

Biography – Wendy Kennedy



Wendy Kennedy is a seasoned technology industry executive, award winning professor, and author who has spent more than 20 years working with science and technology entrepreneurs to bring innovations to market. She has served as founding team member, executive, mentor and advisor to inventors and entrepreneurs globally. In 2006, Wendy founded her own venture wendykennedy.com, focused on business education tools and resources for technology entrepreneurs. Wendy's methodology and book, [*So what? who cares? why you?™: The Inventor's Commercialization Toolkit*](#), has been adopted by technology entrepreneurs, scientists, researchers, and entrepreneurial organizations globally as a formula to translate science and technology innovations into winning business value propositions.

Wendy's career spans executive roles in six venture backed startup companies, two of which were acquired by Microsoft and Harman Kardon International. She has also served as an advisor, consultant, mentor and mother to dozens more.

Wendy works globally to bring the So what? who cares? why you? methodology to inventors and entrepreneurs. She works with organizations including: Pennsylvania State University, The National Research Council of Canada, The University of Central Florida, Tech Fort Worth, The University of Canterbury (New Zealand), Purdue University, Mississippi State University, West Virginia University, Dundalk Institute (Ireland) and others.

Wendy is a frequent speaker at commercialization and entrepreneurship forums including: Pennsylvania State University, Purdue University, the Federal Laboratory Consortium, Springboard West Innovations, Innoventure2007 and Collaboration 2008, Harrisburg, PA.

She was a founding member of the Canadian Advanced Technology Alliance, [Women in Technology Forum](#), focused on mentorship development programs for women entrepreneurs in Canada. She is also active in supporting student entrepreneurship activities and is a board member for the Campus Entrepreneurship Initiative in Ireland to integrate entrepreneurial thinking into scientific, engineering and medical programs.

Wendy holds a Masters Degree in Business from Queen's University and is a recipient of the Dr. Laurent Isabelle Award for innovation and excellence in education. She lives in Canada and comes from a family of six children, four of which are entrepreneurs. Please visit www.wendykennedy.com to learn a few [little known facts](#) about Wendy.