

Engineering Program for Innovation and Entrepreneurship  
(EPIE), Engineering Student Innovation and Design  
Experience (ESIDE), and the Division of Industrial Relations at  
the Cullen College of Engineering  
present:

# 2022 EPIE SEMINAR SERIES

## NAVIGATING ENTREPRENEURIAL COMMUNITIES



**Connor Pogue**  
Government Relations Innovation Lead,  
The Cannon



**Brandy Guidry**  
Pearland Navigator,  
Pearland Innovation Hub and Consultant


 **Thursday, Nov. 10, 2022**

 **3:00-4:00pm**

 **Join us in-person:**  
**Agrawal Engineering Research Building  
(AERB), Suite 100 - [click to view map](#)**

 **Refreshments will be provided!**

 **RSVP by Nov. 6, 2022**  
**by emailing [innovation@egr.uh.edu](mailto:innovation@egr.uh.edu)**

 **For more information, contact:**  
**Dr. Shilpa Ghurye at [sghurye2@uh.edu](mailto:sghurye2@uh.edu)**

### ABSTRACT

Have you ever wondered how to go from an idea to something that you can use or sell in real life? If you are an experienced founder, then you understand that this is far from a straightforward process. For many, the daunting task of handling the jargon, egos, and competitive world of entrepreneurship is simply too large of a barrier to warrant the time and attention needed to accomplish the task of launching a company. However, this lecture is going to outline some of the key early-stage strategies that can help founders break the complex process of navigating entrepreneurial communities into smaller, easier to accomplish tasks that even first-time founders can handle. Come with questions and be prepared to think critically about people, ideas, and challenges in entrepreneurship!

### BIOS

**Connor Pogue: Government Relations Innovation Lead, The Cannon**

Connor is an experienced entrepreneur, grant writer, partnerships manager, venture scout, enthusiastic problem solver, and mentor to over 100 entrepreneurs. At The Cannon, Connor acts as the main point of contact between The Cannon community and numerous local, state, and federal governmental entities. At the end of the day, Connor strives to be the person that can take on any role necessary to tackle the many daunting challenges found in the entrepreneurial world. His personal love of complex situations and mentoring entrepreneurs has led to countless hours of devising strategies to handle the nuances of innovation, accelerators & incubators, IP, board formation, and the complexities of founders' work/life balance.

**Brandy Guidry: Pearland Navigator, Pearland Innovation Hub and Consultant**

Brandy Guidry is the Pearland Navigator for the Pearland Innovation Hub (PIH). She leads the efforts in promoting the Hub throughout the Pearland community and ensures all partnerships, sponsorships and programming align with the Pearland Economic Development Corporation (EDC)'s strategic plan. Her role includes creating and implementing events in support of aspiring and existing business owners, and the development and implementation of programming for Pro-Active Coaching, Youth Entrepreneurship, STEM Outreach, and Workforce Development. Prior to joining The Cannon as the Pearland Navigator, Brandy spent her time as an entrepreneur, STEM advocate, and consultant for Venture Capitalists (VCs), Investment and Private Equity (PE) firms within multiple industries. She also provided investment matching for Founders. Her work focused on supporting product lifecycle, business development, and sustainability. She has a wealth of experience working with social entrepreneurs that provide solutions to support the UN Sustainable Development Goals (SDGs).

Brandy is a fourth-generation woman business owner who comes from a long line of entrepreneurs. Her consulting services assist with Product Lifecycle, pivot, and growth opportunities. She has industry experience in education, NDT, SaaS, energy, chemical, consumer products, IoT, food and restaurant, and retail. Brandy held multiple leadership roles within Engineering, Commercial and Business Operations for the Department of Defense and GE. She has led and/or assisted in the development of over 140 products and driven annual P&L savings between \$18.5-45 M. In addition, Brandy has been featured in Worldwide Who's Who Branding, Women of Distinction, Madame Noire, Rigzone, and First Colony Neighbors



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