

Center for Innovation & Entrepreneurship

WESTERN NEW ENGLAND
UNIVERSITY **WNE**

March 5, 2013 12 noon - 1 p.m.
Blake Law Center, Law School Common

SPEAKER SERIES LAWYER AS ENTREPRENEUR

In this year's Speaker Series, successful entrepreneurs will talk about the paths they took on their way to starting, running, and growing their businesses. They will talk about the lessons they learned along the way and the things they wished they had known when they started out.

All Speaker Series events are free and open to students, alumni, the University community, and the general public. Lunch will be provided.



Joseph Kershenbaum

Executive Vice President
and CFO
Salute Homecare LLC

The cofounder of Salute Homecare LLC, a startup that provides medical services in the home, Joseph Kershenbaum calls himself a "serial entrepreneur." He builds and leads companies from start-up to significant revenues and profitability, including Fortune 50 conglomerates. He has worked for or with companies involved in bioscience, healthcare, medical devices, IT, Internet, telecom, manufacturing, chemical, real estate, and financial services.

Kershenbaum began his career in commercial real estate. He has also been an audio engineer with United Nations Radio and Television. He holds a bachelor's degree in music/audio engineering from Beacon College, an MBA from the University of Connecticut, and a JD from Western New England University School of Law, where he was managing editor of the *Western New England Law Review*.

Jayson Falcone is an attorney and entrepreneur who uses his law and business experience to help entrepreneurs achieve their dreams, which he does by focusing on the intersection of business strategy and law. His experience includes start-ups, corporate law, biotech, and real estate development. Falcone has represented companies in numerous fields, including pharmaceuticals, commercial real estate, retail, private equity, and venture capital.

He cofounded and served as President of Falcone Development, Inc., a full service commercial real estate development company, for which he and his cofounders were named Top Entrepreneurs in 2006 by *BusinessWest* magazine.

Falcone has a bachelor's degree in economics from Tufts University and a law degree from Suffolk University Law School, where he was the chief articles editor of the *Suffolk Transnational Law Review*.

Jayson Falcone

Law Offices of
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