

Nomination of  
**Patricia Henriques**  
(affectionately known as “Chief”)

For the  
**GCEC Legacy Award**

**Jointly Submitted by:**

**Babson College**

Susan G. Duffy, Executive Director, Center for Women’s Entrepreneurial Leadership (CWEL)  
Kacie Connors, Associate Director of Global Initiatives, CWEL

**Georgetown University**

Jeff Reid, Founding Director of the Georgetown Entrepreneurship Initiative and Professor of  
the Practice of Entrepreneurship at GU’s McDonough School of Business

**Oklahoma State University**

Craig Watters, Associate Clinical Professor and Executive Director, School Entrepreneurship

**University of Utah**

Cynthia A. Berg, Dean and Distinguished Professor of Psychology, College of Social and  
Behavioral Science, University of Utah

**Primary Contact for the Submission:**

Susan Duffy

Email: [sduffy@babson.edu](mailto:sduffy@babson.edu)

Phone: 202-374-6301

Babson College

231 Forest Street

Wellesley, MA 02481

In collaboration with faculty and staff members of Georgetown University, Oklahoma State University, and the University of Utah, Babson College is submitting a joint nomination for Patricia Henriques for the 2020 GCEC Legacy Award.

#### **About Pat:**

Patricia “Pat” Henriques was an accomplished executive and successful entrepreneur with more than 30 years of experience in strategic business planning, organizational growth, business process re-engineering, and financial management. Early in her career, Pat founded and led Management Alternatives, Inc., growing it from a start-up to an industry-recognized, national leader in corporate relocation management. The company specialized in complex, large-scale, operations-intensive projects throughout the country. Among its most notable projects was the transition of operations of the Pittsburgh International Airport from one location to another in a single night. Pat sold her company in 2002 and founded The Henlee Group, a Washington, D.C. - based consulting practice where she coached and advised executives and entrepreneurs in emerging and high-growth companies.

Almost immediately after selling her company, Pat began her work to give back to emerging entrepreneurs. Beginning with her first appointment as an entrepreneur-in-residence at Syracuse University, Pat committed herself to developing and delivering coursework and programs in entrepreneurship with a strong emphasis on venture creation and acceleration. Her appointments at higher education institutions included Babson College, Georgetown University, Oklahoma State University, University of Utah, Simmons College and Syracuse University. A graduate of Connecticut College, Henriques served on numerous community and corporate boards including the Girl Scout Council of the Nation’s Capital and City First Enterprises.

Pat passed away on May 17, 2020 after a courageous battle with cancer, surrounded by her husband and extended family.

#### **Pat’s Impact**

Pat was a pioneer in advancing entrepreneurship as an educator in universities across the US that created a legacy impact on the field of entrepreneurship education, the practice of new venture acceleration, and the design of innovative programs focused on women’s entrepreneurship and veteran’s entrepreneurship. Luckily for us, Pat’s successful company exit led to a successful academic entrance and transformative influence on thousands of emerging entrepreneurs, established executives, and students of all kinds through thousands of hours of program development, instruction, coaching, judging and 1-on-1 mentorship. Outlined below are specific examples of the ways in which Pat had a major impact on entrepreneurship education at several colleges and universities.

##### **Babson College (2013-2020)**

As a Board Member of the Center for Women’s Entrepreneurial Leadership (CWEL) and Entrepreneur in Residence (EIR), Pat was powerful, smart, generous, and tirelessly committed to advancing female founders and entrepreneurial leaders of all kinds. Pat is most notably known for her critical role in the launch of the award-winning Women Innovating Now (WIN) Lab accelerator program in Boston and Miami. In addition to creating the core curriculum and the Growth Essentials Goal Setting Tool by which all program participants are held accountable to business traction, Pat served as a lead instructor in the program and donated hundreds of hours to program development, instruction and coaching. She often flew from Washington DC to Miami to teach on one night, turned around and flew directly to Boston to teach on the next night, and was back in DC to support our colleagues at Georgetown on the third night. She was a force of nature. As of the Fall of 2019, Pat taught over 220 female founders in the WIN Lab who have gone on to raise \$13M+ in growth capital. In huge part to Pat, WIN Lab has received several accolades, including being named as the top program in Specialty Entrepreneurship Education in 2018 by GCEC, selected three times as one of the top specialty programs for Excellence in Entrepreneurship Education by USASBE, having received the Publisher’s Award as part of Color Magazine’s All-Inclusive Awards, and named by Boston Inno as one of the City’s “50 on Fire”.

