

WORK AUTHORIZATION: USA and EEA

LANGUAGE SKILLS: English (fluent); Norwegian (as of June 2017)- norsk lytteforståelse (B2), norsk leseforståelse (B1), norsk skriftlig framstilling (B1), norsk muntlig (B1)

MBTI: INTJ

DISC Profile: High C

EP10 Dominant Characteristics: Risk Taker, Determination, Disruptor, Independence (Activator)

Clifton StrengthsFinder: Achiever, Significance, Focus, Self-Assurance, Activator

ELLI Profile Strengths: High Changing and Learning, Meaning Making, and Creativity

Instructional Techniques/Teaching Values: Active-Learning, Reflection, Community

Entrepreneurial Values: Learning, Challenge, Reflection, Sparkle, Mentors, Experiences

Reiss Motivation Profile: Top Three Strong Desires: Acceptance, Power, Curiosity

Kolbe A Index:

2016: 4 (Fact Finder), 6 (Follow Thru), 6 (Quick Start), 4 (Implementor)

2009: 7 (Fact Finder), 5 (Follow Thru), 4 (Quick Start), 3 (Implementor)

Trademark Reg. No. 3966010 (May 24, 2011): I make a difference, do you?

Trademark Reg. No. 3966099 (May 24, 2011): iMADdu

Copyright TX 6-795-868 (September 30, 2013): Exploring Faculty Members' Perceptions of Undergraduate Entrepreneurship Education

EDUCATION

Ph.D. **George Mason University, Graduate School of Education**, Fairfax, Virginia, GPA: 3.9/4.0

1/09-5/13 Doctor of Philosophy in Education (Instructional Technology/Entrepreneurship Education)
University of Stavanger, The Norwegian Hotel School, Fulbright Grant 2012-2013

Generell Godkjenning av Utenlandsk Utdanning: NOKUT Recognition for Foreign Education

M.S. **University of Virginia, McIntire School of Commerce**, Charlottesville, Virginia, GPA: 3.1/4.0

5/07-8/08 Masters in Management of Information Technology

B.S. **Cornell University, School of Hotel Administration**, Ithaca, New York, GPA: 3.8/4.0- Dean's List

8/01-5/04 Bachelor of Science with Distinction (Information Systems)

ENTREPRENEURIAL ACADEMIC EXPERIENCES

7/13-Present **Cornell University, SC Johnson College of Business**, Ithaca, New York

Assistant Professor, Entrepreneurship (July 2016-Present)

Visiting Assistant Professor (July 2013-June 2015)

- Teach HADM 3135/HADM 6135: Conversations with Entrepreneurs (half-semester, two credit course for up to 80 undergraduates and graduate students from all disciplines), HADM 4180/HADM 6180 Technology for Bootstrapped Entrepreneurship (full-semester, three credit course for up to 30 undergraduate and graduate students from all disciplines), HADM 4133/6133 Global Conversations with Entrepreneurs (full-semester, three credit, hybrid course for up to 30 undergraduate and graduate students from all disciplines), and HADM 4125/6125: Foundations of Social Entrepreneurship (full-semester, three credit for up to 30 undergraduate and graduate students from all disciplines)
 - Design and teach the Dyson Course, AEM 4940: Secrets of Business Success, a strategy course with an entrepreneurship focus (3-week summer college course for 65 high school and college students for Cornell School of Continuing Education and Summer Sessions (SCE))
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- Create and teach a summer college program called Seed the Bloom Program: Seed Ideas, Cultivate Community for up to 30 students from India
- Provide strategic consulting services on external relations projects
- Guest lecture at various student group meetings, other universities, and industry groups on entrepreneurship (from a global, technology, and social perspective)
- Maintain strong industry connections in order to recruit guest speakers to complement class lectures each semester
- Launched the International Academic Partnership Program (IAPP) Norway at Cornell Committee, part of the 2015-16 Luigi Einaudi Chair Innovation Grant: Awarded by the Cornell Institute for European Studies Luigi Einaudi Chair Innovation Fund
- Chair the IAPP Cuba at Cornell Committee
- Chaired the inaugural Hospitality Entrepreneurship Roundtable hosted by the Pillsbury Institute for Hospitality Entrepreneurship (PIHE)
- Led as the Principal Investigator/Project Director for the Coleman Faculty Entrepreneurship Fellows Program at Cornell for 2014-2015
- Worked with entrepreneurship faculty to design the structure for an entrepreneurship concentration for School of Hotel Administration (SHA) students and managed the approval process for its launch in December 2014
- Teach up to two courses during winter and summer semesters with SCE in either in person, hybrid, or online formats
- Developed and presented curriculum for the elective course titled HADM4180/HADM 6180 Technology for Bootstrapped Entrepreneurship (approved by EPC as a provisional course in Fall 2013, approved by faculty as a permanent course in Spring 2015) and HADM 4133/6133 Global Conversations with Entrepreneurs (approved by EPC as a provisional course in Fall 2015) as part of the Mario Einaudi Center for International Studies Small Grant Competition with Professor Benjamin Lawrence
- Launched HADM 4180x MAD Clouds: Making a Difference with Cloud-Based Technology in Entrepreneurial Business Planning on the edX Edge platform for up to 1,200 students
- Taught in the Cornell China Program with SCE
- Received one of six \$10,000 inaugural grants across campus from the Office of the Vice Provost obtained to support the creation of a Small Private Online Course (SPOC)
- Hold weekly office hours with students to review course concepts and address alumni questions relating to entrepreneurship
- Advise students in the entrepreneurship concentration at SHA and incoming and transfer students throughout the semester
- Served as a faculty host to the Visiting Research Scholar Program at SHA (AY 14-15)
- Supervise up to 30 people including teaching assistants, research assistants, project coordinators, and faculty fellows each semester
- Advise up to three independent studies each semester to create case studies to be published and used in the classroom in partnership with companies such as Voss Water and Leading Hotels of the World
- Chaired industry roundtables for the Center for Hospitality Research
- Create and conduct research on entrepreneurship education for publication and conference proceedings that aligns with IRB processes

