

# DANIELLE C. AILTS CAMPEAU

*Curriculum vitae* – June 2023

University of St. Thomas  
Schulze School of Entrepreneurship | Opus College of Business  
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## EDUCATION

2023                      Doctor of Business Administration (DBA), Strategy and Management  
Saint Mary's University of Minnesota

2012                      Master of Business Administration (MBA)  
University of Wisconsin – River Falls

2007                      Bachelor of Science (BS), Biology  
University of Wisconsin – River Falls

## ACADEMIC APPOINTMENTS

### University of St. Thomas (St. Paul, MN)

2023 (August)              Clinical Professor of Entrepreneurship

2022 – 2023                Participating Adjunct Faculty, Entrepreneurship (12-month contract)

## PROFESSIONAL EXPERIENCE

### DiaSorin, Inc. (Stillwater, MN)

2020 – 2022                Program Manager, Product Development

### University of Wisconsin - River Falls (River Falls, WI)

2014 – 2020                Director, Center for Innovation and Business Development

### NeuroScience, Inc. (Osceola, WI)

2013 – 2014                Senior Project Manager

2008 – 2013                Manager, Clinical Support and Education

2007 – 2008                Clinical Support and Education Specialist

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## PUBLICATIONS

### Refereed Publications

- Campeau, D., & Somes-Booher, M. (2023). SNL humor can illustrate [un]viable business models. *Entrepreneur & Innovation Exchange*.
- Onken, M., & Campeau, D. (2016). Lean startups: Using the business model canvas. *Journal of Case Studies*, 34(1), 95-101.
- Marc, D., Ailts J., Campeau D., Bull, M., & Olson, K. (2011). Neurotransmitters excreted in the urine as biomarkers of nervous system activity: Validity and clinical applicability. *Journal of Neuroscience and Biobehavioral Reviews*, 35(3), 635-44.

## CONFERENCES

### Refereed Conference Papers & Presentations

- Campeau, D., & Kelly, L. (2023, January). *Analysis of the small business development center's entrepreneurial training program for rural and urban participants in Wisconsin*. Paper presented at the U.S. Association for Small Business and Entrepreneurship (USASBE) Conference, Tallahassee, FL.
- Campeau, D., & Boche, L. (2023, January). *STEMpreneurship in academia: Exploration of successful university-based spin-offs by women in STEM fields*. Paper presented at the U.S. Association for Small Business and Entrepreneurship (USASBE) Conference, Tallahassee, FL.
- Campeau, D., & Somes-Booher, M. (2023, January). *Using SNL humor to illustrate [un]viable business models*. Teaching exercise presented at the U.S. Association for Small Business and Entrepreneurship (USASBE) Conference, Tallahassee, FL.
- Campeau, D. (2022, October). *Is the business plan dead?* Paper presented at the 65<sup>th</sup> Annual Meeting of the Midwest Academy of Management, Detroit, MI.
- Campeau, D., Parsons-Hang, S., and Onken, M. (2021, October). *The social entrepreneur's conundrum: Balancing mission and profits*. Paper presented at the North American Case Research Association Annual Conference, virtual.
- Campeau, D. (2020, October). *Effectiveness of entrepreneurial training program participation on venture performance*. Paper presented at the 63<sup>rd</sup> Annual Meeting of the Midwest Academy of Management, virtual.

## Refereed Conference Panels

Campeau, D., Siats, N., Schultz, J. L., Heath, M. L., Nowakowski, M. J., Peterson, T. O., Smith, R. M., and Thompson, P. (2020, October). *Finding an academic appointment in a volatile, uncertain, complex, and ambiguous world*. Panel/symposium presented at the 63<sup>rd</sup> Annual Meeting of the Midwest Academy of Management, virtual.

## Campus Presentations

Campeau, D., McVea, J., Noh, S. (2023, March). *Improving entrepreneurial mindset using Harvard case teaching method*. Paper presented at Opus College of Business 2023 Research Forum at the University of St. Thomas, St. Paul, MN.

Campeau, D., & Swearingen, A. (2022, May). *Literature reviews: Using a reference management program and construct matrix to streamline the writing process*. Session presented at the St. Mary's University of Minnesota 18th Annual Doctoral Research Symposium, Minneapolis, MN.

Gartner, B., Campeau, D., Siats, N. & Schultz, J. (2021, March). *A session on sessions! Facilitating academic conference and professional meeting sessions*. Session presented at the St. Mary's University of Minnesota 17th Annual Doctoral Research Symposium, Virtual.

## MANUSCRIPTS IN PREPARATION

### Papers Under Review

Campeau, D., & Kelly, L. Analysis of the small business development center's entrepreneurial training program for rural and urban participants in Wisconsin. Special issue on rural entrepreneurship education in *Entrepreneurship Education & Pedagogy*. (Minor revisions requested & resubmitted).

Campeau, D. The lean startup methodology: Hype or here to stay? A fresh perspective on its scholarly legitimacy. *The International Journal of Entrepreneurship and Innovation*. (Under initial review).

### Working Papers

Campeau, D., & Kelly, L. Evaluation of a lean startup training program: The relationship between I-corps at NIH participation and funding acquisition. Target journal: *Journal of Technology Transfer*.

Campeau, D., & McVea, J., & Noh, S. Improving entrepreneurial mindset using Harvard case teaching method. Target journal: *Journal of Management Education*.

Campeau, D., & Clement, T., Ebben, J. Is the business plan dead? Exploration of small business lending practices in rural Midwest communities. Target journal: *Journal of Small Business Strategy*.

