



Dr. Herbert P. Ricardo

2011-2014 Marilyn C. Link Endowed Teaching Chair in Financial Management

Dr. Herbert P. Ricardo, Assistant Professor, Business Administration and Marketing Management Department, created the River Venture Business Plan Competition. In an effort to encourage the entrepreneurial spirit and trans-disciplinary collaboration, he implemented a formal business plan competition at IRSC. It allowed IRSC students and alumni the option to work with a team, along with provisions of resources and connections necessary to create an innovative business plan. Prize money was awarded for first, second, and third place, to help launch the new business venture.

Ricardo joined IRSC in 1999. He received his Bachelor of Liberal Arts Degree from Barry University, his Master's Degree from Nova Southeastern University and his Doctorate from Capella University.