- Engage Cornell Hotel Society chapters abroad and present at their meetings
- Write grants to bring in funding to support growing entrepreneurship education and technology entrepreneurship offerings for students and faculty

7/13-12/16 Cornell University, School of Hotel Administration (SHA), Ithaca, New York

Academic Director of The Pillsbury Institute for Hospitality Entrepreneurship (PIHE)

Associate Academic Director of PIHE (July 2015-June 2016)

Assistant Academic Director of PIHE (July 2013-June 2015)

- Coordinated the cultivation of corporate affiliates within the industries and individual donor prospects with development staff to raise funds for operations
- Managed interactions with up to 40 Advisory Board Members
- Reviewed and approved the use of specific funds for students who apply for financial assistance to attend entrepreneurship events
- Designed the 2016 Ideation for Impact Event, a mini-hackathon, to consider how to use robotics to provide solutions for the global healthcare and hospitality industries
- Participated in the College of Business Centers & Institute Taskforce
- Drafted an outline for a university-wide entrepreneurship minor for undergraduates for the Dean's Office at SHA in 2015
- Developed the Pillsbury Faculty Ambassador Program, which launched in AY 2015-2016, to engage up to 15 faculty members in entrepreneurship initiatives yearly
- Created processes for all incoming freshmen and transfer students at SHA to have the opportunity to take Gallup's Builder Profile (BP10) assessment and attend a facilitation in order to help students discover and develop their entrepreneurial talents through engagement at PIHE
- Planned daily events to support Cornell's yearly commitment to Global Entrepreneurship Week
- Launched a mentor platform to engage entrepreneurs at all stages of ideation called Connecting Entrepreneurial Hotelies (CEH) through OrgSync
- Developed marketing collateral, newsletter content, operating model diagrams, website verbiage, end of year recap videos, and event programming to support the academic entrepreneurial curriculum of SHA around education, engagement, and experience by working with PIHE's operations team (a program manager, an assistant program manager, a program assistant, two visiting scholars, and student workers)
- Represented PIHE at school, alumni, and industry events, and academic entrepreneurship and technology conferences
- Attended and presented sponsorship opportunities at Center and Institute Partnership Meetings with Dean's Distinguished Lecture Series speakers and industry events
- Collaborated with industry partners to setup independent studies with faculty members and students at both the undergraduate and graduate level
- Marketed the impact of The Pillsbury Institute through engagement with staff writers and the marketing and communications team at SHA and at presentations across campus including The Cornell Hospitality Business Plan Competition and HADM 1099 Friday Orientation Sessions
- Designed and managed Slice of Insight Social and Meet & Repeat Speed Networking Events for board members and industry leaders to network with students

- Managed efforts to webcast The Cornell Hospitality Business Plan Competition 2014 live for the first time since the competition's launch
- Identified and developed academic programming and internship opportunities for students and corporate affiliates with the Associate Dean for Academic Affairs
- Planned and managed operational budgets for PIHE operations
- Launched the Cornellians at PhoCusWright program for students to engage in the Student Innovation Challenge
- Created agenda items, preparation packets, and presentations for leading bi-annual meetings to maintain relations and solicit feedback from Advisory Board Members
- Worked with other institutes and centers on campus to create multi-disciplinary programming opportunities for industry, alumni, and students
- Recruited and worked with up to 20 Entrepreneurs in Residence (EnIR) to create experiential learning opportunities for students during one-on-one counseling sessions
- Worked with entrepreneurship faculty and alumni to create one presentation for the 2014 Cornell Hospitality Research Summit (CHRS)
- Created presentations for Entrepreneurship at Cornell's 2014 Celebration—one titled Entrepreneurial Women in the Hospitality Industry with moderator Dr. Susan Fleming and one titled Your Entrepreneurial Journey: From Cornell to Career with Career Management in the Office of Student Services and Entrepreneurship@Cornell's 2015 Celebration—titled MingleAbility': A Hotelie Approach to Networking for Entrepreneurial Mobility

**1/15- 5/15 Ithaca College, School of Health Sciences and Human Performance, Ithaca, New York
Adjunct Lecturer in the Department of Leisure Studies**

- Taught RLS 232000 Program Planning to over 20 students
- Developed course content and assessments from scratch using Sakai
- Held office hours for students to review course content

**8/12-5/13 U.S. Department of State, Fulbright U.S. Student Program, Stavanger, Norway
Fulbright Grantee in Education (Entrepreneurship)**

- Led and presented qualitative entrepreneurship education research at Nordic conferences
- Learned the Norwegian language through coursework and community activities
- Engaged with the Norwegian entrepreneurship ecosystem with TEDx Stavanger, serving as the 2013 Co-Leader Venue/Audience Planning Team and Startup Weekend Stavanger as the 2013 Co-Leader Event Planning Team
- Wrote a textbook chapter on entrepreneurship education in the hospitality industry with Reidar Mykletun, Ph.D.

