



**Mark Kotzer**  
Founder and Principal

# VENTURE DRIVE

CONSULTING®

*Driving Innovation And New Growth*

I created [Venture Drive Consulting](#) because I find it incredibly rewarding to help established companies be more entrepreneurial and innovative. My clients benefit from my 20 years of experience driving innovation and new growth initiatives for businesses that have varied greatly in size, industry sector, and company culture.

I have worked in the trenches of scrappy early stage start-ups, often as the first employee. I have evaluated hundreds of business plans and advised dozens of emerging growth companies on how to strengthen their business models, create go-to-market strategies, and jumpstart sales. My engagements with large, established companies range from vetting new lines of business and launching an internal start-up for Expedia to leading an innovation strategy workshop for executives at Weyerhaeuser. My passion for start-ups even extends to my personal life, where I have been involved with helping my wife create [Chocolopolis](#), a new Seattle-based retail concept.

My perspective on new growth and innovation has also greatly benefited from leadership roles I've held in the Northwest entrepreneurial and venture community. I served on the Board of the Northwest Entrepreneur Network for eight years, and in 2000 I co-founded and managed for four years the premier event in the Northwest for companies seeking early-stage financing, the Early Stage Investment Forum (ESIF). Within two years of its founding more than 20 presenting companies received equity investment from VCs and angel investors.

I have applied my venture development know-how to non-profits and education as well. I served on the environmental grants committee for Social Venture Partners, a philanthropic organization that uses a venture capital model to help non-profits build organizational capacity. I continue to support entrepreneurship by serving as a coach and a judge for regional business plan competitions, and by teaching a course at the University of Washington in Business Development Strategies and Planning.

I look forward to bringing my depth of experience in innovation and new growth strategies to your company. Please contact me if you would like to explore how Venture Drive can support your new growth goals.

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## Current Leadership Roles

Board President, [Seattle Chapter, Association for Corporate Growth](#)

Trustee, [Sightline Institute](#), a sustainability think tank

## Education

MBA, Darden Graduate School of Business Administration, University of Virginia

School for International Training, Switzerland

BA, College of William & Mary