

**Josh Salcman** *President, Co-Founder*

Josh's education and professional experience span a rare mix of both highly-creative and highly-analytical pursuits and accomplishments. While earning his B.A. in Ecology and Evolutionary Biology at Princeton University, Josh also studied web development and freelanced as a graphic designer. After graduation in 1999, he pursued additional graphic design instruction at New York's School of Visual Arts.

From 1999–2001, Josh worked as a web designer for LiveUniverse.com, a start-up which was being incubated by RareMedium. At LiveUniverse, Josh instituted a focus on Usability and Information Architecture. In addition to his responsibilities at LiveUniverse, Josh was asked to lead the design of LiveMarket, an enterprise-focused spin-off.

In 2001, Josh was recruited to join the New York office of Mainspring, Inc., a boutique multi-disciplinary consulting firm based in Cambridge, MA. At Mainspring, Josh applied his expertise in user interface design to work with clients in industries including financial services, insurance and consumer goods. He was given sole responsibility for architecting the user experience for Samsonite's re-designed web-presence, which went live in 2001 and was in use for over 5 years. When Mainspring was acquired by IBM in 2001 to form the nucleus of IBM's new Business & Customer Strategy group, Josh was one of the few design-oriented employees retained.

In 2002, Josh left IBM to pursue graduate studies in Product Design at Pratt Institute, from which he received his Master's of Industrial Design in 2005.

Shortly after moving to St. Louis in 2005, Josh joined Metaphase Design Group, an award-winning and globally recognized product design firm as Director of Innovation & Business Strategy. At Metaphase, Josh's responsibilities spanned Marketing, PR, and Sales, and he helped a wide range of corporate clients to define their product design strategies. Josh left Metaphase in March 2008 and co-founded Virtual Nerd.

Josh was a founding officer of the Saint Louis chapter of the Industrial Designers Society of America and served as its first Treasurer. He currently serves on the Advisory Committee for the Smithsonian's Lemelson Center for the Study of Invention and Innovation.

## Leo Shmuylovich *Vice President, Co-Founder*

Leo has spent the last 20 years in a series of learning-oriented environments, and in that time has excelled in academic, research, and teaching pursuits. As a Chemical Engineering major at Cornell University, Leo participated in a variety of research projects, ranging from creating models of the blood-brain barrier, to studying the patterns that coffee drops make as they dry (a study that led to a first author publication in the journal *Langmuir* and honorable mention in the prestigious journal *Science*). After 3 years of study, Leo graduated from Cornell, 5th in the engineering school and a Merrill Presidential Scholar.

After Cornell, Leo began his studies in the MD/PhD program at Washington University School of Medicine. While completing his Medical School requirements from 2003-2005, Leo began working for The Princeton Review as an MCAT Physics, MCAT Biology, and SAT I lecturer, as well as a Science and Math private tutor. During his time at The Princeton Review from 2003-2007, Leo taught test prep courses to hundreds of students in both the classroom and individual settings.

In 2005, Leo began his graduate studies in the Physics Department at Washington University. He achieved a 4.0 GPA in graduate Physics course work, and pursued thesis work in Sándor Kovács' theoretical cardiovascular biophysics laboratory. Supported by an American Heart Association Predoctoral Fellowship, he has published 11 peer-reviewed articles in high-ranked physiology and cardiology journals, presented 15 abstracts at physiology, biomedical engineering, and cardiology conferences, and coauthored a chapter in the new edition of the CRC Biomedical Engineering Handbook. Through the Washington University Office of Technology Management, he has written and submitted 2 patents related to his research. He was awarded the Nico Westerhof Award for Striking New Concepts at the 2008 International Cardiovascular Systems and Dynamics Society Meeting, and successfully defended his PhD, titled "Kinematic Modeling of The Determinants of Diastolic Function", in late July, 2010.

While pursuing his PhD, Leo has privately tutored high school and college students in math and science, and has taught MCAT courses for the Washington University in-house MCAT prep course. Since founding Virtual Nerd, he has been named one of the St Louis Business Journal's "30 under 30" business leaders. In his spare time Leo loves playing piano, ballroom dancing, and doing math puzzles.