##### **Georgetown University (2017-2020)**

Pat served Georgetown admirably as an Entrepreneur in Residence (2017-2020) and an adjunct professor (2018-2020). She made a huge impact in a relatively short time in multiple ways. As co-academic director of the TalentUP Sardinia Entrepreneurship executive education program in 2019 she developed an 8-week executive training program for 30 aspiring entrepreneurs from Europe, and in the 2019-2020 academic year she collaborated to revamp and deliver Foundations of Entrepreneurship, the important introductory course for our Entrepreneurship Minor. She coached and advised hundreds of students as an EIR and Summer Launch mentor.

Pat was asked to lead a strategic effort to enhance entrepreneurship offerings for Georgetown’s MBA program, and her efforts played a significant role in Georgetown receiving its [highest ever rankings](#) in entrepreneurship (MBAs ranked #3 for “exceptional entrepreneurial skills,” and the school rated #4 in “reputation for entrepreneurship,” in the 2018 Bloomberg Businessweek Global MBA Recruiter Survey).

In honor of her significant contributions, Pat received Georgetown Entrepreneurial Excellence Awards as an “outstanding volunteer” in 2018 and for “faculty excellence” in 2020. Pat will be remembered for her optimistic spirit, engaging classroom demeanor, relentless support of entrepreneurs, and immaculate attention to detail. In remembrance of her numerous contributions, Georgetown has renamed an annual award to henceforth be known as the “Patricia Henriques Outstanding Volunteer” award.

#### **Oklahoma State University (2009-2015)**

As OSU built its world class entrepreneurship programs, Pat’s impact was everywhere. As a Distinguished Visiting Entrepreneur in Residence at Oklahoma State University’s Riata Center of Entrepreneurship and the Thoma Family Distinguished Clinical Professor in Entrepreneurship, Pat taught entrepreneurship courses in the degree programs, she managed the Cowboy Idea Hatchery and was involved in the MSE New Venture Lab. She also taught in the Veterans intensive program, participated in the women-focused WISE conference, and coached and mentored scores of emerging entrepreneurs.

#### **University of Utah (2012-2013)**

Pat served as a Fellow at the National Center for Veterans Studies at the University of Utah. She worked on the development of an entrepreneurship certificate for veterans returning from the Iraq war. Her work laid the groundwork for numerous initiatives on return to work for veterans. Her ideas also served as the foundation for a new internship program in the college that has served hundreds of undergraduates.

#### **Simmons University in Boston: (2008-2011)**

As an Adjunct Professor in the Entrepreneurship Certificate Program within the MBA at Simmons from 2008 to 2011, Pat completely redesigned the capstone Entrepreneurial Growth classes. She taught two of the four required courses and introduced the innovative experiential learning activities including a formal board meeting simulation. Pat also worked with undergraduate students on the Edun Live on Campus student run sustainable apparel business, coached MBA alumnae entrepreneurs, and judged the Simmons Business Plan competition.

#### **Syracuse:**

In addition to the impact listed above, Pat began her role as an educator as a Visiting Entrepreneur in Residence at Syracuse University’s Whitman School of Management shortly after the sale of her company in 2002.

#### **Testimonials:**

*I met Pat Henriques when she was serving as an Entrepreneur in Residence at Georgetown. We hit it off from the beginning, and we met often to chat about entrepreneurship and my new business. Before I moved away, Pat and I grabbed lunch at a Greek restaurant, and I remember thinking how grateful I was for her.*

*Pat believed in me when I didn't believe in myself. She truly saw me, and she pushed me to think bigger. I was in awe of her as an entrepreneur and a woman, and I was so excited to someday tell her that her faith in me paid off. I almost took for granted that one day I'd fly back to DC, invite her back to that restaurant, and tell her I'd finally made it...I'd become the entrepreneur she insisted I could be. She was a true mentor to me, and a friend.*

- Ashlee Berghoff, Georgetown University MBA’18 and Founder and CEO, A Squared  
[See this blog post written by Ashlee to learn more about the amazing ways Pat has impacted her.](#)

*I had the honor of working with Pat to redesign our Foundations of Entrepreneurship class, which is the first course required in the sequence of our Entrepreneurship Minor.*

*Pat’s approach was to reimagine the course from the ground up. We applied many of the frameworks we teach into the course design, starting first with trying to understand the students (as customers) and how a course on the fundamentals of entrepreneurship could help them advance their educational and career goals. Pat challenged me to consider how we wanted the students to feel about the class, what we wanted them to be able to think and do as a result of the experience in our class.*

*The changes she made to the class were remarkable. Because of Pat’s influence, insights, and commitment to creating an exceptional learning experience, we were able to design and deliver one of the highest rated courses in the business school.*

