

**CIRRICULUM VITAE**  
**JEFFREY A. BERNEL**

**PERSONAL**

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**UNIVERSITY OF NOTRE DAME, MENDOZA COLLEGE OF BUSINESS**

**Adjunct Teaching Professor**, Department of Management, January 2019 to present. Courses taught: Venture Funding Practicum, Principles of Management, ESTEEM

**Director**, Gigot Center for Entrepreneurship, [www.gigot.nd.edu](http://www.gigot.nd.edu), July 1, 2012 to June 30, 2014.

**Teaching Professor**: July 1998-2005; 2006 to 2014. (Special Professional Faculty started as an assistant SPF and was promoted to a full SPF line in 2007).

- Faculty, Department of Management and Operations
- Courses taught and prepped (Syllabi and pedagogy supplied upon request):
  - Corporate Strategy, undergraduate seniors and juniors (3 credit hours)
  - Principles of Management, graduate and undergraduate (3 credit hours)
  - Introduction to Entrepreneurship, undergraduates and MBAs (new course prep, 3 credit hours)
  - Funding New Ventures, undergraduates and MBAs, (new course prep, 3 credit hours)
  - Go to Market, undergraduate and MBA programs.
  - Entrepreneurship in Developing Countries (New prep for South Africa MBA Internship Program, 2 credit hours)
  - Master of Science in Management, Principles of Management (new course prep, 3 credit hours)
  - ESTEEM Courses taught: Entrepreneurship and Business Planning (new course prep) (3 credit hours)
- Elected member, College Council, Mendoza College of Business.
- Liaison between Mendoza College of Business and the Engineering, Science, Technology, Excellence in Entrepreneurship Masters Program (ESTEEM).

**Co-Founder, Program Director, Teaching Professor**: (July 1998 to June 2002), Gigot Center for Entrepreneurship, Department of Management.

- Gigot Center for Entrepreneurial Studies: Developed a curriculum that offers a comprehensive overview of the challenges, tools and skills for entrepreneurship. Managed the Center's budget and staff.

- Co-established a center for the leadership and administration of the entrepreneurship initiative at Notre Dame's Mendoza College of Business.
- Created a major and minor curriculum for entrepreneurship in the Mendoza College of Business.
- Co-Founded the endowed annual McCloskey Business Plan Competition.
- Co-Created the "Irish Entrepreneurs Network" of over 400 members that support the Gigot Center's mission of education, launching new businesses and social entrepreneurship.
- Co-Founder Program Director, South Africa MBA Internship Program. The Gigot Center sponsored six to eight MBA interns to work as business consultants with local NGOs in Cape Town, South Africa during June and July. The program ran for ten years.
- Prepared and taught all undergraduate and graduate level entrepreneurship courses.
- Co-Founder and founding director: IrishAngels.com, a 200+ member angel fund located in Chicago. [www.irishangels.com](http://www.irishangels.com).

**Executive-in-Residence**, Executive Programs: Certificate in Executive Management: Developed and marketed initial program and curriculum, September 1996 – August 1997. The program is still in use in 2015 and generating income.

**VALPARAISO UNIVERSITY**, Valparaiso, Indiana, Spring Semester 2016): Assistant Adjunct Professor, College of Business. Prepped and taught a senior undergraduate, 3 credit strategy course, MGT 475C, Business Policy and Strategy.

**PURDUE UNIVERSITY NORTH CENTRAL**, Westville, Indiana: (Fall Semester 1997): Visiting Lecturer, College of Business. Prepped and taught an undergraduate course in International Business.

**HEALTHCARE FOUNDATION OF LA PORTE**, La Porte Indiana: (March 1, 2016, to present), Founding and current Chairman, Board of Directors. A non-profit, independent, private foundation dedicated to empowering our residents to live healthy and well in and around La Porte to become one of Indiana's top 10 healthiest communities by 2030. This foundation was initially funded in March 2016 from the proceeds of the sale of La Porte Hospital. It currently manages ~\$175 million in assets.

**Edison Awards**, (Spring 2016 to present): Judge, A leader in globally recognizing, honoring and fostering innovation and innovators to create a positive impact in the world

**Woodbury Partners, LLC**, Granger, Indiana (2014 to present): Advise senior executives on opportunities in the manufacturing, startup and entrepreneurial sectors.

