

Presents
The Raymond V. Haysbert, Sr.
Entrepreneurship Lecture Series

Entrepreneurs Panel Discussion

Monday, October 23, 2023 • 12 - 1 p.m. • University Center 310

Co-sponsored by the Career Services Center



Francesca Cerquetti (Frankie) '14

Film Director and Co-Founder, Storia Studio

- BFA Visual Arts InterMedia, University of Maryland, Baltimore County

Frankie Cerquetti is a film director from Baltimore, Maryland, focusing on narrative and documentary films. As one of the co-founders of her business, Storia Studio, she works with her mother and business partner, Rena Cerquetti to create commercials for businesses and nonprofits. "Storia" is Italian for "story" and we all have a story worth sharing if we have the courage to allow ourselves to be seen. For more information on her work, visit: www.storiastudio.com



Brigitte Winter '05

**Writer, Photographer, Game Designer, and
Executive Director of Young Playwrights'
Theater**

- BFA, Theatre, University of Maryland, Baltimore County
- MPS, Public Relations and Corporate Communications, Georgetown University

Brigitte Winter is an entrepreneur and artist with more than fifteen years of experience in nonprofit leadership, arts administration, fundraising, and strategic communications. She is a writer, a photographer, a game designer, and the Executive Director of Young Playwrights' Theater (YPT), a 30-year-old organization dedicated to inspiring young people to realize the power of their own voices. She is also a co-founder of Scriptor Games, a small press publishing story games for people who love books, and a freelance writer and photographer. The capacity of storytelling to connect, disrupt, inspire, and incite is central to Brigitte's art and her activism.



Jeffrey Woolford '05

Co-Founder & CEO, Parallax Enterprises, LLC

- B.S. Professional Aeronautics, Embry-Riddle Aeronautical University
- B.S. Biology, University of Maryland, Baltimore County
- M.S. Public Health and MS Business Administration, Johns Hopkins University
- M.D. Medicine, Uniformed Service University of the Health Sciences

Parallax's proprietary Software-as-a-Service (SaaS) innovation called the Consolidated Healthcare and Resource Management (CHaRM) System is the vision of Dr. Jeff Woolford, who served as one of the select few pilot-physicians in the United States Air Force. His passion for patient safety combined with his fighter pilot focus on precision uniquely positioned him to redefine the benchmark in patient safety, significantly reducing preventable medical injury and death. Join Dr. Woolford as he shares his perspective regarding the entrepreneurial challenge of introducing transformational and often disruptive products and services to the world!

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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