**12/12-5/13 University of Stavanger/Centre for Innovation Research, Stavanger, Norway
Qualitative Research Assistant**

- Built a 1200 record EndNote database for the project 'Retirement decision processes, and their antecedents and outcomes' funded by the Norwegian Research Council
- Analyzed the content and keywords of all 12 volumes of the Scandinavian Journal of Hospitality and Tourism to create a strategy map for future thematic volumes

10/12-12/12 University of Tromsø, Tromsø, Norway

Quantitative Research Assistant (FORFI Project)

- Assisted in the creation of a new scale to quantitatively measure entrepreneurship program effectiveness in 10 universities across 5 countries
- Completed a literature review on program effectiveness scales in higher education
- Reviewed and compiled student surveys in SurveyMonkey in both English and Norwegian

**10/08-8/12 George Mason University, Office of Research and Economic Development, Fairfax, Virginia
Research Faculty (Assistant Director, Mason Small Business Development Center)**

- Coordinated daily counseling operations and outreach to over 500 business owners
 - Managed counseling services that generated over \$10 million in capital formation, 50 new business starts, 230 new jobs, and retained over 960 local jobs per year
 - Designed courses on technology, business planning, and entrepreneurship to the public on a monthly basis
 - Supervised project plans for online course development and launch
 - Represented Mason SBDC at industry and community events and served as spokesperson for media inquiries
 - Managed budget responsibilities for staffing and office operations
 - Recruited, interviewed, trained, and managed staff, interns in the Mason SBDC Operations Internship Program, and volunteers
 - Guest lectured in George Mason University's course UNIV 100: University Freshman Transition and Cornell University's course HADM 174: Business Computing
 - Created a Network of C-Level Executives who donated 320 hours of service per year to the center
 - Provided technical counseling during 60-minute counseling sessions
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OTHER EXPERIENCES

6/17-Present 58N6E Innovation Barn, Borhaug, Norway

Founder

- Create opportunities to assist in integration efforts for immigrants to Norway
- Develop experiences to encourage entrepreneurial thinking and action in the Norwegian ecosystem (locals and tourists)

5/13-Present Grunder Olsen, Borhaug, Norway

Owner

6/10-Present iMADdu (I make a difference, do you?) Inc., Fairfax, Virginia

Founder/President of the Board

- Develop and manage annual reports, budgets, board meetings, and fundraising
 - Research and develop grant proposals and strategic partnerships to enable program development and outreach
 - Prepared and executed a successful 501c3 application
 - Taught and mentored 20 students per quarter in the Student Apprenticeship Program in both physical and virtual environments
 - Designed theoretical and practical curriculum and operational models using cloud-based software for 12-week entrepreneurial apprenticeships joining small businesses, nonprofits, and students nationally and internationally
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7/09-Present Gytality LLC, Fairfax, Virginia

Founder

- Created business development plans for a cyber security government contractor
- Trained clients on installed technologies and SaaS software for continuous monitoring and business continuity planning
- Planned, executed, and supervised client events for employees and customers

4/06-12/07 Four Seasons Hotels and Resorts, Worldwide Sales Office, Washington, District of Columbia

Worldwide Sales Analyst

- Managed, processed, and analyzed daily preferred partner agency booking requests to create agendas for quarterly sales calls resulting in \$1.2 million in yearly revenue
- Administered follow-up on Request for Proposals (RFPs) for over 400 regional accounts to assist in \$24 million in sales on group travel accounts
- Handled top client event invite budgets, lists, responses, intern staffing, and post-event follow-up

Cornell University, Ithaca, New York

08/11-12/11

Entrepreneurship at Cornell, *Internship*

1/02-5/04

The School of Hotel Administration, *Lead Teaching Assistant for Information Technology for Hospitality Managers and Teaching Assistant for Club Management, Microcomputing, and Managerial Communication*

10/01-5/02

Campus Information and Visitor Relations, *Information Specialist/Tour Guide*

4/05-9/05

Maidstone Club, *Private Events/Operations Intern*

Summer 2004

The Ritz-Carlton, Pentagon City, *Management Intern*

Summer 2003

Chevy Chase Club, *HR/IT Intern*

Montauk Yacht Club Resort and Marina, Montauk, New York

Summer 2001

Marina, *Dock Reservationist*

Summer 2000

Resort, *Concierge/Gift Shop Supervisor/Front Desk Agent/PBX Operator*

TECHNOLOGY SKILLS

Blackboard, Piazza, Jonas, TaskStream, Vision, Construx Estimate, Audacity, Oracle, Smartsheet, Delphi, Erwin, Starcite, CSS, Crystal Reports, Kronos, Preferred Partners, Microsoft Products (Word, Outlook, Excel, Access, Publisher, PowerPoint, Visio), PatriotWeb, CIC, Micros, eVA, Adobe CS4 Products (Photoshop Extended, Flash, Dreamweaver), SurveyMonkey, EndNote, SPSS, iTunes, QuickBooks, Podio, OrgSync, Oracle Faculty Center, Qualtrics, edX Edge, Camtasia, Animoto, Panapto, Twitter, Instagram, LinkedIn, Vimeo, Canvas, WorkFront, Sakai, RingCentral, Grasshopper, Google Suite, Squarespace, 1&1, Wix, Dreamhost

