

Board of Directors Biographical Information

Innovation Network's directors are:

[Paul F. Brinkman, Esq.](#)

[Robert Ebling, III](#)

[Mark Gibson](#)

[Barbara Masters](#)

[William Melnick](#)

[Tracey Rutnik](#)

[Beth Schaffer](#)

Paul F. Brinkman, Esq.

Alston + Bird, LLP (Washington, DC)

Paul Brinkman is a trial lawyer in Washington office of Alston & Bird, one of the 250 largest law firms in the United States. His practice encompasses a wide variety of litigation matters generally relating to the international movement of goods and services.

Mr. Brinkman heads the firm's Section 337 unfair import practices litigation practice before the International Trade Commission and was nationally ranked in Chambers' 2008 and 2009 guides as a leading Section 337 practitioner. With the support of Alston & Bird's top-rated intellectual property group, he has had an unbroken winning streak in cases taken to trial since 1999, and is currently representing both complainants and respondents in several ongoing ITC investigations.

Mr. Brinkman served on the Steering Committee of the D.C. Bar's International Section from 2006-2009, is a fellow of the American Bar Foundation and has been co-chair of the American Bar Association's Customs Law Committee since 2007. He is listed in the 2009 edition of The Best Lawyers in America® in the specialty of international trade and finance law. Last fall he spoke at the AIPLA Annual Meeting on enforcement of ITC remedial orders and the ITC Trial Lawyer's Association annual meeting on the topic of foreign discovery in Section 337 matters.

Paul received his J.D. degree from the University of Virginia School of Law, where he served on the editorial boards of the Virginia Law Review and the Virginia Journal of International Law. Mr. Brinkman holds a B.A. from Yale University and an M. Phil.

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from Cambridge University. Prior to joining Alston & Bird in 2002, Paul was a partner at Kirkland & Ellis in Washington. He formerly served as a law clerk to Chief Judge James Turk of the U.S. District Court for the Western District of Virginia and on the staff of former U.S. Senator John Glenn.

Mr. Brinkman maintains an active pro bono practice, most recently arguing against the constitutionality of a Florida statute before the 11th Circuit Court of Appeals in June 2009. He enjoys biking to work in downtown Washington from his home in Alexandria, VA, and traveling with his family.

Robert W. Ebling, III (director emeritus)

Isotron (Alpharetta, GA / Boston, MA)

Bob Ebling is President and CEO of Isotron, a leading neutron radiation oncology company. Founded in 1998 in Georgia, Isotron has developed a patented radiation therapy system which uses neutron-emitting radiation generated by the Cf-252 isotope ("Californium 252") produced by the U.S. Government's Oak Ridge National Laboratories in Tennessee. This radiation is effective at eradicating tumors, including those of advanced stages which are uncontrollable with traditional radiation therapy techniques.

Prior to joining Isotron, Ebling had a distinguished career in the medical device, finance, and banking industries, and as a fundraiser in the not-for-profit sector. At U.S. Surgical Corporation he was Senior Director of Finance/Treasurer, responsible for funding the company; he raised over \$3 billion in various forms of debt and convertible debt during a nine year period. Previously, positions he held included: the Senior Vice President responsible for most U.S. large corporate banking for Barclays Bank in the 1980's; the CFO and President of The Hale Furniture Co. of Arlington, Vermont; a Managing Director and consultant with PricewaterhouseCoopers in its outsourcing line of business; the Senior Vice President-Development for the Hyde Schools, Inc.; and a senior member of the fundraising organization of Environmental Defense, Inc.

Ebling is a graduate (BS Finance) of the University of Vermont, and lives in Boston, Massachusetts and Pawlet, Vermont with his wife Gail. In addition to serving on Innovation Network's board, he is a director of The Concord Review, Inc. of Sunbury, Massachusetts; the National History Club, Inc. of Boston, Massachusetts; and previously served on the Board of Trustees of St. Luke's School in New Canaan, Connecticut and the Norwalk (Connecticut) Symphony Orchestra.

