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# ENTREPRENEUR LAUER JOINS LU'S PLASTER COLLEGE OF BUSINESS AND ENTREPRENEURSHIP

May 9, 2023

Dan Lauer is bringing his wealth of knowledge to Lindenwood University. Lauer was named Chief Entrepreneurship Officer of [Plaster College of Business and Entrepreneurship](#) and joined the Lindenwood community May 1.

“Dan Lauer’s experience elevates Lindenwood University’s efforts to be a leader in the entrepreneurial space,” Lindenwood President Dr. John Porter said. “We’re focused on entrepreneurship with a big ‘E,’ and we are eager to be intentionally disruptive in the ecosystem. With a desire to establish corporate accelerators and purpose-driven accelerators, Lindenwood will attract outstanding students and impactful partners.”

A St. Louis native, Saint Louis University High School and University of Missouri-St. Louis alumnus, Lauer will help elevate Lindenwood’s entrepreneurship status in his new role, as well as assist in making Lindenwood a top choice for prospective entrepreneurial students. In doing so, Lauer plans to scale student- and purpose-driven accelerators at the University

“We want to be the first choice for entrepreneurs,” Lauer said.

As an entrepreneur, Lauer has big goals for Lindenwood. Having developed a top children’s toy called Waterbabies, which has sold more than 26 million life-like dolls in 30 years and, Lauer was the founding executive director of UMSL Accelerate -- Diversity, Equity, and Inclusion Accelerator. His vast entrepreneurial knowledge and wealth of industry connections he’s created and maintained over the years will further Lindenwood’s enthusiasm.

Lauer plans to work with faculty, staff, and other resources within and outside the University to provide the best possible experience for entrepreneurship students.