

Dr. Shane Snipes, PhD

Fulbright Scholar, Innovator in Education & Technology

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A groundbreaking educator and innovator with over 31 years in the field of sustainability, technology and education. Specializing in AI integration, entrepreneurial knowledge, practice, system design, and mentoring. Known for spearheading innovation within higher education institutions, developing resilient entrepreneurship programs, and contributing to educational strategies through AI research and practice.

Professional Experience

University Faculty & Researcher

Fordham University, eCornell, Fashion Institute of Technology, & City University of New York (CUNY)

September 2015 - Present

- **AI and Education Research:** Leading research initiatives on the integration of AI technologies in educational settings, particularly focusing on tools like ChatGPT.
- **Publications:** Authored “Transforming Education with AI: Guide to Understanding and Using ChatGPT in the Classroom.”
- **Course Development and Teaching:** Developed and taught a wide array of courses focusing on technology, innovation, and strategic management:
 - “Product and Service Development in the Internet Age”
 - “Economics of Ideas, Innovation and Entrepreneurship”
 - “Strategic Decision Making in the Biomedical Business”
 - “Introduction to Technological Entrepreneurship”
 - “Small Business Management with AI” [textbook in development]
 - “Principles of Business with Generative AI”
 - “Innovation Strategy”
 - “Entrepreneurial Strategy”
- **Entrepreneurship Education:** Developed and led the "Entrepreneurship Bubble - MBA Program" at Fordham University, emphasizing resilience in innovation and business. Managed the innovation component of MBA cohorts.
- **Founder:** *Citizen Entrepreneur Explorers Program* curriculum designed to teach community-first social innovation. Now scaling globally supported by Kauffman Foundation.

Assistant Professor, Deputy Chair, Degree Coordinator

City University of New York / BMCC

January 2017 – Present

- Overseeing the 2-year entrepreneurship degree program.
- Courses taught include entrepreneurship, product and service creation, entrepreneurship capstone, and general marketing.
- Key projects and initiatives:
 - Neighborhood-based venture fund for student ideas.

- Student-run coffee stand in partnership with BMCC Library.
- Service-learning program for student small business consultants.
- Research in mindful entrepreneurship education.
- Organizing industry-focused entrepreneur mentor programs and events.
- Creation of International Innovation & Entrepreneurship Bootcamp/Workshop.
- Conceived and launched BMCC's Blackstone LaunchPad, CEEP, and 2019 NACCE/Verizon Innovative Learning Summer Program.
- 10-Day Self-employment Bootcamp for non-business majors.

Founder & Chief Executive Officer

OneGreener | 2010 - 2013

- Spearheaded launch and growth, a company specializing in sustainability analytics, driving it to become a leader in environmental impact measurement sector.
- Pioneered innovative analytic methods and advanced quantitative analysis techniques to evaluate and improve sustainability practices for businesses.
- Successfully scaled company by building a strong client base, securing key partnerships, and increasing market share.
- Oversaw a multidisciplinary team of experts in data science, environmental policy, and software development to deliver bespoke solutions to clients.
- Implemented strategic business initiatives that resulted in significant revenue growth and increased brand recognition in the sustainability space.
- Negotiated and finalized the sale to larger consulting firm, ensuring the continuity of the mission and expanding the company's reach.
- Recognized as a thought leader in sustainability, contributing to industry discussions and setting standards for environmental impact measurement.

Managing Director

ThatMatters | April 2002 - July 2017

- Championed strategic innovation management and human resources consulting services, leading to transformational process reengineering and comprehensive change management.
- Expertly managed a continuous client base including industry leaders such as HP, Microsoft, Intel, JD Power, and WorldNet, fostering long-term relationships and recurrent business opportunities.
- Directed a range of initiatives employing design thinking principles to develop creative business solutions, streamline project management processes, and enhance operational efficiencies across client organizations.
- Provided top-tier HR consulting, aligning human capital strategies with business objectives, which included talent acquisition, development programs, performance management systems, and organizational restructuring.
- Instrumental in driving the adoption of agile methodologies within client organizations, significantly improving project turnaround times and adaptability to market changes.

Education

- **PhD in Sustainability Education**, Prescott College, 2019
 - Research examined entrepreneurship education and effects of mindfulness on empathy & self-efficacy
- **MBA, Organizational Development**, Vytauto Didžiojo Universitetas, Lithuania
- **BA, Cross-cultural Communication**, North Carolina State University

Publications

Snipes, S. (2023). Transforming Education with AI: Guide to Understanding and Using ChatGPT in the Classroom. AI4 Press. <https://amzn.com/B0C1P3YVS2>

Snipes, S. (2022). Teaching entrepreneurship through community research. In C. H. Matthews, S. C. Santos (Eds.), *Annals of Entrepreneurship Education and Pedagogy – 2023* (pp 406-411). Edward Elgar.