CERTIFICATES

- The Sogetsu School of Ikebana of Japan: Certificate 1 (August 2015), Certificate 2 (April 2016), Certificate 3 (December 2016), Certificate 4 (Waiting on certificate), Certificate 5 (In Progress)
- 200 Hour Vinyasa Training (Yoga Alliance) (In Progress)
- Introduction to Norwegian Certificate from the University of Oslo (March 2017)
- Dallas Theological Seminary Certificate: How to Read the Bible Like a Seminary Professor (April 2017)
- Collaborative Institutional Training Initiative (CITI Program) Human Subjects Training (IRB) Social & Behavioral Research- Stage 1 (January 2016—Expires December 31, 2020)
- Gallup's Entrepreneurial Profile 10 (EP10) Coach (December 2015)
- Norwegian Language and Culture Certificate (Intermediate) (2013)
- SWaM Procurement Performance (SPCC Holders) (2012)
- Norwegian Language and Culture Certificate (Elementary) (2012)
- First Aid Training for Children from Norsk Luftambulans (2012)
- SBA Export and Trade Counseling Certification (Introductory and Intermediate) (2011)
- VASBDC Certified Business Analyst (2011)
- Grant Writing Certificate (September 2010)

AWARDS AND GRANTS

- Engaged Cornell Faculty Fellowship (2017-2018) (\$2,000)
- Zalaznick Teaching Assistantship Award 2017-2018 (\$1,500)
- Cornell Institute for Healthy Futures Fellowship (2017-2018)
- International Academic Partnership Program Cuba at Cornell University Grant 2016-2017
- Zalaznick Teaching Assistantship Award 2016-2017 (\$3,000)
- Project Funds for North America Grant 2015 from the Norwegian Centre for International Cooperation in Education (SIU) (\$23,000)
- Zalaznick Teaching Assistantship Award 2015-2016 (\$3,000)
- Luigi Einaudi Chair Innovation Grant (Cornell Institute for European Studies) 2015-16 (\$3,000)
- Mario Einaudi Center for International Studies 2015 Small Grant Competition (\$3,000)
- International Academic Partnership Program Norway at Cornell University Grant 2014-2015
- SPOC Grant for from the Office of the Vice Provost at Cornell University 2014-2015 (\$10,000)
- Zalaznick Teaching Assistantship Award 2014-2015 (\$1,500)
- Coleman Faculty Entrepreneurship Fellows Program OSP #73625/A001 2014-2015 (\$20,000)
- Fulbright Full-Grant to Norway 2012-2013
- George Mason University Dissertation Completion Fellowship 2012-2013
- College of Education and Human Development at Mason Fellowship Award 2012-2013
- Virginia State Start Nomination 2012
- Hot Mommas Project Finalist 2012-2013
- Northern Virginia Technology Council Entrepreneurial Navigator Organization Finalist 2012
- George Mason University Team Excellence Award 2011
- U.S. Small Business Administration Region III Service Center for Excellence & Innovation 2011
- Four Seasons Hotels & Resorts Worldwide Sales Office 2007
- Club Manager's Association of America Student Chapter of the Year 2005
- Golden Key International Honor Society 2004
- HVS Models of Excellence Award 2004

- Ye Hosts Honorary Society 2004
- Montauk Yacht Club Employee of the Month Award July 2000

