Dr. Reuben Burch is the Associate Vice President for Research in the Office of Research and Economic Development at Mississippi State University where he oversees the Office of Research Development and the Office of Technology Management. He is the Executive Director and founder of the Athlete Engineering Institute. He is also the state program director and founder of the workforce training program, AiM UP: Advancements in Manufacturing Upskilling Program. Dr. Burch serves as a professor in the Industrial & Systems Engineering department, he holds the Jack Hatcher Endowed Chair for Engineering Entrepreneurship, and is a civic leader to the U.S. Air Force and Space Force. Since moving to academia eight-and-a-half years ago, he has been awarded nearly $41M in funding, published over 100 journal articles, and been awarded nearly 50 patents. Prior to his start as a professor in the Fall of 2016, Dr. Burch spent 14 years working for and with global Fortune 500 companies in research and development areas such as virtual reality design, weapons systems and training, satellite systems and geospatial data, high-value financial software systems, logistics technology and management, autonomous vehicle design, wearables, and human performance. He served a term as an elected official, a Vice Mayor and Alderman of a municipality in Tennessee, he has founded numerous startup companies, and he serves as an internationally recognized advisor in the human performance technology, venture capitalist, and sports sectors.