

# Steve Blank

Adjunct Professor at Stanford University

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## Experience

### **Adjunct Professor at Stanford University**

September 2016 - Present (7 months)

Teaching:

Hacking for Defense <http://hacking4defense.stanford.edu>

Hacking for Diplomacy <http://hacking4diplomacy.stanford.edu>

Lean LaunchPad: <http://stvp.stanford.edu/blog/stanfords-lean-launchpad/>

### **Senior Fellow at Columbia Business School**

March 2012 - Present (5 years 1 month)

### **Lecturer at UC Berkeley, Haas Business School**

September 2002 - Present (14 years 7 months)

[www.haas.berkeley.edu/faculty/blank.html](http://www.haas.berkeley.edu/faculty/blank.html)

### **Lecturer at New York University**

September 2014 - Present (2 years 7 months)

### **Lecturer at UCSF**

October 2013 - Present (3 years 6 months)

### **Architect I-Corps @ NIH Curriculum at National Institutes of Health**

June 2014 - Present (2 years 10 months)

### **Architect Innovation Corps Curriculum, Principal Investigator I-Corps at National Science Foundation**

September 2011 - Present (5 years 7 months)

Developed the National Science Foundation Innovation Corps curriculum (an adaptation of my Stanford Lean LaunchPad class.) Recruited teaching team, taught first two cohorts.

Co-Principal Investigator for the U.C. Berkeley Innovation Corps node.

### **Radio Show Host at Sirius XM Radio Inc.**

August 2015 - October 2016 (1 year 3 months)

Host of "Entrepreneurs are Everywhere" on SiriusXM Channel 111

### **Consulting Associate Professor at Stanford University, Graduate School of Engineering**

July 2006 - September 2016 (10 years 3 months)

<http://ecorner.stanford.edu/authorMaterialInfo.html?author=282>

**Lecturer at Imperial College London**

January 2015 - 2016 (1 year)

Architect Lean LaunchPad for synthetic biology course <http://steveblank.com/2015/02/19/life-science-startups-rising-in-the-uk/>

**Board Member at California League of Conservation Voters**

November 2009 - March 2014 (4 years 5 months)

<http://www.ecovote.org/about/>

**Board Member at Startup Weekend**

September 2011 - September 2013 (2 years 1 month)

**Commissioner at California Coastal Commission**

February 2007 - June 2013 (6 years 5 months)

<http://www.coastal.ca.gov/>

**Trustee at UC Santa Cruz**

July 2009 - September 2011 (2 years 3 months)

**Director at Peninsula Open Space Trust (POST)**

September 2007 - January 2011 (3 years 5 months)

<http://www.openspacetrust.org/>

**Expert Advisory Panel at California Ocean Protection Council**

March 2010 - September 2010 (7 months)

**Director at Audubon California**

February 2002 - September 2010 (8 years 8 months)

<http://www.audubon-ca.org/>

**Director at CafePress.com**

March 2002 - July 2009 (7 years 5 months)

[www.cafepress.com](http://www.cafepress.com)

**Director at IMVU**

January 2004 - January 2009 (5 years 1 month)

[www.imvu.com](http://www.imvu.com)

**Director at National Audubon Society**

January 2005 - June 2008 (3 years 6 months)

<http://www.audubon.org/>

**Director at Macrovision**

February 2002 - September 2007 (5 years 8 months)

[www.macrovision.com](http://www.macrovision.com)

**Director at Immersion**

January 1996 - November 2005 (9 years 11 months)

[www.immersion.com](http://www.immersion.com)

**Cofounder, President, VP Marketing at E.piphany**

August 1996 - September 1999 (3 years 2 months)

[www.epiphany.com](http://www.epiphany.com)

<http://www.echeng.com/software/epiphany/financing.html>

**cofounder, CEO at Rocket Science**

January 1993 - July 1996 (3 years 7 months)

<http://www.wired.com/wired/archive/2.11/rocket.science.html>

**VP Marketing at SuperMac**

January 1989 - December 1992 (4 years)

**cofounder, VP Marketing at Ardent**

January 1986 - December 1988 (3 years)

[http://en.wikipedia.org/wiki/Ardent\\_Computer](http://en.wikipedia.org/wiki/Ardent_Computer)

**VP Marketing, acting VP Sales at MIPS Computer**

July 1984 - June 1986 (2 years)

[www.mips.com/](http://www.mips.com/)

