

## **Barbara Bagden Roberts**

Recognized as an expert in all stages of entrepreneurship from start-up through exit and beyond, Barbara is an Advisor to The Eugene Lang Entrepreneurship Center of the Columbia Business School and runs a number of projects for the Center. Barbara's background in running her own companies and her experience in working with entrepreneurs and family owned businesses of all sizes and at all stages makes her ideal for these programs.

Since September 2008, Barbara Roberts has been the facilitator/coach for the Center's Community Business Program, working with established businesses primarily located in Upper Manhattan. She also facilitates The Lang Center's summer entrepreneurship program for MBA students launching new companies, The New Venture Track, and is a judge and advisor for its Greenhouse incubator program. Barbara recently authored a Whitepaper for the Lang Center of the Columbia Business School sponsored by Credit Suisse. For this paper, entitled "Life After an Exit: How Entrepreneurs Transition to the Next Stage," she interviewed 22 people who successfully sold their businesses for more than \$10 million and identified steps they took or wished they had taken before, during and after the sale for better transitioning and wealth creation.

In addition to her work at Columbia, since selling her fourth entrepreneurial venture in 2004, Barbara has been coaching and consulting with owners and CEO's of privately held companies and serves on the board of a number of privately held companies. She has been trained in coaching and facilitation by the Edward Lowe Foundation, The Hudson Institute of Santa Barbara, The Women Presidents Organization, Tiger 21, Julia Cameron (author of *The Artist's Way*) and The International Association of Facilitators. She also is a speaker on and advocate for small business and entrepreneurship and has spoken at conferences sponsored by the Family Business Network, Inc. magazine, Ernst and Young, the Women Presidents Organization and the Committee of 200.

Prior to becoming a serial entrepreneur, Barbara worked on Wall Street for 15 years, holding senior positions in securities research, investment policy and marketing at Blyth Eastman/Paine Webber and Dean Witter. Immediately before leaving Wall Street, she was Senior Vice President, Director of Capital Markets Marketing for Dean Witter and was the first woman on Dean Witter's Board of Directors. She also served on its stock selection, economic policy and investment strategy committees. An article in the Wall Street Journal about her leaving Wall Street coined the term "The Glass Ceiling." After Wall Street, she transitioned to entrepreneur by becoming the COO of Pryor Ezcel, a "disaster," primarily owned by Sir James Goldsmith, and worked under "chainsaw" Al Dunlap. After staying through its chapter 11 and dissolution, she committed herself to only positively turning around old companies.

Over the next 15 years, she became best known as President and CEO of FPG International and then Acoustiguide. As President of FPG (formally the Freelance Photographer's Guild) from 1990 to 1997, she took that company from a stodgy 60-year-old stock photography agency with revenues of \$7 million to a \$45 million world-renowned and technologically state-of-the-art company, known for its highly creative photography and first-rate client service. When she successfully sold the company in 1997 for \$60 million cash, it employed 220 in New York, represented 1,000 photographers, and had 40 affiliated companies around the world. The company was sold to UK-based Visual Communications group and then to Getty Images. As FPG's President, Barbara developed one of the first digital databases and cd and on-line delivery systems for millions of photographs and was recognized as an early champion of the portrayal of non-white and non-traditional models in commercial photography. For this, President Clinton presented her with Norman Lear's Business Enterprise Award for "acts of

courage, integrity and social vision.” The story of how she turned around FPG is used as a Harvard case study of a highly successful socially responsible business.

As President of Acoustiguide from 1999 to 2004, she once again restructured a 40 year old company to an award-winning audio content and state-of-the art technology developer, supplying audio services to museums, corporations and historic sites worldwide. She also chaired joint ventures with the Chinese government and the Japanese company, Denon, to bring high quality audio content and technology to their museums and historical sites, including the Forbidden City. In 2004 this \$12 million company was merged with the Israeli company, Espro, and continues as the Espro Acoustiguide Group.

As an advocate for small business and entrepreneurship, Barbara has served as Chair of the Federal Reserve Bank of New York's Small Business and Agricultural Advisory Committee and was active in developing downtown Manhattan as a board member of the Union Square Partnership, formerly the 14<sup>th</sup> Street Local Development Corp./Business Improvement District. For over 10 years, she has facilitated and coached a number of entrepreneur peer learning groups including groups for the Lang Entrepreneurship Center, Women Presidents Organization, WBENC, the Committee of 200 and Tiger 21. Barbara served as a member of Suffolk County's Economic Development Board and currently is the Southampton Commissioner on the Suffolk County Planning Commission.

Barbara has been especially active in the promotion of economic development for women worldwide, which has led her to serve on many boards and to help start many non-profits devoted to women. In addition, she has worked to build stronger New York City educational and arts organizations and for this has been presented with many awards including the Mayor's Volunteer Award, the Cus D'Amato "Unsung Hero" Award, and the Chase Manhattan Small Business Leadership Award. She has been featured on NY1 as "New Yorker of the Week" for her work with inner-city high schools and in 1995 was chosen by the New York City Partnership to be a prestigious David Rockefeller Fellow as a specialist in urban arts and education issues.

Barbara has an Economics degree from Goucher College and lives and works in New York City and Sag Harbor, NY.

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