

STEVEN W. AUERBACH

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COLLEGE ADMINISTRATION, TECHNOLOGY DEVELOPMENT EXECUTIVE

Building greater teams focused on developing learning cultures and profitable growth

Accomplished startup and higher education executive known for consistently exceeding performance objectives. A highly engaged and collaborative leader with extensive experience partnering with faculty, administration, students, and global business partners. Skilled in managing consumer and commercial accounts, with a strong commitment to enhancing diversity, equity, inclusion, and accessibility.

Core Competencies:

- Strategic Planning & Execution: Expertise in gaining buy-in and fostering collaboration among diverse stakeholders.
- Innovation & Entrepreneurship: Extensive experience in supporting startups and managing complex software, hardware, advertising, and licensing deals.
- Leadership & Management: 26 years in people management, 15 years in sales and business development, 6 years in business unit management, 10 years in R&D, 11 years in intrapreneurship and venture development, and 13 years in academia, administration, and teaching.

Specialized Expertise:

Innovation Ecosystems & Venture Development - Technology Transfer & Intellectual Property - Higher Education Administration – Research and Development - Workforce and Economic Development - Product Development and Marketing - Global Business Unit Management - Grant Development and Management - Customer Centric Approaches - Partner Development and Management - Equity-Minded Leadership – I-Corps Lean Startup Methodology – Strategic Partnerships – Government & Defense Technology – Growth Strategies

PROFESSIONAL EXPERIENCE

University of Hawai'i, Hawai'i Natural Energy Institute (HNEI)

2024 - Present

Faculty Specialist, Innovation and Renewable Energy Ventures

HNEI's mission is to research, develop, test, demonstrate, and validate cost effective and practical solutions to deliver commercially viable renewable energy and energy efficiency to Hawai'i and the world.

- Spearhead collaborations with innovation and entrepreneurship stakeholders to drive research and create pathways to commercialization in the renewable energy sector.
- Focus on early-stage venture development, partnering with internal and external stakeholders to advance state and regional decarbonization initiatives and foster a sustainable energy future.
- Cultivate strategic alliances throughout the Asia-Pacific region to accelerate the adoption of innovative technologies.
- Enhance reliable and resilient energy systems through innovative technology development in Hawai'i and beyond.

University of Hawai'i, Office of Innovation and Commercialization

2019 - 2024

Interim Director, Innovation and Commercialization, Chief Innovation Officer UH Ventures

The UH Office of Innovation and Commercialization under the aegis of the Office of the Vice President for Research and Innovation, (OIC) inspires and supports innovators and entrepreneurs in commercializing UH innovations, creating investment-ready companies and providing job opportunities.

Key Accomplishments:

- Led technology transfer and entrepreneurship programs at the University of Hawai'i, fostering partnerships and managing teams to drive collaboration and service delivery.
- Catalyzed the identification, development, and commercialization of innovative technologies and intellectual property UH research.
- Created and attracted new companies while cultivating talent for a knowledge-based economy across the UH system.
- Contributed to NSF I-Corps and the Regional Innovation Engine initiative in Hawai'i and U.S.-affiliated Pacific Islands.
- Developed relationships with industry leaders, entrepreneurs, and government officials to secure corporate alliances, sponsored research, and grant funding.
- Established and tracked key performance indicators for technology commercialization programs, aligning with departmental goals.
- Participated in SBIR/STTR review panels for various technology sectors, evaluating proposals and recommending funding.
- Secured \$8.8M in public and private grant funding to boost research and innovation initiatives.

University of Hawai'i**2014 - 2019****Director of Continuing Education and the Pacific Center for Advanced Technology Training**

(PCATT). Led a multi-location academic unit reporting directly to the Chancellor, overseeing diverse educational programs delivered through online, distance, and blended learning modalities.

Key Accomplishments:

- Spearheaded academic and strategic planning, conducting educational needs assessments, and ensuring high-quality program delivery to diverse audiences.
- Increased operational revenues by 67% and expanded Summer School enrollments by 53% through innovative program development.
- Secured \$1.7M in public and private grant funding to support educational initiatives and technology training programs.
- Developed Career Technical Education, Computer Science, and Innovation capacity-building programs, including early college curricula and K-12 pathways.
- Engaged with angel investors, venture capitalists, and philanthropists to support innovative research and new ventures.
- Managed a self-funded Continuing Education division offering professional development and pre-college/pre-career programs across various disciplines.

Hewlett-Packard Corporation**1994 to 2014****Head, Attach & Web Services Global Business Unit** (2009 to 2014)

Objectives: Led the restructuring of HP's accessories business unit, transforming its culture from hardware-centric to an intrapreneurial mindset. Focused on ideating, spinning out, and scaling new revenue opportunities in hardware and cloud service businesses while consistently meeting revenue and profit objectives

Key Accomplishments:

- Grew start-up initiatives to \$30M in revenue within a 2-year period, consistently meeting profit targets.

- Spearheaded end-to-end new product development, including customer discovery, idea generation, prototyping, and evaluation of hardware and cloud service businesses.
- Fostered strategic collaborations with HP Labs, driving category expansion efforts and facilitating lab-to-market engagements for mobile, social, print, and digital business solutions.
- Successfully planned, developed, launched, and commercialized innovative hardware and cloud service businesses using lean start-up and agile methodologies.
- Cultivated an intrapreneurial culture, empowering teams to identify and capitalize on new market opportunities in the rapidly evolving tech landscape.