- Advisor to CEOs of small to midsize businesses on strategy and execution to drive sustained growth and value.
- CEO, Board Director, and Senior Executive with deep experience in business strategy, organizational and operational improvement, and capital markets.
- Adept at solving complex problems and navigating challenging transitions within emerging growth companies, lower middle market companies, and private equity portfolio companies.
- Leadership development coach and mentor to entrepreneurs on growth and value creation.
- Fill in as interim CEO/COO positions.
- Take active role in business development.

- Crisis Management
- Bank workout counseling.

**MIDDLEBURG CAPITAL DEVELOPMENT, LLC**, Middleburg, VA,(2013 to present) [www.mcapd.com](http://www.mcapd.com): Member, Board of Advisors, private equity investment strategies for particular industry niches. [www.mcapd.com](http://www.mcapd.com)

**VENNLI, LLC**, South Bend, Indiana, (2013 to 2016), [www.vennli.com](http://www.vennli.com): Member, Board of Managers, and Investor. A strategic customer focused growth software product. [www.vennli.com](http://www.vennli.com)

**NEWPORT BOARD GROUP**, Partner, (2-2014 to 3-2015), A professional service advisory firm, **Newport Board Group** offers solutions for private equity firms, emerging growth companies, and international strategy and operation. Its extensive experience spans across a variety of business areas such as operations, exit strategies, and capital markets.

**BERNEL INVESTMENT MANAGEMENT, LLC:** (2001 - 2012), President. Industrial real estate investment and management and early stage venture investments.

**UNITEK SEALING SOLUTIONS, LLC**, LaPorte Indiana: (June 2006 – August 2010). Chairman/CEO, Majority Shareholder, A turnaround effort of a manufacturer of high tech, thermoplastic and rubber multi-durometer cellular and dense extruded seals and gaskets for the North American automotive, RV, architectural, waste water treatment and semi-truck industry. Customers included Toyota, Aisin, Honda, Ford, GM, and their first and second tier component manufacturers. UniTek’s products are used in a variety of sealing applications including windshield, instrument panel, forward and rear lighting, fender, window, and secondary door seals. UniTek also produces non-sealing products including windshield wiper blades, ID/OD tubing, and exterior vehicle applications. The company was sold to Arnold Jaeger, GmbH, Hannover, Germany in August 2010.

**COAXSYS, INC**, Santa Clara, CA: (2001-2005) Member, Board of Directors. High tech home networking startup.

**NURON, LLC**, Santa Clara, CA and South Bend, IN: (1998 to 2001) Chairman, early stage high tech encryption acceleration hardware and software startup. Sold to INTEL in 2001 for \$90 million. Member, Board of Directors.

**AMERICAN RUBBER PRODUCTS CORPORATION**, La Porte, Indiana: Chairman, President, and Chief Executive Officer (1979 - 1996), La Porte, IN

**Position Description:** Chairman, President, Chief Executive Office, and Majority Shareholder. Provided the leadership and vision needed to formulate and implement an optimal strategic direction for the Company in a turnaround climate. Hired and trained world-class management, staff, and production associates to meet the needs of the Company’s customer base. Oversaw all functions of the business including, marketing, sales, financial, accounting, engineering, quality, research and development, and production. Recruited an active and knowledgeable outside board of directors. Protected the rights and privileges of all stakeholders of the company while creating a corporate wide continuous process improvement culture with the implementation of six sigma-manufacturing techniques. Met and exceeded all domestic and Japanese quality, EDI, and logistic expectations. Implemented a dynamic strategic planning process used to guide the company’s profitability and growth needs.

**Company Description:** American Rubber Products Corporation was a manufacturer and fabricator of engineered seals and gaskets for the international and North American automotive industry. Its customers include GM, Ford, Chrysler, Honda and the component manufacturers of GM, Ford, Chrysler, Volvo Honda, Nissan, Toyota, SIA, Mazda and Mitsubishi. The company employed approximately six hundred non-union associates with divisions located in La Porte, Indiana; Buffalo, New York; Staples, Minnesota; Niles, Michigan and Morgantown, Kentucky. The Company has also entered into supply chain partnerships with companies located in Japan, Korea, Thailand, France, Germany and the United Kingdom.

