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Keynote Speaker



Dr. William (Willy) Donaldson

Associate Professor of Management at Christopher Newport University, Director of the CNU Luter Business Institute, and Director of the Biotechnology and Management Program



Dr. William (Willy) Donaldson is an Associate Professor of Management at Christopher Newport University. Dr. Donaldson is the Director of the CNU Luter Business Institute and Director of the Biotechnology and Management Program. Willy has over 35 years of experience as a board member and CEO has been President of 8 companies, and helped start dozens of others. He has over 30 years of experience in higher education. Willy is the Founder and President of Strategic Venture Planning, a management consulting firm that assists boards, investors, families, and senior management teams to maximize results.

Dr. Donaldson's research interest areas include Enterprise Management Systems, Corporate Universities and their impact on performance, Family business issues, dynamics, and transitions, Entrepreneurship and Innovation, Systems Thinking, and Corporate Governance and Board Performance.

Willy is the author of *Simple _ Complexity: A Management Book for the Rest of Us: A Guide to Systems Thinking*, and *Estimated Time of Departure: How I Talked My Parents to Death: A Love Story*. He is the guest editor for a two-part Symposium for the *Journal of Leadership Studies* on leadership and systems thinking.