

Agassy Manoukian

12445 Woodley Ave, Granada Hills, CA, 91344

Email: amanoukian@aua.am

SUMMARY

Twenty-four years of experience in teaching various undergraduate and graduate level business courses with research interests in Strategic Management, International Business, Entrepreneurship, Technology Management, Project Management, Operations Management and Supply Chain Management.

Fifteen years of experience in new business development, management, and consulting.

EDUCATION

- **Ph.D. in Manufacturing and Technology Management**, College of Business, The University of Toledo, OH, USA.
Major Disciplines: Manufacturing and Technology Management 2013.
Ph.D. thesis: Stakeholders Partnership Synergies and Their Impact on Commercialization of New Technologies: Renewable Energy Industry Case Study
- **Master of Business Administration**, College of Business, The University of Toledo, OH, USA
Majors: International Business and Finance, 2000
US Department of State Merit-Based Scholarship: Edmund S. Muskie Graduate Fellowship Program
- **Master of Science in Industrial Engineering**, College of Engineering, American University of Armenia
Major: Industrial Engineering, 1996
- **Bachelor of Science in Mechanical Engineering**, State Polytechnic University of Armenia
Major: Mechanical Engineering, 1994, Government Scholarship

ACADEMIC WORK EXPERIENCE

July 2018 to present – **Associate Professor, American University of Armenia** (Yerevan, Armenia)
Manoogian Simone College of Business and Economics
Graduate Courses:
Global Business, Operations Management, Supply Chain Management, Project Management, Management of Information Resources
Undergraduate Courses:
Introduction to International Business Management, Operations Management

Summer 2018 to present **Adjunct Professor, California Lutheran University** (Thousand Oaks, California, USA)

School for Professional and Continuing Studies, School of Management

Courses: Strategic Management, Project Management, Information Systems and Organization Design, Information Technology Management, Emerging Technologies and Issues, International Business Management

September 2013 to July 2018 – **Assistant Professor, American University of Armenia** (Yerevan, Armenia)

Manoogian Simone College of Business and Economics

Graduate Courses:

Global Business, Operations Management, Supply Chain Management, Project Management, Management of Information Resources, Entrepreneurship,

Undergraduate Courses:

Operations Management, Management of Information Systems

Summer 2017 **Visiting Professor, California State University, Northridge** (Northridge, California, USA)

College of Business and Economics

Courses: Operations Management

January 2011 to August 2013 – **Adjunct Lecturer, American University of Armenia** (Yerevan, Armenia)

College of Engineering (2011 - 2013)

Graduate Courses: Engineering Economy

September 2004 to September 2013 – **Adjunct Lecturer, Agribusiness Teaching Center** (Yerevan, Armenia)

Joint initiative of Texas A&M University and Agricultural Academy of Armenia

Undergraduate Courses:

International Business (2004 – 2013)

Entrepreneurship (2009-2013)

Operations Management (2013)

Global Logistics (2004-2007),

Principles of Management (2007-2012)

Marketing Analysis (2008-2012)

Graduate Courses:

Global Applied Logistics and Supply Chain Management (Spring 2011, 2012, 2013)

September 2001 to 2004 – **Adjunct Lecturer, State Engineering University of Armenia** (Yerevan, Armenia)

Undergraduate Courses: International Business

September 1995 to August 1998 – **Research Associate, American University of Armenia**

Development of State of Environment Report of Armenia funded by United Nations Environment Program (UNEP).

PROFESSIONAL BUSINESS EXPERIENCE

March 2002 – February 2010 – H₂ ECOmomy LLC (managed offices in Glendale, CA; Yerevan, Armenia; Minneapolis, MN) Total funds managed – \$50,000,000.

President & CEO at H₂ ECOmomy LLC (May 2004 to February 2010)

- Defined and developed the company's vision, goals, strategic directions and outcomes.
- Generated investments for company operations
- Developed business and marketing plans.
- Managed and supervised R&D activities and product development.
- Developed a new supply chain for the company's new products
- Made hiring/firing decisions.
- Other executive tasks.

General Manager at H₂ ECOmomy LLC (March 2002 to May 2004)

- Defined and developed the company's vision, goals, strategic directions and outcomes.
- Developed business and marketing plans.
- Managed and supervised R&D activities and product development.
- Made hiring/firing decisions.
- Other management tasks.

July 2001 – March 2002 – SolarEn LLC (Minneapolis, MN; Yerevan, Armenia)

Head of Fuel Cell Department

- Defined and developed department's vision, goals, and strategies.
- Supervised R&D activities.
- Approved business development plans.
- Prepared for spin-off and establishment of a fuel cell company - H₂ ECOmomy, LLC
- Other executive tasks.

