

CHRISTOPHER L. HEBB

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EDUCATION

INDIANA UNIVERSITY SCHOOL OF EDUCATION

Ph.D., Instructional Systems Technology, May 2005

Dissertation topic: Website Usability Evaluation using Sequential Analysis. Co-taught a graduate level evaluation and change management course. Instructional Systems Technology curriculum committee member. Hired as the Technology Coordinator / Instructional Advisor for a School of Business entrepreneurship class that was jointly taught between Bloomington, Indiana and Hong Kong. Associate Producer for a School of Education accreditation multimedia program. Producer for the IST annual talent show (two years) and member of Students In MultiMedia (SIMMs).

INDIANA UNIVERSITY SCHOOL OF BUSINESS

MBA, Double Major: Entrepreneurship and Marketing, May 1993

CID Entrepreneurial Fellowship - 1991 Recipient. Assistant to the Business School Dean - 1992 to 1993. Coordinator/Assistant Producer for the PBS television program *Business Perspectives*. Production Assistant from 1991-1992 for PBS, ESPN, and Video Express.

ROSE HULMAN INSTITUTE OF TECHNOLOGY

B.S., Mechanical Engineering, May 1978

Pi Tau Sigma (President) and Tau Beta Pi honorary fraternities, Student Activities Board (President), Dormitory Resident Advisor, Honor Key Recipient, Dean's List (4 years). Summer internships on coal gasification and an oil refinery pilot plant for Gulf Oil Company.

PROFESSIONAL EXPERIENCE

CASTLEMAKERS

President, 5/2014 to Present

Founder of a startup non-profit makerspace in Greencastle, Indiana. Created the initial vision/strategy and name, incorporated and successfully filed for IRS 501(c)3 status and raised funding. Developed Castlemakers Kids programming (youth-oriented STEM group), and currently expanding Castlemakers' physical makerspace and class offerings for both youth and adults.

CANOPUS ANALYTICS

Owner, 10/2005 to Present

Market research, including business plans and strategy for small to medium sized businesses. 3D printed prototypes of a patent pending consumer product for a B2C startup firm and current business advisor. Other projects have included a value chain-based industry analysis on the Biodiesel Industry, an economic/demographic regional analysis for company expansion, an industrial market segment analysis for a business that identified a targeted list of 200+ potential customers, and an evaluation of the successes and failures of university research parks.

TECHNIFAB PRODUCTS

Marketing, 9/2009 to 8/2015

Responsible for marketing including advertising, external communications, and literature creation at this cryogenic equipment manufacturing firm - including analysis of existing and new market segments like Liquefied Natural Gas (LNG). Created trademarked company tagline & managed firm's trademarks. Created and managed company external content, including articles/newsletters.

ROSE-HULMAN INSTITUTE OF TECHNOLOGY

Visiting Associate Professor of Engineering Management, 9/2006 to 5/2008

Taught graduate Engineering Management courses including Marketing in a Technical Environment, Technical Entrepreneurship, and Accounting for Technical Managers.

ROSE-HULMAN VENTURES

Director, Business & Entrepreneurial Assistance, 1/2003 to 8/2004

Provided business assistance to our portfolio of companies in this technology-based business incubator and venture capital fund affiliated with a top-ranked engineering school. In addition to assisting with small start-up business plans, created a business plan to attract investors and bankers for a \$140 million manufacturing facility. Also supervised the Information Technology and Optics technical assistance group. Directed, managed and sought additional funding for the team running a 20 unit pilot test of a non-obtrusive data acquisition system used to provide information for elderly caregivers at major medical center.

ROSE-HULMAN VENTURES

Entrepreneurial & Business Services, 12/1999 to 12/2002

Created the business plan with the President and his staff after they received the initial \$30 million grant, including the organizational processes and procedures for approving clients and investing in firms. Evaluated potential business clients for their prospective success and provided business assistance to client firms. Identified business weaknesses and company valuations for potential investments. Worked with entrepreneurially oriented Innovation Fellows to develop their concepts into businesses. Supervised graduate students who assisted with industry research and worked for our client firms.

CLH CONSULTING

Owner, 6/1992 to 7/2000

Provided customized needs / company assessment, market analysis, and customer research. Performed an internal company assessment and later the business plan for a three year old mountain bike manufacturer that had grown to \$14 million in sales. Writer and Subject Matter Expert (SME) for a 2½ day business assessment training program for the state of Indiana. Researcher and Associate Producer for a PBS video program on ten of the most successful Indiana entrepreneurial companies. Managed and developed the video marketing and distribution strategy for the client. Instructional Designer and Consultant for an industrial firm sales training multimedia program.

