

Thursday, Dec 17, 2015

Larry Herriman named interim executive director of Macomb-OU INCubator

Vice President for Strategic Planning and Macomb Outreach Betty J. Youngblood has announced the appointment of Larry Herriman as interim executive director of the Macomb-OU INCubator, effective Feb. 1, 2016. Herriman succeeds Julie Gustafson, who has led the incubator since 2011.

“Larry brings incredible experience to the position of interim director,” Dr. Youngblood said. “He has served in several different roles at the incubator and has a deep understanding of incubator operations, as well as an exciting vision for the future.”

Herriman currently serves as assistant director of the Macomb-OU INCubator, providing support for long-term strategic planning, performance measurements and resource allocation. He also provides leadership in all operational and financial areas of the incubator, directs client company service programs and evaluates grant funding opportunities related to furthering incubator programs, services and partnerships.

In addition, Herriman serves as director for cyber security research, development and commercialization for the Macomb-OU INCubator. In this role, he is responsible for developing the incubator’s cyber security program and partnering with the Michigan Defense Center and the Merit Network to establish the first secured, unclassified hub of the Michigan Cyber Range.

Prior to his current roles, Herriman served the Macomb-OU INCubator as director of the Michigan DARPA Matching Funds Program. Before joining Oakland University, he held leadership positions in the Department of Industrial and Commercial Development for the City of Pontiac. His professional background also includes experience in banking, credit analysis, underwriting and loan administration. He earned a bachelor of business administration from Western Michigan University and a Master of Public Administration from Oakland University.



Larry Herriman

As Herriman prepares to take on the role of executive director for the Macomb-OU INCubator, he credits Gustafson for helping develop the Sterling Heights-based organization “from its early start-up phase to a full-fledged operation.”

“We greatly benefitted from her many years of small business incubation experience, and this is reflected in the effective programs she established for our client entrepreneurs,” Herriman said. “We are excited to have the opportunity to continue to build upon her hard work.”

Dr. Youngblood echoes those sentiments, expressing gratitude for Gustafson’s four-plus years of service with the incubator.

“Julie has provided outstanding leadership at the Macomb-OU INCubator,” Dr. Youngblood said. “We are grateful for her many contributions, and we wish her well as she moves back to New Hampshire to join her family.”

acting as the founding CEO of the Amoskeag Business Incubator, in New Hampshire, for 13 years. With an expanding family on the east coast, she recently made the difficult decision to return to her roots.

“I have tremendously enjoyed my time in Michigan, and see myself, husband, and family coming to vacation in this fabulous state,” Gustafson said. “The state’s entrepreneurial environment is so robust, helpful and making a positive difference. It has been my honor to work with amazing partners like Oakland University, the City of Sterling Heights, Macomb County, the MEDC, the Michigan Defense Center and so many more.”

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The Macomb-Oakland University INCubator supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/macombouinc.



Julie Gustafson



The Maccomb-OU INCubator is located in Sterling Heights, Michigan.