*Pat had an incredible gift of being able to motivate a diverse group of people to do whatever was necessary to get the job done. Her positive attitude and strong work ethic will forever endure in the eyes of the many students she graciously mentored and taught.*

*I learned a lifetime of lessons in the few years I was lucky enough to have her as a colleague. Her work will serve as a source of inspiration for Georgetown students for many years to come.*

- Shye Gilad, Adjunct Professor and EiR, Georgetown University

*When we convened for the first time this year as EIRs, my first thought was, "It's not the same without Pat here." Pat's presence lifted all of us. She exuded competence, care, and warmth. We were all better for it. She was more than just another EIR. She was a leader and friend to all of us.*

- Peter Mellen, fellow Entrepreneur in Residence, Georgetown University

*I was fortunate to spend time with Pat and her husband Vico who sponsor a generous scholarship for students at the University of Utah. Pat was passionate about mentoring students, especially women entrepreneurs. She was tough, honest, straight to the point, all in a warm and compassionate style that was Pat's alone. I saw her consulting skills firsthand as she provided some great ideas for me as we moved from an old traditional office building to a more open office format. She was so insightful in how to get people to change their thinking about space and work. Her thoughts on the use of space to energize creativity and workflow were instrumental in our thinking for the design of the new home for the social sciences, Gardner Commons.*

- Cynthia Berg, Dean of College of Social and Behavioral Science, University of Utah

*"As an Entrepreneur in Residence for Georgetown, I hoped to meet amazing colleagues and students, and I certainly have. I did not, however, expect to meet the incredible mentor and dear friend that Pat Henriques became to me. She demonstrated the very best of teaching, leadership, and mentorship in all pursuits. Her dedication was endless as was her love for working with students. She was passionately creative and innovative, always hoping to reach people in ways that resonated most effectively with the individual. Hers was never a one size fits all solution, but a carefully considered approach that incorporated the whole person. For Pat, all challenges were opportunities; all setbacks, fuel to move forward with renewed momentum. She was driven, unstoppable, and exacting -- yet unfailingly kind. She was, in short, one of the most exceptional people I have ever known."*

- Laura Clark, Entrepreneur in Residence, Georgetown University

*Pat Henriques is the kind of educator that students talk about thirty years after they leave the classroom. The kind who inspires you to believe in yourself, take chances, and work hard to push towards your goals. To me, Pat was the passionate educator who also became a mentor, a colleague, and a friend. She and I met while I was getting my MBA at Simmons College, where she was tasked with teaching emerging women entrepreneurs how to conduct a board meeting. Pat effortlessly orchestrated a complicated exercise with a multitude of roles (and corresponding emotions) over the course of two hours. That when my deep respect for her began.*

*Seven years later, Pat and I worked together once again when I became the Director of the Women Innovating Now (WIN) Lab accelerator for women entrepreneurs at Babson College. Invited in as a speaker and consultant, Pat exceeded the entire team's wildest expectations. Her passion to empower women founders bled through her work, sitting with me until 3am to fine-tune presentations, working one-on-one with each of the entrepreneurs and giving them advice long after they left the program, and spending countless hours mentoring me through difficult conversations as I continued to discover who I was as a leader.*

- Ashley Lucas, Simmons College MBA'10 and Director, Boston WIN Lab, Babson College

*Pat Henriques moved the Pittsburgh Airport overnight. Actually in 6 hours. It was one of her favorite stories to share with startup founders to illustrate the importance of pre-planning, operational efficiency, and teams, in entrepreneurship. Pat spent her first career building immense entrepreneurial acumen and know-how in the areas of strategy, operations, and finance through the growth and sale of her moving company Management Alternatives; and spent the later part sharing this wisdom freely and often as a mentor and teacher of entrepreneurship. She volunteered and worked tirelessly with our team at Babson to design and facilitate the WIN Lab, impacting hundreds of women entrepreneurs in her role as Entrepreneur in Residence. She influenced the field of entrepreneurship through her passion for dynamic teaching and experiential learning, which shaped not only our program at Babson, but many others across the country. Her true passion, however, was advancing women's entrepreneurship, and her legacy lives on in the confidence and success of hundreds of women founders that were mentored by Pat. She was an irreplaceable and unforgettable human being that left the field of women's entrepreneurship more empowered and less apologetic than when she found it. May we all embrace our inner "chief" by being fearless and unstoppable in the pursuit of our entrepreneurial goals and destiny.*

- Heatherjean MacNeil, Co-Founder and Former Global Director, Babson WIN Lab