

MICHAEL J. LENOX

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Darden School of Business
University of Virginia
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ACADEMIC POSITIONS

2008-Present **Darden School of Business, University of Virginia, Charlottesville, VA**
Tayloe Murphy Professor of Business Administration (2015-present)
Samuel L. Slover Research Professor of Business Administration (2008-2015)

Senior Associate Dean and Chief Strategy Officer (2016-present)

Charged with helping formulate and execute strategy for the Darden School. Initiatives include building out the school's data analytic capability and broader digital transformation strategy, helping formulate the school's capital campaign, and analyzing our financial forecasts to establish a robust operating model for the school. In 2016, led a comprehensive strategic planning effort for the school that engaged faculty, staff, students, and alumni in a collaborative process of fact finding and action identification. Overseeing or supporting a number of strategic initiatives of the school in areas such as online education, digital strategy, brand strategy, school's global footprint, and a master plan for the school's physical plant. Serve as a member of the Dean's senior operating team. Serve as a leader on a number of high-profile university initiatives including co-chairing the President's Strategic Planning Commission and serving on the UVA Strategic Investment Fund Evaluation Committee, the UVA Honor Audit Commission, and the UVA Bicentennial Commission Working Group for the Future of Public Education.

Associate Dean of Innovation Programs (2008-2016)

Academic Director (2013-2016), Executive Director (2008-2013), Batten Institute

Charged with leading the Darden School's Batten Institute, a research and education center established in 2000 with an endowment of over \$100 million and a mission to advance thought leadership on entrepreneurship and innovation and to cultivate entrepreneurial leaders. Oversaw a staff of 14 employees and ~\$5M annual operating budget. Responsible for setting the vision of the Institute and executing on the creation of new initiatives and programs. Served as a member of the school's leadership team. Initiated a number of new initiatives including the university-wide iLab, the Jefferson Innovation Summit, the Innovators Roundtable, the E*Conference, and the Darden Entrepreneurship and Innovation Research Conference. Helped raise over \$1.3M for capital investment in the iLab, \$300K in corporate sponsorships for events, and \$1.4M in research grants. In three years, Darden went from unranked to #3 in the Princeton Review/ Entrepreneurship Magazine ranking of entrepreneurship programs. In 2016, Darden ranked #3 by the Financial Times.

Founder, President/Faculty Director, Alliance for Research in Corporate Sustainability (2008-2014)

Drafted proposal and solicited members forming an international alliance of over 20 research institutions including Harvard, Wharton, Yale, MIT, INSEAD, Duke, Dartmouth, and the University of Virginia. Alliance activities include convening an annual research conference, an annual doctoral workshop, and creating data resources for scholars. Responsible for conceiving of and driving forward Alliance projects, constructing the budget, and communicating with the Board. Worked closely with and oversaw the Managing Director. ARCS continues today as a thriving institution celebrating its tenth annual conference and supporting hundreds of members.

- 2002-2008 **Fuqua School of Business, Duke University**, Durham, NC
Associate Professor of Strategy (with tenure starting in 2006)
Associate Professor of Environmental Policy, Nicholas School of Environment (secondary appointment)
Area Coordinator for the Strategy Area (2006-2008)
 Drafted and shepherded the proposal to create the area through the faculty leading to the first new faculty area at Fuqua in over 10 years. Served as the first coordinator for the area. Helped recruit and build the strategy faculty. Lead effort to revamp and relaunch the Strategy PhD program. Lead effort to create the area's first strategic plan and annual report. Conceived of and co-chaired the Duke Strategy Conference. Worked to create a strategy advisory corporate council for the area.
Founder and Faculty Director, Corporate Sustainability Initiative (2007-2008)
 Drafted proposal, solicited support, and brought together various constituents across the university leading to the official launch of the initiative in the fall of 2007. Helped raise \$5M in endowment funding and an additional \$200K in operational funding. Developed promotional materials and website for the initiative. Coordinated faculty across the university to support research on corporate sustainability. Created a student fellows program that provided support for community enrichment activities such as speakers, conferences, courses, and student travel. Laid the groundwork for the creation of a corporate roundtable on corporate sustainability issues.
- 1999-2002 **Stern School of Business, New York University**, New York, NY
Assistant Professor of Management

VISITING PROFESSORSHIPS

- Summer '13 **Stanford School of Engineering, Stanford University**, Palo Alto, CA
Visiting Professor
- Summer '10 **University College and Said Business School, Oxford University**, Oxford, UK
Visiting Academic
- Summer '07 **Harvard Business School, Harvard University**, Cambridge, MA
Visiting Professor
- Summer '01 **International Institute for Management Development (IMD)**, Lausanne, Switzerland
Visiting Professor

EDUCATION

- 1999 **Massachusetts Institute of Technology**, Cambridge, MA **Ph.D.**
Doctor of Philosophy in Technology Management and Policy
 Dissertation Title: *Agency and Information Costs in the Intra-Firm Diffusion of Practice*
- 1994 **University of Virginia**, Charlottesville, VA **M.S.**
Master of Science in Systems Engineering (Concentration in Environmental Systems)
- 1993 **University of Virginia**, Charlottesville, VA **B.S.**
Bachelor of Science in Systems Engineering (Concentration in Environmental Systems)
 Graduated with Distinction. Selected member of Omega Rho, IMP Society, Raven Society, Order of Omega, Tau Beta Pi, Omicron Delta Kappa, Golden Key Society, Phi Eta Sigma. Served as Honor Committee Chairman and Student President of the Engineering School.