PUBLICATIONS

- Olsen, M. K. and Karanja, C. "Balancing Tradition and Innovation in Hotel Ezra Cornell: Incorporating Technology Initiatives into Event Planning and Management." (Sage, Waiting on Publication Date)
- Olsen, M. K. and Karanja, C. "Green Small Business Development Center: Building the Entrepreneurial Ramp from 1:1 to 360:12." (Sage, Waiting on Publication Date)
- Olsen, M.K. (2017). Entrepreneurship is Global: Highlights from the 2016 Global Entrepreneurship Roundtable. *Cornell Hospitality Report*, 17(9), 3-8.
- Olsen, M. K., & Blumenfeld, J. (2016). High-tech, high-touch: Highlights from the 2016 Entrepreneurship Roundtable. *Cornell Hospitality Report*, 16(25), 3-6.
- Olsen, M.K., VanCora, J., and Chan, K. (2016). *Creating Revenue Streams for Voss*. Ivey Publishing. 9B16M094.
- Olsen, M.K. & Stanley, C. (2016). Authenticity in Scaling the Vision: Defining Boundaries in the Food and Beverage Entrepreneurship Development Cycle, Highlights from the 2015 Food and Beverage Entrepreneurship Roundtable. Center for Hospitality Research at Cornell University.
- Olsen, M. K. & McDarby, K. (2015). Utility and Disruption: Technology for Entrepreneurs in Hospitality, Highlights from the 2015 Technology Entrepreneurship Roundtable. Center for Hospitality Research at Cornell University.
- Olsen, M. K., McDarby, K. & Park, J. J. (2015). From Concept to Impact: Beginning with the End in Mind, Highlights from the 2015 Hospitality Entrepreneurship Roundtable. Center for Hospitality Research and The Pillsbury Institute for Hospitality Entrepreneurship at Cornell University.
- Olsen, M. K., Gandhi, S., McDarby, K. & Park, J. J. (2014). *Innovation at Leading Hotels of the World*. Ivey Publishing, 9B14C047.
- Olsen, M. K. (2012). "Entrepreneurship in the Hospitality Industry." *Current Research in Hospitality and Tourism*. Norway: Fagbokforlaget, 2012. Print
- Olsen, M. K. (2012). The Plan for Donations or "Don'tations": The Case of the Alumni-Funded Entrepreneurship Center. *Journal of Cases in Educational Leadership*, 15 (2). 10-17. doi: 10.1177/1555458912448431.

Gladis, S. & Olsen M. The Manager/Leader Coach.

WORK IN PROGRESS OR UNDER REVIEW

- Badal, S. & Olsen M. "EP10." (Waiting on first author)
 - Olsen, M. K. "Connect Entrepreneurial Hotelies: Measuring Engagement of Alumni and Students through a Mentor Platform."
 - Olsen, M. K. "Exploring Faculty Members' Perceptions of Ranked Undergraduate Entrepreneurship Education in the United States."
 - Olsen, M.K. "Julelaks." (children's book)
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PRESENTER/MODERATOR EXPERIENCES AND SCHEDULE

2018 PIHE Technology Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2018 Innovation Barn Summit, **Borhaug, New York**
2017 Digital Transformation Summit, **Roosevelt Island, New York City, New York USA**
2017 Leadership in Challenging Times Forum (CHS Germany Meeting), **Berlin, Germany**
2017 Fulbright Association Conference, **Washington, D.C., USA**
2017 European Hospitality Forum, **Stavanger, Norway**
2017 Global Consortium of Entrepreneurship Centers (GCEC) Conference, **Halifax, Canada**
2017 North Atlantic Forum, **Bø, Norway**
2017 Høyskolen i Sørøst-Norge Guest Lecture, **Bø, Norway**
2017 American Festival Table Co-Leader, **Vanse, Norway**
2017 Virtual Ambassador Program with Ambassador Kare Aas Moderator, **Ithaca, New York, USA**
2017 Eilert Sundt Videregående Skole Gust Lecture, **Farsund, Norway**
2017 European Council for Small Business and Entrepreneurship Conference, **Cork, Ireland**
2017 PIHE Technology Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2017 CHS Finland, Russia, and the Baltics Meeting, **Tallinn, Estonia**
2017 CHS Norway Meeting, **Oslo, Norway**
2016 10 Year Pillsbury Anniversary Dinner, **Ithaca, New York, USA**
2016 Pillsbury Institute for Hospitality Entrepreneurship Board Meetings, **Ithaca, New York, USA**
2016 Cornell Entrepreneur Network Live Webcast, **Ithaca, New York, USA**
2016 PIHE Global Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2016 European Hospitality Forum, **Stavanger, Norway**
2016 UiS Faculty Brown Bag, **Stavanger, Norway**
2016 Gallup EP10 Discovery Dinners, **Ithaca, New York, USA**
2016 Institute for International Education Generation Study Abroad Summit, **Washington, DC, USA**
2016 Nordic Symposium on Tourism and Research, **Turku, Finland**
2016 Gallup Entrepreneurial Profile 10 Discovery Sessions, **Ithaca, New York, USA**
2016 Freshmen Orientation, Presenter, **Ithaca, New York, USA**
2016 Pillsbury Institute for Hospitality Entrepreneurship Board Meetings, **New York, New York, USA**
2016 Gallup Called to Coach EP10 Webinar, **Omaha, Nebraska, USA**
2016 CHR Technology Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2016 E-Cornell Live Webcast on Gallup's Entrepreneurial Profile 10, **Ithaca, New York, USA**
2016 Sustainable & Social Entrepreneurship Enterprises Roundtable, **Ithaca, New York, USA**

