



EXECUTIVE PROFILE

Karl Baehr, Ph.D.

Director, Business & Entrepreneurial Studies

Emerson College

Boston

Karl Baehr is the architect of Business Education at Emerson College, Boston, and Managing Director of new venture-development firm InterTerraNMG, Atlanta. An active entrepreneur, educator, and author, Karl's innovative academic work is grounded in over 25 years of experience in new venture creation, and corporate leadership in the media, and technology spaces. Karl has been recognized as a Top Professor of Entrepreneurship by Fortune Magazine for his work as Director of Business & Entrepreneurial Studies at Emerson College. His work, and that of his students, has been featured in many media including: CNN, Fox, and other major networks, The Wall Street Journal, USA Today, the Boston Globe, Entrepreneur, Billboard, Broadcasting & Cable, and ADWEEK Magazines, the Travel Channel, and the Food Network!

Baehr's academic work focuses on program development, administration, and teaching. Karl came to Emerson, an institution of Communication & the Arts, to build a college-wide program in entrepreneurial studies. That program, the Emerson Experience in Entrepreneurship (E3) was launched Fall 2005. To date the program has resulted in over 120 student-created business ventures. E3's launch rate, or the percentage of students who actually start their businesses from the program, is over 30%. Extraordinary considering that the national average for such programs is 4%-5% according to the Princeton Review. E3 Entrepreneurs have gone on to achieve local, regional, and national recognition for their entrepreneurship. Baehr also developed, and implemented Business Studies in Communication & the Arts Industries at Emerson. Collectively his programs serve nearly 200 students at the College. Current initiatives Baehr is developing include immersive dual-degree, and graduate programs with components of communication, creativity, and entrepreneurship, "summits" in global entrepreneurship, business policy, creative-economy, sustainable, and not-for-profit enterprise, research, and publishing efforts in communication, and entrepreneurship, expanding facilities, academic, and industry partnership, and mentor programs at Emerson College.

In 2006 Karl cofounded InterTerraNMG, a new business development firm active in media, publishing, entertainment, medical technology marketing, and investment banking. To date the Company has published two books: *3Principles: Building a Future in Peru and Latin America*, a book about the economic, and political dynamics throughout Latin America, and *The Next Paradigm: Common Sense for This Generation*, a work of words and music for which Baehr also served as Executive Producer of the accompanying soundtrack. InterTerra produced *The Music Room*, a world-music program originally aired on CNNi. Current Company initiatives focus on medical marketing, specifically regarding the Cyberknife oncology-surgery technology, and InterTerra Medical Espanol, a Spanish-language website that will provide detailed cancer information, links, and resources. Also in development, *Books & Writers*, a television program in the genre of *Inside the Actors Studio*, for authors. Baehr's book, *Where the Muse Meets the Bottom Line: Business Strategy for Startups*, is anticipated in 2012.

Karl Baehr holds a Ph.D. in Communication from Regent University, an M.A. in the Diffusion of Innovations from the University of New Mexico where he studied with renowned scholar Everett M. Rogers. Baehr's B.A. in Radio, Television, and Film is from Stephen F. Austin State University. For more information please visit karlbaehr.com.

Recovery? Look, if we took the Trillion Dollars of bail-outs, and instead gave a Million Dollars each to a million entrepreneurs in this country, we wouldn't still be having this conversation.

- KB as quoted in
The International Business Times