

FOR IMMEDIATE RELEASE

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Braden Croy named Program Manager, Blackstone LaunchPad at Syracuse University

Braden Croy will join the Blackstone LaunchPad team on July 18 as Program Manager, supporting the expansion of the new experiential entrepreneurship program located in Bird Library.

In this new role, Croy will work with Executive Director Linda Dickerson Hartsock on project implementation milestones, particularly in regard to faculty and student outreach, to develop an entrepreneurial pipeline. Among his responsibilities will be to expand the number of ventures enrolled in the Blackstone LaunchPad platform, to assist with student coaching, and to develop events and activities that foster connections and team building across Syracuse University's innovation ecosystem.



A graduate of Virginia Tech, Croy has been an active member of the campus and community entrepreneurship network. He served as a program manager for the StartFast Venture Accelerator, a facilitator for the New Explorations in Information and Science (NEXIS) program and the Syracuse Student Sandbox, and was part of a Syracuse enterprise startup based at the Tech Garden. He was a student entrepreneur at Virginia Tech, as founder and CEO of Cloud Conservatory. He has been a frequent presenter at conferences and workshops on building entrepreneurial networks, including a number of international workshops. He enjoys telling the story of how he started his path as an entrepreneur at age five, picking vegetables out of his parents' garden and selling them back at a significant markup.

An active member of entrepreneur communities in both Virginia Tech and Syracuse University, Croy has participated in Spring Break in Silicon Valley, Entretch, TEDx, and Startup Weekends both at the Tech Garden and in Blacksburg, Virginia, where he won prizes. He was student president of the Virginia Tech Entrepreneurship Club, and also the recipient of the prestigious K50 Award from the Kairos Society, which recognizes the most innovative student startups in the world.

"Entrepreneurship embodies Braden's leadership style," said Hartsock. "He's an innovative thinker with a track record as both a student and community entrepreneur, and has a keen understanding of technologies, products, markets and teams that lead to successful startup companies."

“Syracuse University has contributed significantly to the growing field of entrepreneurship,” said Croy. “This position represents an opportunity to grow an inclusive, results-driven, cross-campus entrepreneurship ecosystem as a member of Blackstone’s international network. I’ve never come across a more dedicated and energetic group of entrepreneurship educators and community members than here at Syracuse University.”

Croy will be based at the Blackstone LaunchPad in Bird Library and can be reached via Twitter @pbcroy or via e-mail: pbcroy@syr.edu.

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Blackstone LaunchPad is an experiential, campus-based program open to students, faculty, staff, and alumni. It is designed to develop entrepreneurial skills and mindsets through individualized coaching, ideation, and venture creation support. Based on a successful model started at the University of Miami, and further developed by the Blackstone Charitable Foundation, the program is available to more than 500,000 students at campuses globally. For more information:

<https://www.blackstonelaunchpad.org>

The Blackstone LaunchPad at Syracuse University is located on the main level of Bird Library, placing entrepreneurship at the center of academic life and incorporating it into the resource network of Syracuse University Libraries. The Blackstone LaunchPad complements Syracuse University’s rich array of entrepreneurship initiatives and connects them to a national network providing support for aspiring entrepreneurs. Follow the LaunchPad at <https://www.facebook.com/LaunchPadSYR> or learn more by e-mailing: LaunchPad@syr.edu.

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