



Presenter:

**Chris Brandenburg**

Co-founder, Executive Vice President & CTO  
Millennial Media, Inc.

**Employment Background:**

- Advertising.com, Sr. Director of Engineering
- Solipsys, Sr. Software Engineer

**Education**

- M.S. Computer Science, University of Maryland, Baltimore County
- B.S. Computer Science, University of Maryland, Baltimore County

## Presents

### The Raymond V. Haysbert, Sr. Entrepreneurship Lecture

## Are You Ready To Get Started?

Small businesses are the engine of our economy, yet there remain so many self-imposed barriers to launching your own startup. How can I start a company? I don't know how to setup a legal entity! How do I launch a product? Where will I get funding? These questions hold so many great ideas back from seeing the light of day, especially for those still in school or early in their careers. If you have the basic tenets of the entrepreneurial spirit, you owe it to yourself to overcome these barriers and explore the possibilities.

In this discussion, Chris will share his experiences in three successful start-ups and talk about some of the key traits that have led to many successful entrepreneurs. He will provide a few key introspective questions to help you assess whether you are really ready to take the leap and get started!

Chris is the co-founder and CTO of Millennial Media Inc. Millennial Media is the leading independent mobile advertising platform company where they build a platform for mobile phone developers to more easily build applications and generate revenue through advertising. Millennial Media went public in 2012 and was the second biggest opening day gain of the year.

**Monday, April 15, 2013**

**12:00 - 1:00pm - UC Ballroom Lounge**

**Speaker Series**

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

For more information contact Vivian Armor ([armor@umbc.edu](mailto:armor@umbc.edu))

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