2009 Award Recipient

Michael G. Bruce '94

Michael Bruce, as an accomplished entrepreneur who understands the value of engineering, science, and technology in today's world, you exemplify the WPI ideal of creative problem-solving.

In the wake of the events of Sept. 11, 2001, you recognized an opportunity to use engineering, science, and technology to address global threats and societal issues. As the pioneer of mission-centric consulting, you founded InScope Solutions with a vision to advance the global good through the integration of innovation, inspiration, and integrity. As its president and CEO for the past seven years, you have guided the company's strategy, operations, and culture. You have built InScope's reputation as a global provider of consulting and integration services to clients in such diverse sectors as affordable housing, sustainable energy, nuclear non-proliferation, warfighter support, and national intelligence.

InScope is the just the latest development in your long record of entrepreneurship. Your career began at Crosswalk.com, where you served as director of technical marketing, before helping take this early Internet portal public on the NASDAQ stock exchange. You went on to found SingleShop, a venture-backed groundbreaking e-commerce company serving such well-known clients as Amazon.com, the Boston Globe, and eToys. As vice president of strategic accounts at SevenSpace, you helped this start-up grow from $500,000 to more than $20 million annually.

Your interest in technology and solving complex problems began at WPI, where you majored in computer science and graduated with honors in 1994. You have since built on your WPI education with an MS and MBA from Carnegie Mellon University's Information Networking Institute and by attending the University of Virginia Darden Graduate School of Business Administration Executive Education Program.

Beyond your professional life, you serve as chairman of Ambleside School of Hernon, Va., and as an advisor for Ambleside Schools International. You also serve on the Carnegie Mellon College of Engineering Advisory Council and on the board of SECAF, the D.C.-based federal contracting forum for small and emerging businesses.

WPI is not the first to recognize your accomplishments. In 2007 you were a finalist for the Ernst & Young Entrepreneur of the Year award for Greater Washington, D.C. In 2008, InScope was named to the Inc. 5000, and earlier this year, Black Enterprise magazine recognized InScope as one of the 100 largest African-American owned companies in the U.S. We are pleased to honor you with the Ichabod Washburn Young Alumni Award for Professional Achievement.