

Matt Bailey is a serial entrepreneur with more than 20 years of experience in creating and executing on growth strategies that build long-term, sustainable value for both customers and stakeholders. . As Co-Founder of liveBooks, Matt created an innovative SaaS model marketing and workflow solution for creative professionals that captured nearly 10% of the domestic professional photography community. Matt served in liveBooks' senior management from 2004 until an acquisition by Wedding Wire in 2013. In 2011 Matt co-founded Edgefort Capital, an independent consulting firm helping start-ups find the capital they require for initial growth.

Matt earned his MBA from the Paul Merage School of Business at the University of California, Irvine, where he graduated at the top of his class. Recently, Matt also completed an M.S. in Business Analytics from the Stern School of Management at NYU. During his time at NYU Matt developed a deep analytics skillset, with a special passion for data visualization.

Currently Matt serves as Director of Collaborative Venturing at UCI's Institute for Innovation, where he is able to leverage his passion for entrepreneurship to help further develop the Orange County startup ecosystem . Matt is also an adjunct professor at the Argyros School of Business at Chapman University where he teaches a course in Data-Driven Decision-Making.