The assets of the company were purchased in September 1979, when American Rubber and Plastics was in a steep stage of production and financial decline. With the assistance of a well-recruited and highly talented professional executive staff, the company grew from initial sales of \$2.5 million to \$50 million over a period of 18 years with strong earnings, six sigma quality and delivery performance. Manufacturing divisions were created or acquired in Indiana, New York, Minnesota, Michigan, and Kentucky. The company achieved and maintained registration for QS 9000, ISO 9000 and TS16949 standards and has earned its customers' highest quality awards. Successfully implemented Continuous Process Improvement procedures in 1993 along with 5S techniques. Experienced over twenty years of experience in dealing with domestic, Japanese and European OEM and First Tier automotive manufacturers with frequent travels to Europe, Mexico, Japan, Africa, and other Asian countries.

**BERNEL FOAM PRODUCTS CO. INC:** 1973 – 1979. Corporate Headquarters, Buffalo, New York. Member, Board of Directors

**Position Description:** General Manager: La Porte, Indiana, Manufacturer and fabricator of foamed urethane products for the automotive, home furnishings and recreational vehicle markets. Employed 150 executive, marketing, engineering, quality and production associates.

**UNITED STATES NAVY, 1967-1973.** Nuclear Propulsion Plant Engineer, Ballistic Missile Nuclear Submarine (SSBN). Graduate of the US Navy's Nuclear Power Program. Vietnam and Cold War Era Veteran.

#### **Former Professional and Community Activities**

- Director: La Porte Bank and Trust Corporation, Chairman: Audit Committee (1980 – 1994)
- Director: Bremen Castings, Inc., Bremen, Indiana
- Director: Friends of Ikamva Labantu, Cape Town, South Africa
- La Porte Regional Health System, the parent Corporation of La Porte Hospital.
  - Chairman, Strategic Planning and External Relations Committee (1997-2000)
  - Chairman (1988) & Director: La Porte Hospital, 1981-1988
- Vice President: La Porte Community School Corporation (Elected Position, 1991-1998)
- Director: La Porte Parks and Recreations Department (1991-1998)
- Delegate: Congressional Appointment, White House Conference on Small Business (1984)

#### **Education:**

SUNY Buffalo (1963-1967) Management

UN Navy, (1967-1973) Nuclear Propulsion Plant Engineering Program

University of Notre Dame (1992 - 1994): Executive MBA

#### **PROFESSIONAL ORGANIZATIONS**

- World Presidents' Organization (1995 - 2014)
- Indiana Presidents' Organization (1995 – 2-14)
- Young Presidents' Organization (1985 - 1995)
- Forum Moderator: Young Presidents' Organization (1990 - 1992)
- Member: Gigot Center for Entrepreneurship Advisory Board (1999 to present)
- Notre Dame Graduate Alumni Advisory Board (2007-2010)
- Notre Dame, Mendoza College Council (2003-2005)

**PROFESSIONAL HONORS**

- Finalist: Ernst & Young Indiana Entrepreneur of the Year (1995)
- Distinguished MBA Alumni, University of Notre Dame (2002)
- National Science Foundation, Innovation Corps Panelist (2013)
- Governor's Commission, State of Kentucky, Kentucky Colonel (1993)

**HOBBIES & INTERESTS**

- Not-for-profit board membership
- Sailing/boating
- International Travel
- Reading

**REFERENCES:**

Timothy Sutherland  
 Chairman & CEO  
 Middleburg Capital Development  
 Middleburg, VA 20118  
 703-227-1048

Mark S. Dilley  
 President (Retired)  
 Jaeger-UniTek  
 315 Brighton St.  
 LaPorte, IN 46350  
 219-324-1102

Gary Mullennix  
 Chairman, President, & CEO (Retired)  
 Huntington Laboratories, Inc.  
 425 Dockside Dr. #805  
 Naples, FL 34110  
 239-784-1104

David Brenner  
 President (Ret)  
 Innovation Park at Notre Dame  
 1400 E Angela Blvd  
 South Bend, IN 46617  
 574-631-8825

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 3555 Old Main Hill  
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