Director, Accessories Business Unit (2006 to 2009)

Objectives: Seized rotational opportunity from sales organization to lead the global consumer and commercial hardware accessories business unit. Developed and executed vision, strategy, and operational plans to create a comprehensive portfolio of hardware, software, services, and solutions.

Key Accomplishments:

- Managed a \$380M global accessories business unit, driving significant growth and profitability.
- Catalyzed innovation within HP by expanding the hardware portfolio to include software and support solutions, resulting in a 10% revenue increase.
- Collaborated with manufacturing and procurement teams to implement quality and social responsibility initiatives, enhancing product standards and corporate reputation.
- Established new organizational and workflow processes, leading to notable productivity and efficiency gains.
- Led a high-performance global team of 30 professionals across R&D, product development, web marketing, sales, customer service, and business development, recognized for their strong integrity and ethics.

Director, US Consumer and Commercial Sales (1999 to 2006)

Objectives: Transformed the in-store sales program to reduce expenses and enhance coverage, sell-through, and customer service for Consumer and Commercial Hardware and Supplies across the US and military markets.

Key Accomplishments:

- Successfully managed a \$4.1B sell-through contribution, overseeing a \$45M budget, 63 headcount, and a contract sales force of 1,700 sales and training representatives across 5,200 retail outlets and global military resellers.
- Initiated and defined a new sales program, achieving broader coverage by blending direct headcount with outsourced sales reps, reducing program spend by 22%.
- Recognized as a Top Sales Executive for exceeding performance targets and honored with participation in HP's President's Club.

Education Manager, Human Resources (1994 to 1999)

Objectives: Led the domestic education function and expanded capabilities to develop a comprehensive global e-learning program, serving manufacturing, engineering, marketing, sales, and technical employees.

Key Accomplishments:

- Managed a \$34M budget and led a team of 25 to develop and implement global educational functions across manufacturing, engineering, marketing, and technical domains.

- Orchestrated the efficient delivery of 1,000+ individualized online and live courses across multiple international locations, including Corvallis OR, San Diego CA, Dublin (Ireland), Puerto Rico, and Singapore.
- Fostered strategic relationships with private and public education leaders to ensure high-quality, tailored training solutions across diverse geographies.
- Pioneered industry-leading e-learning practices, leveraging streaming video and other cutting-edge technologies to deliver innovative learning interventions.
- Recognized by industry leaders for establishing best-in-class e-learning methodologies and practices.

EARLY CAREER (1990 to 1994)

Hewlett-Packard Corporation - Education Technologies Specialist, Human Resources

Sprint United Telephone - Senior Account Manager Northwest Marketing and Sales

Leading Technology - District Sales Manager, National Accounts

Portland Community College - Lecturer

EDUCATION:

- University of Hawai'i at Mānoa MA
- University of Hawai'i at Mānoa BA

ADDITIONAL EDUCATION:

- Lean Start-up, Design Thinking, and Agile Development
- Ethics and Compliance Training

COMMUNITY SERVICE

- Board of Directors [Pacific Fleet Submarine Memorial Association](#)
- Past co-chair of Education and Workforce Development Committee - [CyberHawaii](#)
- Past member of Business Innovation & start-up Advisory Board - [Connect Springboard](#)
- Mentor for Executive protégé – [Torch](#)

AWARDS

- **Co-Principal Investigator:** National Science Foundation (NSF) NSF I-Corps, Desert and Pacific Hub, 2023-2028, \$1M.
- **Principal Investigator:** Office of Naval Research Science and Technology (ONR) grant for Resilient Innovative Sustainable Economies via University Partnerships (RISEUP), University of Hawai'i, Honolulu, HI. Developed and commercialized scalable technologies in energy, marine technology, and other blue economy areas; 2023-2024 (\$2.4M); 2024-2025 (\$2.8M).
- **Principal Investigator:** Minority Business Development Center (MBDA) grant supporting minority-owned firms in market expansion and growth; 2022-2027, \$2M.
- **Principal Investigator:** Economic Development Administration (EDA) University Center grant to build regional economic ecosystems supporting innovation, high-growth entrepreneurship, resiliency, and inclusiveness; 2022-2027, \$750K.
- **Principal Investigator:** U.S. Department of Commerce Economic Development Administration (EDA) CARES Act Recovery Assistance grant to strengthen and expand entrepreneurship and job creation efforts at the University of Hawai'i, Honolulu, HI; 2021-2024, \$2.7M.
- **Senior Management Oversight:** NSF Division of Undergraduate Education grant for developing a Data Analytics Education Pathway; 2019-2022, \$250K.

- **Co-Principal Investigator:** CS10K: CSP4 Hawaii grant for deploying CS Principles courses in secondary schools across Hawai'i; 2017-2020, \$1M.
- **Sub-Award:** U.S. Department of Labor IT Apprenticeship – IT Works grant for training in Data Analysis, Programming, End User Computer Support, Cybersecurity, Database Administration, and Project Management; 2016-2021, \$120K.
- **Principal Investigator:** GenCyber Hawai'i Program grant to enhance cybersecurity education and career interest among K-12 students, and improve teaching methods for cybersecurity content; 2015-2019, \$400K.