2016 Connect Entrepreneurial Hoteliers Mentor Network Orientations, **Ithaca, New York, USA**
2016 Forte Campus at Cornell Presentation, **Ithaca, New York, USA**
2016 Transfer Orientation at SHA, Presenter, **Ithaca, New York, USA**
2015 Virtual Ambassador Program with Ambassador Kare Aas Moderator, **Ithaca, New York, USA**
2015 Pillsbury Institute for Hospitality Entrepreneurship Board Meetings, **New York, New York, USA**
2015 CHR Food and Beverage Entrepreneurship Roundtable Co-Chair, **Ithaca, New York, USA**
2015 Connect Entrepreneurial Hoteliers Mentor Network Orientations, **Ithaca, New York, USA**
2015 Freshmen Orientation, Presenter, **Ithaca, New York, USA**
2015 CEN Chicago: Foodies in Family Run Businesses Moderator, **Chicago, Illinois, USA**
2015 CHR Technology Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2015 PIHE Meet & Repeat Moderator, **Ithaca, New York, USA**
2015 PIHE Slice of Insight Social Moderator, **Ithaca, New York, USA**
2015 Cornell Hotel Society Norway Chapter Lecture, **Oslo, Norway**
2015 Entrepreneurship at Cornell's Celebration Panel Moderator, **Ithaca, New York, USA**
2015 World Club Management Conference, **San Antonio, Texas, USA**
2015 PIHE Hospitality Entrepreneurship Roundtable Chair, **Ithaca, New York, USA**
2015 Chesterton House Presentation, **Ithaca, New York, USA**
2014 HADM 1740 Business Computing Guest Lecture, **Ithaca, New York, USA**
2014 UNM Mentoring Institute Conference, **Albuquerque, New Mexico, USA**
2014 Fulbright Association Annual Conference Presentation, **Washington, DC, USA**
2014 PIHE Slice of Insight Social Moderator, **Ithaca, New York, USA**
2014 Cornell Hospitality Research Summit Presentation, **Ithaca, New York, USA**
2014 Connect Entrepreneurial Hoteliers Mentor Network Orientations, **Ithaca, New York, USA**
2014 Pillsbury Institute for Hospitality Entrepreneurship Board Meetings, **New York, NY, USA**
2014 Entrepreneurship at Cornell's Celebration Panel Moderator, **Ithaca, New York, USA**
2013 Pillsbury Institute for Hospitality Entrepreneurship Board Meeting, **New York, NY, USA**
2013 Seminar on Hospitality Entrepreneurship, University of Stavanger, **Stavanger, Norway**
2013 Fulbright Seminar at The Royal Norwegian Ministry of Foreign Affairs, **Oslo, Norway**
2012 21st Nordic Symposium in Tourism and Hospitality Research, **Umeå, Sweden**
2012 College of Education and Human Development Research Symposium, **Fairfax, VA, USA**
2010 Extreme Entrepreneurship Tour, **Fairfax, Virginia, USA**
2009 World Club Management Conference, **New Orleans, Louisiana, USA**
2009 Northern Virginia Technology Council (NVTC) Panel Moderator, **Herndon, Virginia, USA**
2008 Fundamental of Database Management Guest Lecture at Cornell, **Ithaca, New York, USA**
2008 Women's Business Center Seminar Link in 2 Networking, **Springfield, Virginia, USA**
2007 Introduction to Information Systems Management Guest Lecture at Cornell, **Ithaca, NY, USA**

MEDIA AND OUTREACH**Print**

BizEd (TBD 2018): Learning Management System for What?

The Norwegian-American (TBD 2018): NACC and WeWork

The Norwegian American (December 2017): [Bootstrapped Tech Helps Startups](#)

Cornell Chronicle (December 2017): [Engaged Faculty Fellows Connect Classroom and Community](#)

The Norwegian American (December 2017): [The Tennisball Benchmark](#)

The Norwegian American (November 2017): [Borderless Entrepreneurship](#)

The Norwegian American (October 2017): [Innovation Barn Inspires with Pop-up](#)

Cornell Chronicle (September 2017): [Seven Entrepreneurship Faculty Hire Assistants with Alumni Support](#)

Asian Hospitality Magazine (May 2017): [Higher Degrees](#)

The Pillsbury Institute Newsletter (December 2016): [Entrepreneurship is Global](#)

Cornell Chronicle (October 2016): [Gift Lets Entrepreneurship Faculty Hire Assistants](#)

Cornell Daily Sun (June 2016): [Cornell Launches New Online Learning Program](#)

The Pillsbury Institute Newsletter (May 2016): [From the Director](#)

Strengths Coaches' Playbook (April 2016): [Planting Entrepreneurial Seeds at Cornell University](#)

Norway Connects Blog (April 2016): [Take a Ride and Explore Norway on a Budget](#)

eShip Magazine (2016): [Entrepreneurial Profile Assessment](#)

BizEd (December 2015): [Building a Mentor Platform to Boost Alumni Engagement](#)

Hospitality Net (December 2015): [Norwegian Grant Elevates Cornell's International Entrepreneurial Efforts](#)

The Pillsbury Institute Newsletter (December 2015): [Entrepreneurship is Everywhere](#)

AMCham Norway (December 2015): [Expanding the Global Conversation on Entrepreneurship at Cornell University with Norway](#)

Cornell Chronicle (October 2015): [Zalaznick awards support course expansion, TAs](#)

Hospitality Magazine (Autumn 2015): Hotels of the Future by Elly Earls

eship Magazine (2015): [Expanded Opportunities for Entrepreneurs at the Pillsbury Institute](#)

Hotellie Magazine (Summer 2015): [Mona Anita Olsen Expands Entrepreneurship](#)

Hospitality Net (July 2015): [Utility and Disruption: Technology for Entrepreneurs in Hospitality, Highlights from the 2015 Technology Entrepreneurship Roundtable](#)

Hospitality Net (May 2015): [From Concept to Impact: Beginning with the End in Mind](#)