**VP Marketing, Unix Division at Convergent Technologies**

January 1981 - July 1984 (3 years 7 months)

[http://en.wikipedia.org/wiki/Convergent\\_Technologies\\_\(Unisys\)](http://en.wikipedia.org/wiki/Convergent_Technologies_(Unisys))

**Product Marketing Manager at Zilog**

January 1978 - December 1980 (3 years)

[www.zilog.com](http://www.zilog.com)

**Training Manager at ESL**

January 1976 - September 1978 (2 years 9 months)

[http://en.wikipedia.org/wiki/ESL\\_Inc.](http://en.wikipedia.org/wiki/ESL_Inc.)

**Field Engineering at Interactive Systems**

1976 - 1978 (2 years)

## **Electronic Warfare at U.S. Air Force**

August 1971 - August 1975 (4 years 1 month)

Korat, Ubon & Udorn Thailand: F-4D & E, F-105G, AC-130A & H

Wurtsmith AFB: B-52H

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## **Summary**

Over the last 35 years, Steve has been part of, or co-founded eight Silicon Valley startups. These have run the gamut from semiconductors, video games, personal computers, and supercomputers. (MIPS, Zilog, Rocket Science, SuperMac, Convergent Technologies, Ardent, ESL) Steve's last company was E.piphany, an enterprise software company.

full bio at [www.steveblank.com/about](http://www.steveblank.com/about)

Steve is a past board member of California League of Conservation Voters (CLCV), Audubon California, Peninsula Open Space Trust (POST) and Startup Weekend He served as a governors appointee to the California Coastal Commission.

Steve currently teaches entrepreneurship at U.C. Berkeley- Haas Business School, Columbia University, NYU, Stanford University Engineering School and UCSF. In 2009 he was awarded the Stanford University Undergraduate Teaching Award in the department of Management Science and Engineering. In 2010, he was awarded the Earl F. Cheit Outstanding Teaching Award at U.C. Berkeley Haas School of Business. In 2011 the National Science Foundation adopted his Lean Launchpad class as the U.S. standard for commercializing basic and applied research via the Innovation Corps. All his course material is open-sourced at <http://steveblank.com/slides/>

His article on the Lean Startup was the cover story of the May 2013 Harvard Business Review. It can be downloaded from [www.steveblank.com](http://www.steveblank.com)

Commencement speaker at:

- ESADE Business School in Barcelona in 2014: <http://steveblank.com/2014/03/31/esade-business-school-commencement-speech-2/>
- University of Minnesota in 2013: <http://steveblank.com/2013/05/15/university-of-minnesota-commencement-speech-may-10th-2013/>.
- Philadelphia University in 2011: <http://steveblank.com/2011/05/17/philadelphia-university-commencement-speech---may-15th-2011/>

Specialties: Marketing, sales and business dev strategies for emerging startups.

Conservation and environmental organizations.

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## Publications

### **Why the Lean Startup Changes Everything**

Harvard Business Review May 1, 2013

Authors: Steve Blank

Cover story of the May 2013 Harvard Business Review

### **Embrace failure to start up success**

Nature September 7, 2011

Authors: Steve Blank

Description of the National Science Foundation Innovation Corps curriculum.

### **Biotech Bootcamp**

Nature March 25, 2015

Authors: Steve Blank

US funding agencies are turning to a Silicon Valley entrepreneur to focus fledgling biomedical companies on success — even when that means making a scientific course correction

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## Honors and Awards

### **Commencement Speaker**

Philadelphia University, University of Minnesota, ESADE

May 2013

1. <http://steveblank.com/2011/05/17/philadelphia-university-commencement-speech---may-15th-2011/>
2. <http://steveblank.com/2013/05/15/university-of-minnesota-commencement-speech-may-10th-2013/>
3. <http://steveblank.com/2014/03/31/esade-business-school-commencement-speech-2/>

### **Undergraduate Teaching Award**

Stanford University MS&E Department

May 2009

### **Earl F. Cheit Outstanding Teaching Award**

U.C. Berkeley Haas School of Business

January 2010

### **National Science Foundation/NCIIA Outstanding Leadership**

National Science Foundation/NCIIA

April 2014

<https://www.facebook.com/photo.php?fbid=10103037485286943&set=a.929767611103.2609434.1240402>

