

STEFAN DOERING

Leadership in Sustainability, Innovation, Education, Finance, and Entrepreneurship

Areas of Expertise

- Sustainability
 - Innovation
 - Higher Education
 - Finance Modeling
 - Business Coaching
 - Technology
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Experience

Udemy, Inc.

Instructor

2020 – Present

Online

Innovation of the course How to Start a Business—Sustainably in 202X. Sales have increased 650%+ during Covid-19.

- *Growing one of the top-rated courses on Udemy for entrepreneurship and sustainability*
- *Training 2,200+ students in first 21 months to problem solve starting a business*
- *Integrating entrepreneurship with sustainability (Diversity, Impact or ESG—Environmental, Social and Governance)*
- *Building a team of five presenters*
- *Writing communications to participants on a regular basis*

Stony Brook University

College of Business

2015 – Present

Online

Adjunct Professor

Partnered with Shift Group (see below) to use the innovative entrepreneurship course that now educates students while integrating sustainability. Several students have gone on to start their companies and have hired dozens of people and generate more than \$5M in annual sales. Especially during Covid-19.

- *Training 335+ students over 15 semesters to launch their business*
- *Problem-solving how best to leverage sustainability and diversity*
- *Integrating Genesis—a serious online game for educating sustainability and entrepreneurship (see details below).*
- *Judging students' final presentations to investors*
- *Improving productivity and performance for starting businesses*

Shift Group, Inc.

Founder/Managing Director

2012 – Present

Brooklyn, New York

An edTech company educating hundreds of entrepreneurs to innovate and run businesses, while integrating sustainability. Several colleges and universities are currently using the program. Additionally, since Covid-19, assisted over 100 businesses to problem solve what they offer and how to market it to the world.

- *Educating hundreds in entrepreneurship with our Sustainable Entrepreneur Training program*
- *Innovating with 102 online videos (totaling 6 hours), three user templates, 13 slide decks and a 179-page workbook*
- *Introducing Genesis, our online game, to enhance student retention in learning entrepreneurship and sustainability*
- *Providing leadership with our first international office, in England*
- *Creating financial modeling and bill paying systems*
- *Raising all funding*

Post Covid-19

- *Presenting Workshops for existing businesses grossing from \$50K to \$2M and struggling with Covid-19-related issues*
- *Building partnership teams with US Federal Government's Small Business Development Corp (SBDCs), Accion (now Ascendus), Stony Brook University and Suffolk County*
- *Integrating training with the Small Business Development Centers in New York and New Jersey*
- *Having key funders/sponsors, including Bank of America and Investors Bank*
- *Instituting written communications to all*
- *Building and managing all teams remotely*
- *Impact 1: Edna White—hired more coaches because her coaching business grew*
- *Impact 2: Len Oppenheimer—got an TV interview with CBS for helping other local businesses*
- *Impact 3: Lidia Karras—swimwear retail sales doubled in three months*

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Experience (continued...)

Levin Institute

Facilitator

2009 – 2017

New York, New York

Co-led one of the most popular programs offered by the City: entrepreneurship education to create and grow business.

- *Graduated 2,500+ participants from the program*
- *Trained 1,600+ classroom hours*
- *Facilitated problem solving in three programs:*
 - FastTrac New Ventures— for new entrepreneurs with their innovations
 - FastTrac Growth Ventures— for existing entrepreneurs
 - FastTrac Tech Ventures— for technology entrepreneurs with their innovations

Columbia University

Earth Institute's Center for Environmental Research and Conservation

2005 – 2010

New York, New York

Instructor

Innovation and education for 200+ in entrepreneurship to launch sustainability-focused businesses. Two courses:

- Environmental Entrepreneurism— *problem solved how to build a business from their definition of sustainability*
- Environmental Intrapreneurism—*created team building within the corporation's Phase of Sustainability*

BEST Coaches, Inc.

Founder/Head Coach

2001 - Present

New York, New York

Innovating rapid growth strategies to businesses and senior executives in small-to-medium sized companies to significantly improve performance and productivity. Focus on turnaround situations and new vertical market integrations, including sustainability, when possible.

- *Training of 4,000 people in 13 countries*
- *Assisting clients' raising capital / finance of over \$13 million*
- *Performing written communication through 10 years of newsletters*
- *Business coaching and problem solving have allowed clients to achieve:*
 - 20-200% business growth
 - clear goal identification and attainment
 - powerful team and leadership structures

VentureMate, Inc.

Founder, President/CEO

1999 – 2001

New York, New York

Innovation of an online network integrating investors with privately-held businesses looking for finance. Problem solved through exceptional international market knowledge with practiced business experience for a startup global platform to improve efficiency and liquidity in the private equity marketplace.

- *Raised \$1 million in finance startup capital*
- *Built major strategic allies and partnerships teams*
- *Built a team of senior management and board members*
- *Propelled intellectual property issues, filing several provisional patent applications*
- *Innovation of a complex Internet web site*

Earth General, Inc.

Founder, President/CEO

1991 – 1998

Brooklyn, New York

Led an expansion of special product offerings for general stores focused on sustainability. Stocked and sold 2,500+ products in 16 areas, including organic cotton clothing, all-natural body care products, all-natural bedding and pet supplies.

- *Raised over \$750,000 in equity and debt finance*
 - *Innovated unique marketing strategies, store build-outs and designs*
 - *Galvanized sales and drove revenues to over \$1,000,000*
 - *Championed promotional and community activities*
 - *Innovated technology systems for stores and corporate office*
 - *Built teams of 15 employees and six board members*
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Additional Experience

CitiCorp, Inc.	IS Assistant Vice President	New York, New York
Metallgesellschaft, Inc.	Senior Systems Analyst	New York, New York
Information Builders, Inc.	Team Leader, PC Group	New York, New York

Accomplishments

Manhattan Chamber of Commerce- Green Cmte.	Board Member– Co-Finance	Business	2013 – Present
904 Union Tenants Corp.	Board Member– Co-Finance	Living	2014 – Present
New York Business Plan Competition	Co-Host for NYC Region	Education	2016 – 2018
Community Advisory Group– Gowanus	Board Member	Environment	2011 – 2017
Hub of the Hood	Founder & Director	Community	1999 – 2001
Soaring Geese	Co-Founder & Director	Coaching	1998 – 2002
Brooklyn Center for Urban Environment	Board Member	Community	1995 – 1996
New York Council for Sustainable Industries	Co-Founder & Board Member	Business	1994 – 1997
One Earth	Co-Founder & Director	Education	1985 – 1991

Education and Professional Licenses

Pace University	MBA, Information Systems	New York, New York
James Madison University	BBA, Management Information Systems	Harrisonburg, Virginia
Landmark Education	Business Coaching Education	New York, New York
Kauffman Foundation	Certified Entrepreneurship Facilitator	New York, New York
New York City– Department of Sanitation	Certified Compost Coordinator	New York, New York