

Ph.D. Plus Program
Spring 2016 Lunch & Learn Seminar #3:
Management Skills for Growing and
Maintaining a Firm



Dr. Joseph Knight & Stephanie Knight, MBA

Co-owners of Vitalise Ventures, LLC

Time: Friday, April 1, 2016, 11:45 AM – 1:00 PM

Location: Fitzpatrick CIEMAS, Schiciano Auditorium, Side B

Register for this workshop by Wednesday, March 30th at 5:00 PM:

<https://goo.gl/7ykwHl>

A limited number of lunches will be available for registered attendees on a first-come, first-served basis.

PhD Plus is excited to announce a lunch and learn workshop to discuss how to apply management techniques to effectively grow and maintain a new company.

Joseph Knight is currently the co-owner of Vitalise Ventures, L.L.C. Prior to this position, he served as the Director of Strategic Marketing for Medtronic, where he developed and executed the strategy that led to Medtronic's ~\$100M acquisition of CardioInsight. As a Stanford Biodesign Innovation Fellow, Joe was one of the four inventors behind iRhythm Technologies, a cardiac monitoring technology that has served over 350,000 patients. Joe also served eight years as an infantry soldier in the U.S. Army National Guard.

Stephanie Knight spent the last 4 years as a consultant and manager at McKinsey & Company with a particular focus in the diagnostic, design and implementation of cost optimization and lean management initiatives. Previously, Stephanie co-founded and ran an education and community development non-profit in northern Afghanistan, focused on helping young adults be prepared to succeed in the college classroom. She also worked with the Center for the Advancement of Social Entrepreneurship at Duke University helping drive research on positive business model changes across both for-profit and nonprofit social ventures.

Schedule:	11:45 am	Lunch available
	12:00 pm	Lecture
	12:45 pm	Question & Answer Session

Please bring your Duke ID to swipe for attendance.

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