Financial Officer of a small high-tech entrepreneurial company in Colorado, and an import business in Germany. She earned her doctorate in business administration from Nova Southeastern University and a master’s degree in systems management from the University of Southern California. Her research interests include environmental influences on entrepreneurship, entrepreneurial decision making, and most recently neuroentrepreneurship. She is a co-editor of Neuroeconomics and the Firm (2010). ORCID: orcid.org/0000-0001-5278-2225.
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Sean Guillory is a data scientist (currently at TheIntelligenceCommunity.com) with cognitive neuroscience training (PhD, Dartmouth College). His previous work includes researching the neuroscience of humor and laughter (graduate work), improving brain mapping methods for neurosurgery patients (postdoctoral work), and helping lead a start-up incubator aimed at ideas that would help improve humanity (Fruition Technology Labs). His current interests include analytical methods and their application across different domains (recent work in intelligence analysis, sales enablement, and entrepreneurship).

Norris F. Krueger, PhD. Norris Krueger gets at least part of the blame for coining the term “neuroentrepreneurship” and has long been fascinated by the genesis of entrepreneurial thinking and the deep cognitive changes that entails. He has training and experience in cognitive science, especially developmental and cognitive developmental psychology as applied to human learning. His 2007 ETP “What Lies Beneath” is widely cited
(http://bit.ly/ETP2007) and he is looking forward to meeting like-minded colleagues! In 2008 under the auspices of the Max Planck Institute of Economics, he and Dr Isabell Welpe issued a white paper encouraging entrepreneurship research that focused on experimental research using theory and tools from neuroscience and cognitive science. This was followed by a series of workshops and symposia at MPI and at major entrepreneurship conferences. In 2014, Krueger and Welpe published “Neuro-entrepreneurship: what can entrepreneurship learn from neuroscience?” in the Annals of Entrepreneurship Education and Pedagogy, with a strong emphasis on the implications of neuroscience to entrepreneurial learning (and thus education). Dr Krueger has a long history in entrepreneurship and is the most-cited author on the topic of entrepreneurial intentions. While an early pioneer using theory and tools from social and cognitive psychology, he is one of very few entrepreneurship scholars with training and experience in developmental and cognitive developmental psychology, which has afforded him useful insights into how humans – and entrepreneurs – learn. ORCID: 0000-0002-9824-928X.

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Crystal Reeck earned her bachelor’s and master’s degrees at Stanford University and completed her doctorate in Psychology and Neuroscience at Duke University. She worked as Postdoctoral Research Scholar in Decision Making and Negotiations at Columbia Business School before joining the Fox School of Business at Temple University as Assistant Professor of Marketing. Combining both neuroscience and behavioral approaches, her research examines how emotions influence decision making and how different strategies help people to manage that influence. She has published her research in peer-reviewed journals that span multiple fields, including Science, Journal of Cognitive Neuroscience, and Journal of Experimental Social Psychology. Her work has been featured in media outlets and funded by national granting agencies, including the National Science Foundation.

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**Aparna Sud** has experience as an intrapreneur, designing, developing, and launching new products, ventures, and models for companies such as Pfizer and CVS. Aparna was previously a founding member of a higher education consulting firm catering to Latin America with flagship programming focused on innovation and internationalization. She holds a dual degree from MIT in Neuroscience and Management and is pursuing a Master’s in Design and Management at Pratt Institute. Aparna is passionate about entrepreneurship and believes an entrepreneurial skillset will become increasingly pivotal for companies to retain and disseminate to their workforce as the economy continues to be redefined by advances in technology and manufacturing. She hopes to spread ways to consciously practice and develop an entrepreneurial skillset on an individual basis by seeking to first uncover the entrepreneurial mindset from a neuroscientific standpoint. Aparna also conducts ideation workshops that combine yoga, lateral thinking, and strategic planning to help others step out of their set pathways and spark their inner creativity in order to develop new business ideas.

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