Snipes, R.S. (2021). Access and Impact of Community First Entrepreneurship Education for the New World of Work: A Case for the Citizen Entrepreneur Explorers Program. In Rolle, J.-A., Kisato, J., & Kebaya, C. (Eds.), *A Handbook on the Future of Work and Entrepreneurship for the Underserved*. Independently published, Amazon.

Snipes, R. S. (2021, February). Addressing the challenges of workforce preparedness with community-centered entrepreneurial education. Paper presented at Learning and Development Elysium 2021 - Delhi, India. Retrieved July 16, 2021, from <https://ascc.co.in/index.php/ld-elysium-2021>

Snipes, R.S. (2020). Impact of Ultra-Brief Mindfulness Practice on Empathy in Entrepreneurial Courses. *Journal of Entrepreneurship Education*, 23(6).

Alexander, R. C., Stewart, M., & Snipes, R. S. (2019). Breaking Boundaries: A Unique Inter-University Program Addressing the 21st Century Skills Gap. In E. Bohemia, G. Gemser, N. Fain, C. de Bont, & R. A. Almendra (Ed.), *Proceedings of the Academy for Design Innovation Management: Research Perspectives In the era of Transformations*, 2(1), 1587–1592. <http://www.worldcat.org/oclc/1274604212>

Snipes, R.S. (1994). *Social Movements in Post-Soviet Societies* (unpublished thesis). Fulbright Scholar, Vytautas Magnus University, Lithuania.

Conferences

- Snipes, R.S. (2024, Jan 10-14). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. US Association of Small Business Entrepreneurship National Conference, Birmingham, AL, USA.

- Snipes, R.S. (2023, Dec 10). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. CUNY IT Conference, New York, NY, USA.
- Snipes, R.S. (2023, Oct 29-Nov 1). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. National Association of Community College Entrepreneurship (NACCE) National Conference, Nashville, TN, USA.
- Snipes, R.S. (2023, Oct). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. Global Consortium of Entrepreneurship Centers (GCEC) National Conference, Dallas, TX, USA.
- Snipes, R.S. (2023, Oct). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. EdTechWeek Conference, New York, NY USA.
- Snipes, R.S. (2023, Jan 18-22). The Importance of Community Engagement in Innovative Cocurricular programming [Conference workshop]. USASBE National Conference, Tallahassee, FL, USA. <https://www.usasbelaunch.org/2023/agenda/speakers/2893951>
- Snipes, R.S. (2022, Dec 15). CEEP as Intergenerational Method [Conference presentation]. Coalition Conversation: Campus Cogenerate, Online, United States. <https://events.compact.org/campus-cogenerate-conversation/2779038>
- Snipes, R.S. (2022, June 28-30). Perceptions of Technology Ecosystems and Their Impacts on Opportunity in Urban & Rural Communities of Blacks & Veterans: Applied Citizen Entrepreneur Explorers Program Research [Conference presentation]. Race Equity in Technology Entrepreneurship Conference, New York, NY, United States.
- Snipes, R. S. (2020, January). An appreciative inquiry of empathy and ultra-brief mindfulness when practicing entrepreneurial concepts. Paper presented at Leadership and Emotional Intelligence Summit and Awards 2020 - Delhi, India. Retrieved from <https://www.ifeil.org/index.php/knowledge-hub>
- Alexander, R. C., Stewart, M., & Snipes, R. S. (2019). Breaking Boundaries: A Unique Inter-University Program Addressing the 21st Century Skills Gap. In E. Bohemia, G. Gemser, N. Fain, C. de Bont, & R. A. Almendra (Ed.), Proceedings of the Academy for Design Innovation Management: Research Perspectives In the era of Transformations, 2(1), 1587–1592. <http://www.worldcat.org/oclc/1274604212>

Awards & Recognitions

- USASBE National Finalist for Entrepreneurial Program Design (2024)
- Kauffman Knowledge Challenge Grant (2020-2024)
- Blackstone LaunchPad Campus Grant (2021-2024)
- NACCE Entrepreneurial Campus Innovation Award (2018)
- PSC-CUNY Research Award Tradition A (2018)
- Fulbright Scholar, Lithuania (1994)