

# 2024 Herbert W. Vanden Brul **ENTREPRENEURIAL AWARD**



**RIT** | Saunders College of  
**Business**

# 2024 Herbert W. Vanden Brul

## ENTREPRENEURIAL AWARD

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### Marc Fiore

*President*

*Mindex*

Marc Fiore is the President and founding owner of Mindex, a software development company based in Rochester, NY. Marc graduated from SUNY Polytech Institute with a bachelor's degree in computer science. He started Mindex in 1994 at the age of 27, even before having an email account, driven by his entrepreneurial spirit and vision for technological innovation.

While leading Mindex to be recognized as a Top 100 Company, #1 Software Developer, and A Great Place to Work, Marc has devoted his time and resources to giving back to the Rochester community through multiple local charitable foundations. Every year Mindex chooses a charity to sponsor based on employee nominations. Marc's desire to invest in the economics and vibrancy of the city of Rochester, and to attract and retain the talent here, led to a partnership with a developer to build a new Mindex headquarters in the city.

Marc's steadfast belief in education as the key to success is reflected in Mindex's strong connection with RIT. Many employees are RIT graduates, and Mindex maintains a Co-Op program with the university. Additionally, Mindex supports multiple technology-centric clubs at RIT to foster student growth in technology.

Marc resides in Webster, NY, with his wife, Andrea. Together, they have two sons, Coz and Matt.

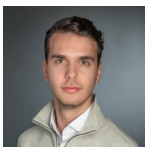
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### ABOUT THE AWARD

The Herbert W. Vanden Brul Entrepreneurial Award, established in 1984, is given annually to an individual(s) who has successfully managed the development of a new "emerging" business within the Greater Rochester Community and is an inspiration for others.

# 2024 Herbert W. Vanden Brul **STUDENT ENTREPRENEURIAL AWARD**

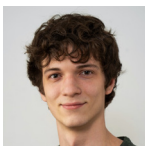
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## **Edis Hadzija**

*BS in Economics, College of Liberal Arts*

Edis, a senior economics student at Rochester Institute of Technology is the entrepreneurial force behind Balkan Exim. His company is active in over five countries, helping to boost their economies. With a background in investment banking and capital markets from his time at Bank of America Securities, Edis combines financial expertise with a strong drive to support his home country. Through Balkan Exim, he not only aids local businesses in scaling up but also plays a pivotal role in fostering economic development. His initiatives demonstrate a blend of business savvy and dedication, marking him as a significant contributor to the economic upliftment of the region.



## **Nathan Irving**

*BS in Motion Picture Science, College of Art and Design*

Nathan Irving is a creative technologist, software developer, and imaging engineer. He is advancing metrology equipment to create consumer-accessible measurement tools. He has developed a filter-based interpretive spectroradiometer to make spectral measurements more affordable, and he has developed a display calibration utility that replaces costly hardware with a software solution, making professional workflows accessible to all. Additionally, Nathan develops video games and is published on the App Store and Google Play. Ultimately, through the complexities of software development, circuit design, optics, color science, and signal processing, Nathan perpetuates his longstanding objective to develop multimedia technologies that bridge the gap between professionals and consumers.



## **Valeria Marin Montealegre**

*Ph.D in Mechanical and Industrial Engineering, Kate Gleason College of Engineering*

Valeria Marin-Montealegre is a biomedical engineer with a master's degree in product development engineering, a current doctoral student at RIT, and the founder of HUMANBX S.A.S<sup>®</sup>, a biomedical design, and additive manufacturing company located in the southwest of Colombia primarily focused on the development of custom implantable devices for craniofacial reconstructive and aesthetic surgery. Her passion for this field and fascination with each clinical case have led her to develop different products, trademarks, and a patent as an intrapreneur and entrepreneur. Additionally, Valeria has received different recognitions as a Red Cross volunteer in the humanitarian field for implementing strategies for Colombia's children and youth population for more than 18 years.

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## **ABOUT THE AWARD**

The Herbert W. Vanden Brul Student Entrepreneurial Award, established in 2019, is intended to recognize outstanding RIT undergraduate or graduate student(s) who have demonstrated the potential to become successful entrepreneurs.

# Previous

## Vanden Brul Award Winners

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### 2023

Dwight M. (Kip) Palmer  
Chief Executive Officer  
Palmer Food Services

### 2022

Susan R. Holliday  
President, Publisher, and Owner  
Rochester Business Journal

### 2021

Mark Davitt  
CEO  
Conserve

### 2020

Sue Butler  
Co-Founder  
Butler/Till

Tracy Till  
Co-Founder  
Butler/Till

### 2019

Michael Mandina  
President  
Optimax

Richard Plympton  
CEO  
Optimax

### 2018

John "Dutch" Summers  
CEO  
Jasco/Graywood Companies

### 2017

Giovanni (John) LiDestri  
CEO  
LiDestri Food & Drink

### 2016

Thomas Bonadio  
CEO & Managing Partner  
The Bonadio Group

### 2015

John Smith  
Chairman & CEO  
Brite Computers

### 2014

Mike Nuccitelli  
President & CEO  
Parlec, Inc.

