

# ALEX. BROWN CENTER FOR ENTREPRENEURSHIP



## Vinita Sud Belani

Founding Artistic Director, EnActeArts

### Work Experience

Vice President, SOGETI CapGemini

Founder & CEO,  
Socketworks International

Director Business Development,  
FirstRain

Founder & Co-CEO, PAGURO

IT Projects Manager,  
ANZ Grindlays Bank

### Awards/Affiliations

Board Member - MAITRI

Past Board Member - SEED

### Educational Background

BS/MS Computer Science, Birla Institute  
of Technology and Science

MBA, Hautes Etudes Commerciales  
(HEC)

Diplome, French Language and Culture -  
Sorbonne

Diploma, German - Max Mueller Institute

Presents

## THE RAYMOND V. HAYSBERT, SR. ENTREPRENEURSHIP LECTURE SERIES

Co-Sponsored by CIRCA

## At the Nexus of Entrepreneurship and Artrepreneurship

Come listen to serial entrepreneur Vinita Sud Belani talk about how her experience as an entrepreneur in the tech world propelled her to become an artrepreneur. She turned her passion for theatre into a platform for bringing together not just demographically diverse communities, but also the business and the artistic community and the amateur and the professional artists of that community.

Vinita will focus on the importance of clarity and relevance in an organization's mission statement. She will address questions that are just as critical for artrepreneurs as for entrepreneurs to build a successful business.

- How far up the value chain does one need to go to build a good product?
- Are you selling vitamins or painkillers?

Come learn how to build an organization that is agile enough to incorporate on-the-ground learnings into a strategic vision without impacting the core mission and vision.

**October 16, 2019**  
**Noon - 1 p.m.**  
**University Center 310**

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Series provides a platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, 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.

### QUESTIONS?

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