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## Skills & Expertise

**Start-ups**

**Public Speaking**

**Enterprise Software**

**Entrepreneurship**

**Program Management**  
**Research**  
**Social Media**  
**Project Management**  
**Product Management**  
**Teaching**  
**E-commerce**  
**Strategic Planning**  
**Marketing Strategy**  
**Marketing**  
**Strategic Partnerships**  
**Competitive Analysis**  
**Product Development**  
**Team Leadership**  
**Venture Capital**  
**Strategy**  
**CRM**  
**Business Strategy**  
**Leadership**  
**Business Planning**  
**Mobile Applications**  
**Mobile Devices**  
**Market Research**  
**Cross-functional Team Leadership**  
**Business Development**  
**Management Consulting**  
**User Experience**  
**Analysis**  
**SaaS**  
**Social Media Marketing**  
**Data Analysis**  
**Social Networking**  
**Lean Startup**  
**Analytics**  
**Sales**  
**Training**  
**Management**  
**Consulting**  
**Angel Investing**  
**Product Marketing**  
**Fundraising**  
**Mergers & Acquisitions**  
**Corporate Development**  
**Social Entrepreneurship**  
**Innovation Management**

## **Executive Management**

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### Education

**Martin Van Buren H.S.**

1968 - 1971

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### Interests

History of Technology Innovation. Invited talk given at Google and the Computer History Museum on the "Secret History of Silicon Valley." Now posted at: [http://www.youtube.com/watch?v=ZTC\\_RxWN\\_xo](http://www.youtube.com/watch?v=ZTC_RxWN_xo)

Lecture at Stanford on Customer Development <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=2056>

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## 9 people have recommended Steve

"Steve is a creative motivator who taught me through his writings, videos, and speaking. I would advise anyone who is interested in starting a business to learn all they can from Steve and use the Lean Launch Pad approach."

— **Steve Fogel**, was Steve's client

"Steve is a public servant in every sense of the word. The man does his homework and works for the benefit of others. His performance at the Coastal Commission hearing on the Foothill-South toll road may very well have saved a state park. Not only that, but he was willing to contradict the Governor's opinion despite being appointed by said Governor. And he was aware enough to pick up mistakes in the story I wrote on the event. Truly an all-around excellent Commissioner."

— **Alex Brant-Zawadzki**, was with another company when working with Steve at California Coastal Commission

"Steve continues to be one of the most proactive, value-added members of our board. He has a great command of our business and has been generous in lending his time to Macrovision's different business units."

— **Daniel Greenberg (daniel@cmo-togo.com)**, worked indirectly for Steve at Macrovision

"Steve is the best marketing mind in Silicon Valley, bar none. Listen to the man, he's off-scale brilliant."

— **Ben Wegbreit**, worked directly with Steve at E.piphany

"Steve is mystifyingly good at influencing people, diagnosing the ailments of startups, and mentoring. I feel like I could write a book just based on what I learned from him in a few years at E.piphany, but then he already wrote the book himself."

— **George John**, worked indirectly for Steve at E.piphany

"Hands down the best marketing/business strategist I've ever worked with. It would be a pleasure to work with him again in any role, particularly at the Board level."



— **Scott Dunlap**, reported to Steve at E.piphany

"I worked for Steve at E.piphany. Best Marketing guy I've ever met. Never realized just how much I had learned from him until after I left."

— **Doug Camplejohn**, reported to Steve at E.piphany

"Boy, do I wish I had invested in e.piphany back when Steve asked me to take a look, a couple of months after I started as a venture capitalist! But I was too green and too scared. And I didn't have a chance with Supermac or Rocket Science.... Stewart"

— **Stewart Alsop**, was with another company when working with Steve at E.piphany

"This is long overdue. Bottom line is I learned what marketing really means from Steve Blank. Prior to working with Steve, I was a green entrepreneur with an engineering background. After working for Steve, through his example, I knew marketing, intensity, how to beat the competition, how to support a team, and what it means to lead. Will never forget him asking me difficult questions in his office and at his staff meetings. Will also never forget the intense desire to win and complete support from Steve one when he helped me to challenge Intel in the early days of video codecs. Even today, I continue to learn from Steve as I am now involved with entrepreneurship programs in North Carolina. I was never the same after working for Steve. Awesome teacher. I wish I had the opportunity to work with Steve again."

— **Tom Clarkson**, worked indirectly for Steve at SuperMac

[Contact Steve on LinkedIn](#)