Until recently, Bob was an active alpine ski racing competitor. An avid golfer, he enjoys antique house restoration, and coaching and working with children. He recently transitioned to emeritus status after serving two terms on Innovation Network's board, including a term as co-chair.

Mark Gibson (co-chair)

Ernst & Young (New York, NY)

Mark Gibson has over 22 years of experience in the construction, real estate operations, and outsourcing businesses. In his role as an executive with Ernst & Young, he specializes in business process assessments and re-engineering, project management, occupancy cost reduction, outsourcing, procurement analysis, and shared services assessments.

Mr. Gibson teaches project management at NYU and International Development at Columbia in their masters programs. Originally from the United Kingdom, Mr. Gibson spent eight years living and working in Asia (based in Hong Kong and Singapore) before moving to the United States. He is a Fellow of the Royal Institution of Chartered Surveyors. Mr. Gibson has managed over \$3 billion worth of projects and holds some of the highest qualifications in project management, including the Project Management Professional (PMP) qualification of the Project Management Institute. He is a full Member of the Association for Project Management (MAPM), a Chartered Arbitrator (MCI Arb), and an active member of CoreNet Global, a worldwide association for corporate real estate and related professionals.

Mark has a Masters Degree in Project Management from the University of Reading and an undergraduate degree in economics, management and law from the University of the West of England. A native of the U.K., Mark relocated to the U.S. in 1999. He has been on Innovation Network's board of directors since January 2006.

Barbara Masters

Masters Policy (Pasadena, CA)

Barbara Masters has twenty-five years of health policy and advocacy experience, springing from a science and broadcasting background. Barbara has worked in policy and advocacy at the local, state and federal levels, including more than seven years in philanthropy, six years on Capitol Hill, and four years in local government. Her skill strengths include policy and political analysis, strategy development and implementation, communications, and project innovation and leadership.

From 2001 to 2008, Barbara worked with The California Endowment, a \$3 billion health foundation that is dedicated to expanding access to health care and improving the overall health status of Californians. While with the Endowment, Ms. Masters institutionalized its approach for creating policy change, based on connecting grass roots and community engagement with strategic policy and advocacy efforts. She also conceived of and created the foundation's advocacy training program for nonprofits.

Before that, Ms. Masters worked with the Los Angeles County Department of Health Services, the California Association of Public Hospitals and Health Systems in Berkeley, and the Contra Costa County Health Services Department, in Martinez, California. She was a Legislative Assistant to Senator Alan Cranston's for six years, advising him and negotiating on his behalf on all legislative and regulatory proposals concerning health and disability issues.

Prior to her work with Senator Cranston, Barbara managed outreach for the Southern California Federation of Scientists, and was a science journalist and broadcaster for KUNC-Public Radio Station in Colorado. She holds a B.A. in Molecular Biology from the University of California, Berkeley, and an M.A. in Molecular, Cellular, and Developmental Biology from the University of Colorado, Boulder. She also completed the Graduate Certificate Program in Science Communication at UC Santa Cruz.

Barbara's personal interests are "anything that will take me outside." She spends much of her free time cycling or hiking, both of which she says are "surprisingly possible in Los Angeles."

William Melnick

Brand Idiomatics (Newtown, PA)

William Melnick is a highly experienced marketing professional with a diverse range of expertise and accomplishments. He is a recognized authority on design and implementation of research techniques to identify emerging consumer trends, and is an innovative brand strategist. He has been a member of Innovation Network's board since 2008.

Melnick's career spans more than thirty years and multiple roles. He has been an account executive with major advertising firms including Saatchi & Saatchi, Young & Rubicam, and Foote Cone Belding. He has also been a marketing director for corporations such as CNBC, Condé Nast, and Merrill Lynch. In addition, he has used his lifetime of expertise as an independent consultant to clients including Atlantic Media and J. Walter Thompson (now JWT).