The Pillsbury Institute Newsletter (May 2015): [From the Director](#)

Cornell Daily Sun (April 2015): [Hotel School to Offer New Concentration in Entrepreneurship](#)

Internationalist (Spring 2015): [The Power of a Nishimachi Network: Making a Difference in Conversations with Entrepreneurs at Cornell University](#)

TNooz (March 2015): [How Cornell students helped Leading Hotels of the World boost revenue](#)

Cornell Chronicle (March 2015): [Alumni entrepreneurs, investors to return for 'Celebration'](#)

eship Magazine (2014): [Pillsbury Institute Focuses on Education, Experience, and Engagement](#)

The Pillsbury Institute Newsletter (December 2014): [Leveraging Education to Create Opportunity](#)

Cornell SHA Blog (October 2014): [Hotellie Network + Entrepreneur Mentors = Success for MBA Students](#)

Cornell SHA Blog (September 2014): [New course teaches students to keep up with technology Hospitality.Net](#) (July 2014): [Cornell's Pillsbury Institute Wins Coleman Foundation Entrepreneurship Fellows Program Grant](#)
The Pillsbury Institute Newsletter (May 2014): [From the Director](#)
Newsdesk GMU (May 2013): [New PhD Aims to Create Opportunity, Success](#)
HotMommas Case Study (2013): [The Norwegian Heart: Making the chalkboard table a modern-day lunchbox](#)
News of Norway (Summer/Fall 2013): [Wanted: A Job in Norway](#)
Premier Club Services Blog CMAA (2013): [Encouraging Culipreneurship: Culinary Entrepreneurship](#)
Premier Club Services Blog CMAA (2013): [I can refresh my professional image strategy](#)
Connect2Mason (August 2012): [Mason student travels to Norway on Fulbright scholarship](#)
Newsdesk GMU (April 2012): [Students, Alumnus Awarded Fulbright Grants](#)
News at Mason (February 2012): [Mason Small Business Development Center Offers Students Opportunities for Success](#)
Kindle (April 2011): [The Manager/Leader Coach](#)
The Washington Post (September 2011): [The Corporate Classroom](#)
Northern Virginia Magazine (September 2011): [Seeding Success, GMU's Entrepreneur Mentors](#)
Washington Business Journal (March 2011): [GMU, Firm Launch Legal Clinic for Businesses](#)
George Mason University News (June 2011): [Center that Helps Entrepreneurs Gets Helping Hand of Its Own](#)
At Your Service Premier Club Services Newsletter (September 2010): Back of the House...Understanding the Volunteer Process and Making It Work in a Private Club Setting

Video/Podcasts

WHCU Radio (November 2016): <https://soundcloud.com/whcu-radio/20161118monaolsen>
Cornell Entrepreneur Network (November 2016): https://vod.video.cornell.edu/media/CEN+LIVE+Q%26A+with+a+Cornell+Entrepreneur+featuring+Mona+Anita+Olsen+%2704/1_tglo3ts9
Pillsbury Institute 10 Year Celebration Video (November 2016): <https://www.youtube.com/watch?v=FvI7Y579VOY>
Gallup Called to Coach EP10 (April 2016): <https://www.youtube.com/watch?v=m0jCLrvkgIM>
Cornell University (Fall 2015): [Cornell-China Program Entrepreneurship](#)
CBS Morning Show (May 2015): [Hotels Make Hi-Tech Part of Hi-Class](#)
Vimeo Account: <https://vimeo.com/monaanitaolsen>
Pillsbury Institute Year in Review (2015): <https://www.youtube.com/watch?v=rTQZHjSDcig>
Pillsbury Institute Year in Review (2014): <https://www.youtube.com/watch?v=zBgecRURUvl>
iTunesU (2013): HADM 3135/6135 Conversations with Entrepreneurs: [Podcast Series](#)
W2 Communications (2012): [Five Minutes with Mona Anita Olsen on our Entrepreneurial Community](#)
Women Talk Business with Bettina Lawton (2012)
iTunesU (2012): MEC in the MEC: Podcast for Mason Small Business Development Center (SBDC)

