

J. Howard (Jim) Kucher is the executive director of the Entrepreneurship Program at the University of Baltimore's Merrick School of Business. In this role, Kucher develops academic programs related to entrepreneurship, facilitates the direct coaching and mentoring of entrepreneurial companies in the region, represents the Entrepreneurship Program to a variety of constituencies and handles fund-raising for the program.

A product of a family business, Kucher began his business career as the third generation of a closely held insurance business that was subsequently sold for \$14M. He further honed his skills as an "intrapreneur" when he served as a founding member of Zurich Small Business, a fully web-enabled business insurance delivery system launched in 1994 and currently producing \$1.6B in revenue.

While an MBA student at UB, he launched Wickford Technologies, a start-up electronics component manufacturer that was one of the first companies to be funded by the Maryland Technology Development Corporation (TEDCO). He used that experience as the basis for founding Marketus Maximus, a boutique management consultancy that has assisted client companies in strategic planning, market research and segmentation, business development and sales management.

Kucher received a Bachelor of Arts degree from Kean University in 1986, and earned an M.B.A. from the University of Baltimore in 2001. He also holds certificates as a Project Management Professional (2001) and a New Product Development Professional (2003). Kucher has taught marketing, management, sales and product development as an adjunct faculty member at UB and has taught at various area schools.

The University of Baltimore is a member of the University System of Maryland and comprises the School of Law, the Yale Gordon College of Liberal Arts and the Merrick School of Business.