

James Schmeling

Bio:

James Schmeling, J.D., is Executive Vice President for Student Veterans of America. He joined the SVA team in December, 2015. Schmeling had previously collaborated with SVA on various research projects, and had been a regular speaker at SVA conferences for the past several years.

Prior to joining SVA, Schmeling co-founded the Institute for Veterans and Military Families at Syracuse University, and was appointed as its first managing director. He supervised the Programs mission area, which included transition, employment, education and training programs: the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV); the Entrepreneurship Bootcamp for Veterans-Families (EBV-F); the Veterans Career Transition Program (VCTP), (over 35 industry-certified career paths); the Transition Assistance Program: Boots to Business Program; Veteran Women Igniting the Spirit of Entrepreneurship (VWISE); and, VetNet.

Schmeling's work on veteran employment included collaboration with GE for the Get Skills to Work initiative, and for a veteran employment toolkit – Veteran Employment Leading Practices: Tools for Engaging Talent; collaboration with JPMC's Veteran Jobs Mission (over 200 major business and industry partners who have hired almost 300,000 veterans), and he served on the Veterans Employment Advisory Committee for the U.S. Chamber of Commerce's Hiring Our Heroes initiative. He has lectured at the Disney Institute Heroes Work Here summit, and regularly trains veteran entrepreneurs in SBA-funded training and education programs.

Schmeling helped found the Coalition for Veteran Owned Business with First Data and IVMF. CVOB members include American Express, BP America, FleishmanHillard, KKR, La Quinta, Lockheed Martin Corporation, SunTrust Banks, USAA, the U.S. Small Business Administration, the U.S. Chamber of Commerce Foundation, Verizon Communications Inc., Walmart and Sam's Club, and the Walt Disney Company. CVOBs focus is inclusion of veteran and spouse owned businesses in business to business commerce opportunities and supply chain diversity programs.

As an academic administrator and intrapreneur, Schmeling co-founded two, and built three, highly successful publicly-engaged institutes in public and private universities with between 35 and 60 employees in each. He administered or implemented over \$90 million in grant funding, and authored or co-authored proposals directly resulting in over \$45 million in funding, as well as being co-principal investigator or principal investigator on over \$16.3 million in funded projects. He has lead and served on several non-profit boards. Schmeling has published on veteran policy, employment practices, entrepreneurship and disability, study of corporate culture, disability as a component of diversity, and more, in peer-reviewed law and social science journals. Schmeling has been widely quoted in news media including the Washington Post, The Guardian, Military Times, Washington Times, Inc., USAA magazine, regional and local news sources, in print, on the radio, and on television, and speaks regularly to national conferences on veteran employment and entrepreneurship, and to elected and appointed officials at state and national levels.

Schmeling is a U.S. Air Force veteran, served 6+ years, and was honorably discharged as a sergeant. Post-service he earned his law degree, with distinction, from the University of Iowa College of Law, and

his B.A. in political science with a minor in international studies (Latin America) from Iowa State University.

He is married to Eugenia Hernandez, a corporate attorney, and has three adult children, Derek, Shane, and his daughter Nicole who is currently student at the University of Iowa.

James Schmeling , J.D.



Nationally-recognized executive leader in higher education, veterans and education, careers, entrepreneurship, and building university institutes. Currently Executive Vice President for Student Veterans of America, CEO of VTRNgroup, and CEO of Additive Manufactured Packaging Corporation. I've co-founded and built highly successful and impactful academic research centers and institutes at two universities, and led non-profits as a staff member and board member.

- Collaboratively wrote, won, and implemented over \$90 million in grant funding to conduct research, outreach, education, and training
- Personally developed partnerships and collaborations with the largest and most innovative business, industry, government, non-profit, and academic organizations in the nation
- Advised and mentored hundreds of employees, interns, students, business founders, and others

Core competencies: Entrepreneurial and intrapreneurial startups in universities, project planning and implementation, grant writing, building and leading distributed teams, business and industry engagement, public/private partnerships, and stakeholder engagement. Subject matter expertise in higher education, entrepreneurship, disability inclusion, workforce participation, veteran and family careers, USERRA, VEVRAA, ADA, OFCCP compliance, and related areas. Regularly cited and quoted in national media, including the Washington Post, NPR, Inc, The Guardian, Washington Times, Military Times, USAA

Magazine, and named in 2013 by Stars & Stripes as one of the most influential voices on Twitter for veteran programs/policy.

U.S. Air Force veteran, served 6+ years, honorably discharged as sergeant. Lived and worked in Spain, with Spanish Air Force, Spanish National Geographic Institute teams. Earned law degree, with distinction, University of Iowa, and B.A., political science, minor in international studies (Latin America), Iowa State University.