Episode 2: Alliance Building with the McNair Institute

Host:
● Dr. Kasie Whitener, Clinical Assistant Professor, Management
Guests:
● Dr. Dirk Brown, Faculty Director, McNair Institute for Entrepreneurism and Free Enterprise

The Moore School's International Business program turns 50 this year and one of the professors in that department is Dr. Dirk Brown whose special interest is in international entrepreneurship. In this interview, we focus on Dr. Brown's work with the McNair Institute and its ability to bridge siloed schools and departments with the common interest in entrepreneurship.

Dirk Brown is the faculty director of the University of South Carolina's McNair Institute for Entrepreneurism and Free Enterprise and a clinical assistant professor of international business at the Darla Moore School of Business. Brown is a seasoned executive with a strong track record of developing, marketing and licensing disruptive, proprietary technologies. He is the founding CEO of Pandoodle Corporation, a digital media technology company with offices in California, New York and South Carolina. He's also an investor in Proof Ice Cream.

Conversation topics:
● McNair Institute origins, mission, and accomplishments
● Intercampus Alliance as a SC Department of Commerce-funded initiative
● Entrepreneurship as a vehicle for enhancing education
● Entrepreneurship programs that bridge campus to the community
● Alumni and allies that strengthen the efforts of McNair, Faber, and other entrepreneurial efforts on campus
● The benefits to USC students of an entrepreneurial effort across the USC system.

When you learn more, you know Moore. And when you know Moore, you do more.
Thanks for listening!

To learn more about Dr. Brown click here.
To learn more about the McNair Institute at USC click here.
To learn more about Proving Ground visit this site.
To learn more about the Faber Entrepreneurship Center visit this site.
To learn more about the Darla Moore School of Business visit this site.
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