McVea, J., McLaughlin, D., & Campeau, D. Carrot Health: Digitizing healthcare through consumer analytics. Target journal: *The CASE Journal*.

## **AWARDS AND HONORS**

- 2019 Small Business Development Center Excellence and Innovation Award
- 2019 Young Professional of the Year Award, Momentum West
- 2018 Center of the Year Award, Wisconsin Small Business Development Center Network

## **GRANTS**

- 2019 Contributor, U.S. Small Business Administration SBDC Grant, annual since 2016
- 2016 Contributor, U.S. Economic Development Administration Public Works Grant
- 2016 Contributor, University of Wisconsin-River Falls Strategic Initiative Grant

## **INVITED TALKS**

- 2022 “Analysis of the small business development center’s entrepreneurial training program for rural and urban participants in Wisconsin.” Presented at the UW-Institute for Business & Entrepreneurship Small Business Development Center Director’s meeting, virtual.
- 2019 “Business Incubation.” Presented at the West Central Wisconsin Regional Planning Commission webinar series, River Falls, WI.
- 2019 “Building a collaborative ecosystem: Wisconsin’s powerful and growing small business development center network.” Presented at the University of Wisconsin-System Board of Regents Meeting, Madison, WI.
- 2018 “Campus and external innovation initiatives.” Panel participant at the WiSys Annual Wisconsin Science and Technology Symposium, Platteville, WI.
- 2017 “Small Business Development Center and economic impact in Pierce county.” Presented at the Pierce County Economic Development Corporation Annual Dinner, River Falls, WI.

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**TEACHING EXPERIENCE****University of St. Thomas – St. Paul, MN**

- 2023 Entrepreneurship: Management & Strategy - Capstone (2 sections, undergraduate)  
Entrepreneurial Strategy (1 section, undergraduate)  
Innovation and Corporate Entrepreneurship (1 section, graduate)
- 2022 Entrepreneurial Strategy (2 sections, undergraduate)  
Entrepreneurship & Innovation (2 sections, undergraduate)  
Innovation and Corporate Entrepreneurship (1 section, graduate)

**University of Wisconsin - River Falls – River Falls, WI**

- 2021 Small Business Management (1 section, undergraduate)
- 2019 Innovation and Business Models (1 section, undergraduate)  
First-Year Experience (1 section, undergraduate)

**ACADEMIC SERVICE****Service to the University****University of St. Thomas**

- Mentor, Fowler Global Social Innovation Challenge (2023)  
Faculty Advisor, Delta Sigma Pi, Nu Tau Chapter (2022-present)  
Mentor, eFest (2023) *\*Team placed 2<sup>nd</sup> overall*  
Mentor, Fowler Business Concept Challenge (2022)  
Judge, eFest (2022)  
Judge, Fowler Business Concept Challenge (2021)

**University of Wisconsin-River Falls**

- Mentor, Innovation Challenge (2014-2020) *\*Teams placed in top 3 at state and national levels*  
Member, Faculty Senate External Relations Committee (2014 – 2020)  
Member, Science & Technology Innovation Center Partners & Advocates Council (2018 – 2020)  
Member, Strategic Review Working Group (2019)  
Member, Internship Working Group (2016 – 2019)  
Search Committee, Director of Marketing and Communications (2015, 2016, 2017 & 2018)  
Member, Community Picnic Planning Committee (2017)

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**Service to the Profession**

Reviewer, The International Journal of Entrepreneurship and Innovation (2023)  
Reviewer, Midwest Academy of Management Conference (2022) \**Outstanding reviewer award*  
Reviewer, U.S. Association for Small Business and Entrepreneurship Conference (2022)  
Mentor, Entrepreneur Futures Network Empower Queensland Program (2022)  
Judge, University of Wisconsin-Stout Ideation Jam (2022)  
Reviewer, Journal of Behavioral and Applied Management (2021)  
Reviewer, Academy of Management Conference (2021)  
Reviewer, North American Case Research Conference (2021, 2022)  
Reviewer, WiSys Spark Grant (2018 – 2020)

**Service to the Community**

Member, Momentum West Talent Attraction Committee (2016 – 2019)  
Past Chair, River Falls Chamber of Commerce & Tourism Bureau Board (2015 – 2020)  
Past President, River Falls Economic Development Corporation Board (2014 – 2020)  
Judge, Hudson Chamber of Commerce Young Entrepreneur's Academy (2017)  
Judge, WiSys Quick Pitch Competition (2017)  
Facilitator, Leadership River Falls Business & Industry Day (2016, 2017, 2018, 2019)  
Member, St. Croix River Crossing Growth Mitigation Advisory Team (2015 – 2018)  
Past Chair, Work River Falls Committee (2014 –2018)

**CERTIFICATIONS AND TRAINING**

2023 (In progress) Inclusive Classroom Institute Certificate, University of St. Thomas  
2021 Project Management Essentials Certificate, Purdue University Online  
2021 Lean & Root Cause Analysis Training, SixSigma.US  
2018 Entrepreneurship Center Management Certificate, Intn'l Business Innovation Association  
2015 Lean LaunchPad Educators Seminar, Venturewell  
2015 Case Writer's Workshop, Society for Case Research  
2015 Leadership River Falls, River Falls Chamber of Commerce  
2014 Professional Certificate in Online Education, University of Wisconsin – Madison

**PROFESSIONAL MEMBERSHIPS**

U.S. Association for Small Business and Entrepreneurship (2020 – present)  
Midwest Academy of Management (2020 - present)  
Academy of Management (2019 - present)  
Project Management Institute (2020 - 2021)  
International Business Innovation Association (2017 – 2020)  
Beta Gamma Sigma Honor Society (2012)