



About Tom Ulbrich

As a passionate advocate for small business and a former business owner himself; Tom intimately understands the power that entrepreneurship has to unlock human potential, create jobs, inspire wealth, and invigorate economies and communities across the globe.

Tom is an entrepreneurial leader with broad-based management experience in both the for-profit and non-profit sectors. His passion for social innovation is focused on nurturing strong relationships and building consensus across diverse groups of stakeholders in the academic, for-profit, non-profit and government sectors.

During his prior tenure as an assistant dean at the University at Buffalo's School of Management and School of Social Work he did extensive work in the field of social entrepreneurship with a focus on the emerging concept of the "entrepreneurial non-profit". He retains an appointment at the UB School of Management as Executive in Residence for Entrepreneurship.

In May 2020, he became President and CEO of Goodwill of Western New York where he is working with a dedicated team to apply an interdisciplinary approach to social innovation in a real world setting.