OTHER EXPERIENCE

April 2019 – July 2019 – **Consultant**, Asian Development Bank (Yerevan, Armenia)

July 2014 – March 2016 – **Trainer**, CleanTech Open, United Nations Industrial Development Organization (UNIDO) Armenia (Yerevan, Armenia)

- Trained technology startup companies in business model development.

January 2011 – December 2014 – **Project Manager**, Vasanavi – VDL (Eindhoven, Netherlands)

- Developed and managed a biogas project for the largest pig farm in Armenia

August 2010 – August 2014 – **Consultant**, Sunchiller LLC (Glendale, Ca, USA)

- Consulted on business development

October 2006 to April 2010 – Director, Board of Directors, Cascade Bank, CJSC (Yerevan, Armenia, Minneapolis, Minnesota, USA)

- Participated in strategy development
- Contributed to strategic decision making
- Oversaw bank's financial performance

February 1997 to January 1998 – **Consultant**, World Bank Armenia (Yerevan, Armenia)

- Development of National Environmental Action Plan for Armenia.

TRAINING COURSES

- Clean Tech Management, **Central European University**, Budapest, Hungary 1997
- Renewable Energy Technology Management, **National Renewable Energy Laboratories**, Golden, Co, 2001
- Business Education, **Central European University**, Budapest, Hungary, 2003
- Project Management, **California Institute of Technology**, Pasadena, CA, 2006
- Training for VC Innovation Forum **Civic Research and Development Fund**, Kiev, Ukraine, 2006
- VC Innovations Forum, **Civic Research and Development Fund**, Cleveland, OH 2006
- Training for VC Innovation Forum, **Civic Research and Development Fund**, Moscow, Russia, 2006
- VC Innovations Forum, **Civic Research and Development Fund**, Washington, DC 2007
- Doctoral Student Consortium, **The Decision Sciences Institute**, San Francisco, CA, 2012

LEAD FOR SPONSOR FUNDED PROJECTS

- **Open Society Institute**, Civic Education Program SCOUT (later HESP SCOUT)
Received an award and implemented Special Project for writing a textbook and assisted/consulted in three other similar projects (2003-2006). Total award – \$25,000
- **Open Society Institute**, Civic Education Program SCOUT (later HESP SCOUT)
Received an award and multiple renewals for CEP SCOUT (later HESP SCOUT) Projects for curriculum development and teaching (2002-2004). Total award - \$20,000
- **US Department of Energy**
Received an award for Initiatives for Proliferation Prevention grant project for fuel cell component and system development with an extension for the combined solar renewable backup power system, in partnership with the US National Renewable Energy Laboratory (Golden, Colorado) and Russia's Kurchatov Institute (2004-2007). Total award - \$1,100,000
- **European Commission**

Led the H₂ ECoNomy team in the European Commission's Sixth Framework Program (FP6) project GenHyPEM-ReversPEM in consortium with organizations from 4 EU countries, Romania and Russia, on renewable hydrogen generator and reverse electrolyzer (2006-2009). Total award - 40,000 Euros

- **European Bank of Reconstruction and Development (EBRD)**

Received funding to provide consulting services to Vasanavi, LLC to develop a business plan and receive a grant from the Dutch Government (2012 - 2016) Award – 660,000 Euros

- Raised private funding for the development and installation of grid-connected 15 kW solar power system at Agricultural Academy of Armenia. The project was managed by ATC. (2012) Total award – \$25,000

Honors and Memberships

- Edmund S. Muskie Fellowship, State Department USA 1998
- Dean's List, the University of Toledo, 1999, 2000
- Outstanding Muskie Award, US Embassy, Armenia, 2001
- The Society of Automotive Engineers, Detroit, MI 2000 – 2004
- American Graduates Association, Vice President, 2006 to 2008
- Decision Science Institute, 2012 – present
- Research Award, American University of Armenia, 2015
- Teaching Excellence Award, American University of Armenia, 2016