In 2008, Bill founded Brand Idiomatics ("BI"), a consumer forecasting and strategic planning consultancy. BI offers original ways to use consumer data to enhance advertising's effectiveness and support marketing efforts. BI's proprietary forecasting model uses econometrics, behavioral economics, and cultural anthropology methods to predict long-term changes in the way consumers behave. Bill started his career at the height of the late 1970s recession. He has seen the advertising industry reinvent and reposition itself countless times. While there is much about the current market that is similar to previous downturns, there is, as Bill puts it, a "perfect storm" quality to the current economic climate that will

fundamentally change consumer behavior for the long term. His work helps marketers adjust their approaches to this new reality.

Bill lives in Bucks County, Pennsylvania. His personal pursuits include art history, architectural preservation, and history—all of which relate to understanding the past as a prelude to the future.

Tracey Rutnik

NeighborWorks® America (Washington, DC)

Tracey A. Rutnik is senior advisor to the chief executive officer of NeighborWorks® America, a national nonprofit organization that creates opportunities for people to live in affordable homes, improve their lives, and strengthen their communities. Created by Congress in 1978, NeighborWorks® America provides funding, technical assistance, and training to affiliated nonprofit organizations across 50 states, the District of Columbia, and Puerto Rico.

Prior to joining NeighborWorks® America in 2006, Ms. Rutnik was the director of practice development at the Fannie Mae Foundation. Ms. Rutnik advanced the foundation's grantmaking strategy through the provision of technical assistance, research, and evaluation services for the program divisions. She also previously served as a senior evaluator and policy researcher at the Fannie Mae Foundation from 1997 to 2001. In that capacity she evaluated internal programs, directed the homelessness and community safety research grantmaking portfolios, and was an associate editor for the peer-reviewed journal, *Housing Policy Debate*.

From 2001 to 2005, Ms. Rutnik was the director of strategic initiatives and led the Funders Evaluation Initiative at the Association of Baltimore Area Grantmakers (ABAG), a regional association of grantmakers dedicated to strengthening and promoting organized philanthropy. At ABAG, Ms. Rutnik provided evaluation support and consulting services to member organizations, built local evaluation capacity through educational workshops and specialized training, and conducted research on philanthropic practices. She was awarded a 2004 Innovator of the Year award by *The Daily Record* for her work promoting and researching giving circles.

Tracey holds a Master's Degree from the Rutgers University School of Criminal Justice. She graduated Phi Beta Kappa from Rutgers College with a degree in History and Political Science.

Beth Schaffer (co-chair)

Washington, DC

Beth Blanchard Schaffer is an independent consultant with more than 25 years of experience working in and with nonprofit organizations in a wide variety of fields of service. She specializes in organization development, leadership and governance, and strategic planning. She has served in multiple capacities over the years including management staff, volunteer board member, and professional consultant and trainer.

Ms. Schaffer began her career in fundraising for a public television station in Wisconsin and subsequently served as development director for several organizations including a northern California community foundation, a major metropolitan children's museum, and a conservation organization focused on redwood protection. She also directed a county-wide technical assistance program for a major United Way, serving more than 100 organizations per year.

Since launching her consulting practice in the mid-1990s, Ms. Schaffer has created training workshops, facilitated planning processes, conducted board-staff retreats, provided organizational assessments, and served as a long-term project director for national associations. She has conducted workshops for the Center for Nonprofit Advancement in Washington, D.C., and is a peer reviewer for the Standards for Excellence program of the Maryland Association of Nonprofits.

Beth's D.C.-area clients have included: • American Association of University Women • Arlington-Alexandria Coalition for the Homeless • Bethel House, Inc. • City Lights School • Community Preservation and Development Corporation • Community Tax Aid • EmpowerDC! • Laurel Advocacy & Referral Services • Maryland Vietnamese Mutual Association • Northwest Church Family Network • Suitland Family & Life Development Corporation • Support Center of Washington • Tappers with Attitude • The Training Source • The Washington Center • University Continuing Education Association • Washington Area Women's Foundation • Women In Government.

Ms. Schaffer is a graduate of the University of Wisconsin-Madison (BA Clinical Psychology) and the University of San Francisco (MS Organization Development). Her office is in Washington, D.C.

*For more information about Innovation Network,
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