WISDOMTOOLS

Project Manager, 2/1996 to 8/1996

Worked with programmers and visionaries to create web-based instructional tool deliverables for the former university research center. Consultant on their company business plan in 1999.

CUMMINS ENGINE COMPANY

Various Positions, 6/1978 to 10/1990

After starting in research and development, went into customer service then later new product introduction. Other assignments included managing the product service group that provided the quality analysis and feedback for a family of six engines and organizing / leading a 6 member "swat" team that traveled across the country solving problems with a newly introduced engine cooling technology. Co-chaired the engine business Quality Team with the MidRange engine business head. Negotiated several key service agreements with major manufacturers, including a truck supplier and the engine plant in São Paulo, Brazil. Led the group that provided engineering, design, and development for Cummins service tools, which included a computer based diagnostic engine testing product.

PRESENTATIONS AND PUBLICATIONS

Hurling and Tetrahedral Kites (2017, June). Youth workshops for Putnam County Kids Count.

Catapults for Kids (2016, June). Greencastle Summer Enrichment Program youth workshop.

Newtonian Physics & Medieval Castles (2016, March). Youth workshop for The Castle in

Greencastle Middle School.

Hebb, C. (2014, July). Building and delivering cryogenic equipment for today's customer. *CryoGas International*, 53(7), 34-35.

Hebb, C. (2014, April). Out of this world: Vacuum insulation use in small cryogenic lines. *LNG Industry*, 84-89.

Hebb, C. (2013, July 23). How to choose the right cryogenic line size. *Process Cooling*. Retrieved from <http://www.process-cooling.com/articles/87217-how-to-choose-the-right-cryogenic-line-size>.

Redenbarger, P. and Hebb, C. (2012, January/February). Keeping cryogenics liquids flowing. *Process Cooling*, 11-13.

Redenbarger, P. and Hebb C. (2010, January/February). The right dose. *Process Cooling*, 15-19.

Hebb, C. (2005). *Website Usability Evaluation Using Sequential Analysis*. (Doctoral dissertation). Indiana University, Bloomington, Indiana.

Frick, T., Elder, M., Hebb, C., Wang, Y., and Yoon, S. (2005). Adaptive Usability Evaluation of Complex Web Sites: How Many Tasks. In M. Simonson (Ed.), *Proceedings of the Association for Educational Communication and Technology*, Orlando, FL. Available online at: <http://www.indiana.edu/~tedfrick/aect2005/adaptiveusability.pdf>

Elder, M., Hebb, C., Wang, Y., and Yoon, S. (2005). Is the Web Site Working Well? Using Sequential Probability Ratio Test to Determine How Many Tasks in Web Usability Testing. *IST 5th Annual Conference*.

Mellor, J.P. and Hebb, C. (2004). "Aging in Place Position Paper," in *Extended Abstracts of CHI 2004: Workshops – Home Technologies to Keep Elders Connected*.

Boling, E., Beriswill, J., Xaver, R., Hebb, C., Kaufman, D., and Frick, T. (1998). Text Labels for Hypermedia Navigation Buttons. *International Journal of Instructional Media* 25.4, 407-21.

Hebb, C., & Moore, J.A. (1997). *Change in Indiana 2000 Schools: A report*. Paper presented at the 1997 Association for Educational Communications and Technology Convention. Albuquerque, NM.

National Automotive Radiator Specialist Association National Convention (1984 & 1985).

Small Vee Engine Reliability. Darlington, England & Essen, Germany. (1980).

PROFESSIONAL ACTIVITIES

Putnam County Community Foundation - Information Technology Task Force, 2017.

Greencastle Project Ignition, Board of Directors, 2011-2012.

Incubicity Elevator Pitch Competition Judge, February 2008.

Illiana Information Technology Association Founding Member & Board of Directors, 2002-2006.

Indiana Venture Club, 2002-2004.

2004 Spirit of Enterprise MBA Business Plan Competition Judge.

Indiana Business Plan Forum Panelist, July 2003.

Bloomington Entrepreneurship Academy - 1992 Graduate.

COMMUNITY SERVICE

Gobin UMC, Board of Trustees 2008-2014, VP 2011 & 2012.
Putnam County & Wabash Valley Amateur Radio Association.
2002 World Hovercraft Championship Board of Advisors.
Seemore Soaring (Regional Hang Gliding Club); President, 1995 to 2001.
Driftwood Valley Utilities Board, Columbus, Indiana, 1988 to 1991; Secretary, 1989 to 1990.
Columbus Area Arts Council Board of Directors, 1989 to 1991.
Theatre Arts Guild, Columbus, Indiana, 1988 to 1991; President, 1990 to 1991.
Columbus Scuba Dive Club, 1982 to 1990; President, 1984 to 1988.