PUBLICATIONS

1. Beglaryan, M. Odabashian, V. Manoukian, A., *Technology Innovation in SMEs: An Examination of Innovation Culture and Organizational Learning as Contextual Determinants*, International Journal of Technology Transfer and Commercialization, Accepted for Publication
2. Odabashian, V. HassabElnaby, H, Manoukian, A., *Innovative Renewable Energy Projects' Success through Partnership*, International Journal of Energy Sector Management Volume 13, Issue 2, pages 341-358, 2019
3. Odabashian, V. Manoukian, A. Witman, P. *Social Media and the Velvet Revolution in Armenia*, Teaching Case, proceedings to the EDSIGCON | CONISAR 2018, Norfolk, VA, USA, 2018
4. Manoukian, A. HassabElnaby, H. Odabashian, V. *A Proposed Framework for Renewable Energy Technology Commercialization and Partnership Synergy: A Case Study Approach*, American Journal of Business, Volume 30, issue 2, pages 147 – 174, 2015
5. Manoukian, A. HassabElnaby, H. Odabashian, V. *Technology Commercialization Review: Aiming at a Fresher Perspective Based on Partnership Synergy*, International Journal of Management Research and Review, Volume 5, Issue 7, pages 488 – 520, July 2015.
6. A. Tadevosyan, N. Beknazaryan, V. Odabashian, A. Manoukian, G. Shushanyan, *Optimized Decision Making in International Business and Marketing: Practical Problems*, Textbook, SEUA Press, Yerevan, 2006.
7. A. Tadevosyan, A. Manoukian, V. Odabashian and A. Lalayan, *Textbook, International Marketing*, SEUA Press, Yerevan, 2005.

8. A. Tadevosyan, A. Manoukian, and V. Odabashian, Textbook, International Management, SEUA Press, Yerevan, 2004.
9. V. Odabashian, A. Tadevosyan, and A. Manoukian, Textbook, International Business, SEUA Press, Yerevan, 2003.

CONFERENCE PAPER PRESENTATIONS

1. Manoukian, A. Odabashian, V. *Environmental Enabling Activities and R&D in Technology Innovation Process*. Decision Science Institute Annual Meeting, New Orleans, LA, USA, November 23-25, 2019
2. Odabashian, V. Manoukian, A. Witman, P. *Social Media and the Velvet Revolution in Armenia*, EDSIGCON | CONISAR 2018, Norfolk, VA, USA, October 31 – November 3, 2018
3. Manoukian, A. Odabashian, V. *The Significance of Innovation Culture in Developing Innovative Technologies*. Decision Science Institute Annual Meeting, Chicago, IL, USA, November 17-19, 2018
4. Manoukian, A. Odabashian, V. *Operations Management View of Technology Innovation*, Decision Science Institute Annual Meeting, Washington DC, USA, November 18-20, 2017
5. Odabashian, V. Manoukian, A. *Managerial Aspects Impacting Operations of Armenian Technology Innovation Firms*, 2015 Decision Science Institute Annual Meeting, Washington DC, USA, November 18-20, 2017
6. Manoukian, A., Odabashian, V. *Operations Management Issues in Innovative Technology Development Process*, 2016 Decision Science Institute Annual Meeting, Austin, USA, November 20-23, 2016
7. Manoukian, A. Odabashian, V. *Operations Management Perspectives in Technology Startups: Relevance Analysis*, 2015 Decision Science Institute Annual Meeting, Seattle, USA, November 20-23, 2015
8. Manoukian, A. HassabElnaby, H. Odabashian, V. *Impact of Management Compensation on Success of Startups*, 2014 Decision Science Institute Annual Meeting, Tampa, USA, November 19-24, 2014
9. Manoukian, A. HassabElnaby, H. *Possible Alignment of Investment Decision Making Processes by Venture Capital Firms and Government Program Agencies in the Clean Tech Industry*, 2013 Decision Science Institute Annual Meeting, Baltimore, USA, November 16-19, 2013
10. Manoukian, A. HassabElnaby, H. *Stakeholder's Partnership Synergies for Successful Commercialization of Renewable Energy Technologies*, 2012 Decision Science Institute Annual Meeting, San Francisco, USA, November 17-20, 2012
11. A. Manoukian, V. Odabashian, R. Mnatsakanyan, *Certain Prospects of Higher Temperature PEM Fuel Cells Research and Development*, 2006 Fuel Cell Seminar, Honolulu, HI, USA, November 13-16, 2006.
12. V. Odabashian, A. Manoukian, *A Hydrogen Outlook from a Transition Economy: Development of Hydrogen Fuel Cells by H₂ ECONOMY in Armenia*. The International Seminar on the Hydrogen Economy for Sustainable Development, Reykjavik, Iceland, 28-29 September 2006.
13. Agassy Manoukian, John Turner, *Paving the Way to PEM Fuel Cell R&D Cost Reduction, Keynote Presentation*, Fuel Cell 2005 Conference & Exhibit on Advancements in Fuel Cell Applications & Technology, June 7-8, 2005, Minneapolis, MN, USA.