SERVICE, CONFERENCES, AND LEADERSHIP EXPERIENCES

- Academic Learning Management System (LMS) Committee at Cornell, Member (2017-2018)
- ACornell (SHA), Student Advisor (2013-2018)
- Cornell Center for Teaching Excellence, Mentee (2013-2017)
- ACA, Volunteer (2017-2018)
- 3E (ESCB) Conference, Attendee (2016), Session Chair (2017)
- Entrepreneurship at Cornell's Celebration, Attendee (2014-2017)
- Entrepreneurship at Cornell's Entrepreneurship Summit, Attendee (2013-2016)
- TechTable, Attendee (2015-2016)
- College of Business Centers & Institute Task Force, Committee Member (2016)
- Institute for International Education Generation Study Abroad Summit, Attendee (2016)
- HITEC, Attendee (2016)
- 8th Annual Cornell Hospitality Icon & Innovator Awards, Attendee (2016)
- Global Entrepreneurship Congress, Attendee (2016)
- ICSBA, 18th International Conference on Small Business and Accounting, Attendee (2016)
- Gallup Entrepreneurial Profile 10 Training, Participant (2015)
- Summer Global Business Conference, Attendee (2015)
- The International Council for Small Business Conference, Attendee (2015)
- 7th Annual Cornell Hospitality Icon & Innovator Awards, Attendee (2015)
- US Fulbright Alumna at Pittsburgh Fulbright Enrichment Seminar, Volunteer (2014)
- Connect Entrepreneurial Hotelies at The Pillsbury Institute, Mentor (2014-2015)
- United States Association for Small Business and Entrepreneurship (USASBE), Conference Attendee (2015)
- The Innovation Network at Hub NYC, Attendee (2014)
- Global Consortium of Entrepreneurship Centers (GCEC), Conference Attendee (2014)
- Price-Babson Symposium for Entrepreneurship Educators, Attendee (2014)
- French and German Fulbright Alumni Associations, Entrepreneurs in a Borderless World Conference, Entrepreneurship Mentor (2014)
- US Fulbright Alumna at Portland Fulbright Enrichment Seminar, Volunteer (2014)
- Cornell International Friendship Program (CIFP), Volunteer (2014)
- Cornell (SHA), Undergraduate Admissions Interviewer (2013-2014)
- Academy of Management 2014 Annual Meeting, Reviewer (2014)
- AH&LA's Legislative Action Summit (LAS), Attendee (2014)
- SHA & AH&LA Women in Senior Leadership Lunch and Panel Discussion, Attendee (2014)
- Four Annual Employee Assembly Kudos Luncheon, Attendee (2014)
- The Journal of Education Policy, Planning and Administration (JEPPA), Editorial Review Board (2014)
- 4th Annual Celebration of Teaching Excellence at Cornell, Attendee (2014)
- 6th Annual Cornell Hospitality Icon & Innovator Awards, Attendee (2014)
- The Innovation Network at Hub LA, Attendee (2014)
- Cornell Hospitality Quarterly (CQ), Ad-hoc Reviewer (2013-2014)
- Entrepreneurship at Cornell's The Big Idea Competition, Judge (2014)
- *Models of Excellence* Competition for Management Communication on Ethical Issues in the Hospitality Industry, Judge (2013)
- iMADdu (I make a difference, do you?), President of the Board (2009-2014)

- Falcone Center for Entrepreneurship at Syracuse U, Capstone Business Plan Competition Judge (2013)
- Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), Ceremony Attendee (2013)
- SHA Mid-Year Graduation Recognition Event, Attendee (2013)
- The PhoCusWright Conference, Attendee (2013)
- Entrepreneurship at Cornell's Advisory Council Meeting, Attendee (2013)
- Journal of Education Policy, Planning, and Administration (JEPPA), Editorial Board Member (2013-2014)
- Means Center for Entrepreneurial Studies at Illinois State U, Advisory Board Member (2013-2014)
- Higher Education Studies (HES), Editorial Board Member/Reviewer (2013-2014)
- News of Norway, Contributing Writer (2013)
- TEDx Stavanger, Co-Leader Venue/Audience Planning Team (2013)
- Startup Weekend Stavanger, Co-Leader Event Planning Team (2013)
- University Startups Conference DC, Attendee (2009)
- Bootcamp for Growing Companies & Entrepreneurs, Attendee (2009)
- SHA Fundamentals of Database Management, Guest Lecture (2008)
- SHA Introduction to Information Systems, Guest Judge (2007)
- Club Manager's Association of America Cornell Chapter, President ('03-'04), Secretary ('02-'03)

PROFESSIONAL ASSOCIATION EXPERIENCES

- Fulbright Association, Member (2013-2018)
- Hospitality Next Generation Technology (HTNG), Member (2017-2018)
- European Council of Small Business and Entrepreneurship (ECSB), Member (2017-2018)
- Sons of Norway, Member (2017-2018)
- Fulbright Association, Member (2013-2018)
- Nordic Society for Hospitality and Tourism Research, Member (2012-2018)
- e-Hub, Member (2016-2018)
- Stavanger Hospitality Research Group (StaHR*), Member (2016-2017)
- Norwegian-American Chamber of Commerce, Member (2015-2018)
- Cornell Hotel Society, Member (2013-2018)
- Cornell Entrepreneur Network (2005-2018)
- Skapago, Student (2017)
- Hospitality Financial and Technology Professionals (HFTP), Member (2016-2017)
- United States Association for Small Business and Entrepreneurship (USASBE), Member (2013-2017)
- The International Council for Small Business (ICSB) Global Network, Member (2016)
- Academy of Management, Member (2013-2015); Management Education and Development Division (MED)
- American Educational Research Association (AERA), Member (2013-2014)
- University of Stavanger Doctoral Community, Member (2012-2013)
- Young Business Leaders, Member (2010-2012)
- Phi Beta Delta Epsilon Delta Chapter, Member (2012-2013)
- Mason Dream Catchers, Mentor (2008-2012)
- Cornell Alumni Admissions Ambassador Network, Member (2004-2012)
- The American-Scandinavian Foundation, Member (2011-2012)
- Fairfax County Chamber of Commerce, Member (iMADdu) (2011-2012)

- Project Management Institute (PMI), Member (2007-2008)