

# Gene Wright

**Assistant Professor at Milwaukee School of Engineering**

Milwaukee, WI, US

Serial entrepreneur, innovator, and educator with experience in the classroom and beyond and worked with hundreds of small business owners.

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## Biography

Gene Wright is currently an Assistant Professor and the Director of the INNOVENT® Center Instructor at the Milwaukee School of Engineering (MSOE). Additionally, Wright is the principal of Wright Innovation, Inc., which serves business owners with coaching and peer advisory group facilitation. He is also CFO of Red Cell Source, LLC, a biotech company researching artificial red blood cells. Professor Wright has taught graduate courses in New Product Development Management, Innovation Management, Business Strategy, Entrepreneurship, and Strategic Marketing for over 25 years as an adjunct. Wright also taught at the University of Wisconsin-Milwaukee, Lubar School of Business; courses include the graduate level in business strategy, IT, Innovation Management, and Marketing. He also has served as the UWM Lubar Executive MBA Program Director. With UWM, Gene has conducted Executive Education workshops for clients such as ABB, Kohler Co., Briggs & Stratton, Regal Beloit Corp., and Medical College of Wisconsin. In addition, Wright delivered as part of the UWM Strategic Leadership Series for executives from a consortium of nine firms, including Briggs & Stratton, Rockwell Automation, Johnson Controls, Manpower, Kohl's Corp., We Energies, Serigraph Inc., and American Transmission Co. Wright was an owner and principal of Netconcepts LLC and Netconcepts LTD NZ, which focused on integrated marketing strategies such as search engine optimized e-business consulting and delivers ASP-based services for integrated e-mail marketing and e-commerce. Dentsu Aegis now owns Netconcepts. Before forming his firm, Wright was the Milwaukee Practice Director for BORN, a medium-sized business consulting, and information technology services provider. Additionally, he was the Director of Global e-Business at Brady Corporation, a manufacturer of Identification Products. Wright's e-business strategy work has been documented in an MIT Case Study and by IBM. His previous responsibilities within the firm included Director of Research and Development, Manager of Product Development, National Sales Manager, and Engineering Services Manager.

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## Affiliations

American Marketing Association (AMA) : Professional, Product Development and Management Association (PDMA) : Academic, Wright Innovation, Inc : Owner/Principal

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## Education, Licensure and Certification

**M.S.**

Engineering Management Milwaukee School of Engineering

**B.S.**

Industrial Management Milwaukee School of Engineering

A.A.S.

Electrical Power Engineering Technology Milwaukee School of Engineering

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