



# BIOGRAPHY

## PATRICE PERRY-RIVERS, PH.D.



Dr. Patrice Perry-Rivers earned her Ph.D. in Management from Rutgers Business School, a Master in Business Administration from Regent University, and a Bachelor of Arts in Government from the University of Virginia. She has served as an Assistant Dean, Tenured Associate Professor of Management, a Founding Director and Assistant Director of University entrepreneurship centers, and has been responsible for creating quality masters and undergraduate degree programs, impactful, research-based entrepreneurship programming, and relevant management research and studies.

Dr. Perry-Rivers is a dedicated and accomplished entrepreneurship and strategic management professor and researcher, college administrator, and societal change agent who has produced numerous societally-relevant entrepreneurship programs and studies.

As a researcher, she has published and/or developed scholarly articles and government studies that advance the field of entrepreneurship and facilitate economic development. Her research efforts focus on resource position and entrepreneurial strategy, minority entrepreneurship, social entrepreneurship, and embedding corporate social responsibility into organizational strategy. Her research is published in *Entrepreneurship Theory and Practice*, the *Journal of Ethics and Entrepreneurship*, and has been presented at several noteworthy academic conferences, including the Academy of Management annual conference, the United States Association of Small Business Educators (USASBE) annual conference, and the Annual Social Entrepreneurship Conference. She has also produced or contributed to studies on entrepreneurship for the Virginia Department of Housing and Community Development and the Virginia Department of Small Business and Supplier Diversity. As an entrepreneurship and strategy professor, she has developed over 15 novel entrepreneurship courses, including ones on minority entrepreneurship and global entrepreneurship, and taught over 1000 strategic management and entrepreneurship students at several universities. As a business school administrator, she has launched and led entrepreneurship centers, which have resulted in positive, regional societal impact, and helped secure over \$1 million in grant, contract, and donor funding for efforts she initiated. In 2021, she translated her research findings into practice to create the Minority Small Business Launch Center (MSBLC) which she implemented at Virginia State University through 2023. That program was the result of a successful application for a state GO Virginia grant for \$453,000 and received over \$200,000 in other funding support from municipalities and regional entrepreneurship support organizations. The program exceeded every metric in its 2 years of operation by 400% or higher, resulted in the launch over 300 new minority-owned small businesses, and substantively helped over 1000 under-resourced community and student entrepreneurs by providing targeted training, network-enhancing opportunities and other support for minority entrepreneurs that her research found was commonly missing in traditional entrepreneurship ecosystems. As a result of the impact of this research-based program, in May 2022 Dr. Perry-Rivers received a prestigious award from the Community Transformers Foundation who recognized her as a "Finance Transformer" in the Richmond Metropolitan area for the economic impact of the MSBLC program on underserved communities. Further, the program earned a prestigious international award as it won 5th place in 2023 for the Triple E International Award for Excellence in Entrepreneurship Higher Education. The program also won 1st place for the People's Choice Award in the Global Awards Category. See here: <https://www.triple-e-awards.com/index/finalists/region/2023global>

As a practitioner, Dr. Perry-Rivers has over a decade of experience in corporate marketing/advertising and over two decades of separate experience in entrepreneurship. In corporate, she worked as a Marketing Analyst, Strategic Marketing Consultant, and Senior Sales Executive responsible for a nearly \$2 million account list, major real estate accounts, and several specialty publications for the *Virginian-Pilot* newspaper, the largest Virginia newspaper. As an entrepreneur, she was the leader and primary agent for a real estate team generating over \$16 million in annual sales, ranking her in the top 10% of realtors within the Virginia Beach-Norfolk area, a top forty U.S. market, within her firm's first 3 years of existence; and she is the principal of Success Companies, a diversified firm with real estate, retail, and management consulting interests. In her corporate and entrepreneurship roles, she has been responsible for generating and/or managing millions of dollars, hundreds of clients, and very high levels of productivity.

Finally, Dr. Perry-Rivers has a keen sense of social responsibility. She has co-founded or served social enterprises, faith-based and community organizations, and churches that seek to bolster the long-term economic productivity of at-risk youth and disadvantaged groups in Central and Southern Virginia. She seeks to embed the same strong sense of social responsibility within the strategic management and entrepreneurship courses she teaches, the research she produces, and the entrepreneurship support activities of the Centers she directs. Dr. Perry-Rivers seeks to inspire business students and entrepreneurs toward success in their own careers. She brings her high level of productivity, decades of scholarly and management experience, and commitment to social impact into the classroom, boardroom, and every endeavor.

Dr. Perry-Rivers is a native of Hampton Roads, where she grew up in Portsmouth, Virginia, and attended I.C. Norcom High School. She is committed to making the world a better place for her children and others.

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