Ron Ricotta  
President & CEO  
Century Mold Co., Inc.

### 2013

Robert Morgan  
Founder & CEO  
Morgan Management

### 2012

Ernest J. Del Monte  
CEO  
E.J. Del Monte Corporation

### 2011

Doug Brush  
Chairman  
Sentry Group

Jim Brush  
CEO  
Sentry Group

### 2010

William Pollock  
Founder & President  
Optimization Technology, Inc.

### 2009

Mary C. Van Bortel  
Owner  
Van Bortel Auto Group

### 2008

James E. Hammer  
President & CEO  
Hammer Packaging Corp.

### 2007

Richard A. Kaplan  
President & CEO  
Pictometry International Corp.

### 2006

Arunas A. Chesonis  
Chairman & CEO  
Paetec Corp.

### 2005

E. Philip Saunders  
Chairman  
Griffith Energy

### 2004

R. Wayne LeChase  
CEO & General Partner  
LeChase Construction Services, LLC

**2003**

Joseph M. Loboza II  
Founder & CEO  
JML Optical Industries, Inc.

**2002**

Dennis Kessler  
Vice President  
Kessler Group, Inc.

Larry Kessler  
President  
Kessler Group, Inc.

**2001**

Richard Sands  
Chairman, President & CEO  
Constellation Brands, Inc.

**2000**

Christine B. Whitman  
Chairman, President & CEO  
CVC, Inc.

**1999**

Nelson Leenhouts  
Founder, CEO & Chairman  
Home Properties of New York, Inc.

Norman Leenhouts  
Founder, CEO & Chairman  
Home Properties of New York, Inc.

**1998**

Dilip R. Vellodi  
CEO  
The Sutherland Group, Ltd.

**1996**

Jay M. Eastman  
Senior Vice President  
PSC, Inc.

L. Michael Hone  
Chairman of the Board & CEO  
PSC, Inc.

**1995**

Valerie D. Mannix  
President  
Mercury Print Productions, Inc.

**1994**

Burton August  
Founder & Director  
Monro Muffler Brake, Inc.

Charles August  
Founder & Director  
Monro Muffler Brake, Inc.

**1993**

Richard T. Aab  
Chairman of the Board & CEO  
ACC Corp.

**1992**

Bal Dixit  
Founder & President  
Newtex Industries

**1991**

Robert B. Wegman  
Chairman of the Board & CEO  
Wegmans Food Markets, Inc.

**1990**

Brigitte Gueldenpfennig  
Vice President  
Redcom Laboratories, Inc.

Klaus Gueldenpfennig  
President  
Redcom Laboratories, Inc.

**1989**

Louise Woerner  
President & Owner  
HCR

**1987**

B. Thomas Golisano  
Chairman & CEO  
Paychex, Inc.

**1986**

Max Farash  
Chairman of the Board & CEO  
The Farash Corporation

**1985**

Robert H. Hurlbut  
President, Director & Founder  
Vari-Care, Inc.

**1984**

Herman A. Affel, Jr.  
Chairman of the Board & CEO  
Computer Consoles, Inc.

Jeffrey Tai  
Senior VP, Products Group  
Computer Consoles, Inc.

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# Herbert W. Vanden Brul



Following his military service and earning a juris doctor degree from St. John's School of Law, Rochester native Herbert W. Vanden Brul returned to his hometown in 1951 to begin his new career practicing law.

An entrepreneurial visionary in Rochester, Mr. Vanden Brul co-founded several business ventures in the region. One of his most successful, RF Communications, Inc., has since become a division of Harris Corporation. Another, the Culver Management Corporation, acquired nearly one million square feet of local industrial space to become the home of many small start-ups companies who have improved the local economic climate.

Until his death in 2003, Mr. Vanden Brul continued to pursue his business interests. He served on the boards of Ormec Systems, Inc. and the Genesee Valley Trust Company, Inc., and was active in the cultural and educational life of the Rochester community. Mr. Vanden Brul and his wife Joan, who passed away in 2007, had a long association with RIT and were active members of the Nathaniel Rochester Society. Their two sons attended RIT.

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Rochester Institute of Technology, founded 1829

[rit.edu/business/vanden-brul](http://rit.edu/business/vanden-brul)