FELLOWSHIPS & AWARDS

2018	Henry St. George Tucker Faculty Award for contributions to the UVA Honor System
2016	Nominated for Darden Outstanding Faculty Award
2015	Named a top 100 entrepreneurship professor in the world, Hot Topics Tech Entrepreneurs
2012	Nominated for Darden Outstanding Faculty Award
2012	Selected as the 2012 Fetner Fellow for Leadership in Sustainability
2012	Selected as a Fellow of the Strategy Research Initiative
2011	Named one of the 40 Best Business Professors under 40, Poets and Quants
2009	Winner, Strategic Management Society's Emerging Scholar Award
2009	Winner, Aspen Institute's Faculty Pioneer Award
2008	Runner-up for Duke's Chrysler Faculty Teaching Award
2007	Runner-up for Duke's Daimler-Chrysler Faculty Teaching Award
2007	Fuqua Footprints Faculty Award for bringing sustainability and social issues into the classroom
2006	Selected a Best Paper, ONE Division, Academy of Management
2005	Finalist for World Resources Institute/Aspen Institute Faculty Pioneer Award
2005	Selected a Best Paper, ONE Division, Academy of Management
2003	McKinsey Best Paper Prize Honorable Mention (1 of 4) (Strategic Management Society)
2003	Selected a Best Paper, TIM Division, Academy of Management
2001	Selected a Best Paper, ONE Division, Academy of Management
2000	Free Press Best Dissertation Award Finalist (1 of 4) (BPS Division, Academy of Management)
2000	ONE Best Dissertation Award Finalist (1 of 3) (ONE Division, Academy of Management)
1998	INFORMS Organization Science Dissertation Proposal Contest Finalist
1998	Martin Society Graduate Fellowship for Sustainability
1997	Fellow, Santa Fe Institute's Workshop in Computational Economics
1997	Stokes Fellowship for the study of business and environment issues
1996	Alfred Keil Fellowship for the wiser uses of science & technology
1995	Hugh Hampton Young Fellowship for future leadership in a multi-disciplinary field
1993	University of Virginia Alumni Association Distinguished Student Award
1993	University of Virginia Engineering Foundation Outstanding Student Award
1992	Hugh Cummings Fellowship for contribution to the University of Virginia Honor System

RESEARCH

BOOKS

1. Lenox, Michael & Ronnie Chatterji. 2018. **Can Business Save the Earth? Innovating our Way to Sustainability**. Stanford University Press, Palo Alto.
2. De Figueiredo, John, Michael Lenox, Felix Oberholzer-Gee, and Rick Vanden Bergh (co-editors). 2016. **Strategy Beyond Markets**. *Advances in Strategic Management, Volume 34*. Emerald Publishing, London.
3. Harris, Jared, & Michael Lenox. 2013. **The Strategist's Toolkit**. Darden Business Publishing, Charlottesville.

REFEREED JOURNAL ARTICLES

4. Jones, Jessica, Michael Conger, Michael Lenox, Sid Vedula, & Jeff York. 2019. "Constructing Green Building: The Role of Entrepreneurial Action in Institutionalizing Industry Standards." **Academy of Management Perspectives**. *Forthcoming*.
5. York, Jeff, Sid Vedula, & Michael Lenox. 2018. "It's Not Easy Building Green: The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards." **Academy of Management Journal**. 61(8): 1492–1523.
6. Ahuja, Gautam, Laurence Capron, Michael Lenox, & Dennis Yao. 2018. "Strategy and the Institutional Envelope." **Strategy Science**. 3(2): 2-10. (Lead Article to special issue on "Institutional Strategy")
7. Lyon, T., M. Delmas, J. Maxwell, P. Crifo, M. Chiroleu-Assouline., T. Bansal, R. Durand, A. King, M. Lenox, M. Toffel, & F. Wijen. 2018. "CSR Needs CPR: Corporate Sustainability and Politics." **California Management Review**. 60(4): 5-24. (Lead Article)
8. Chao, Raul & Michael Lenox. 2018. "Toward a Unified Model of Innovation and Competitive Dynamics." **Journal of Enterprise Transformation**. DOI: 10.1080/19488289.2018.1424060. p1-16.
9. Eesley, Chuck, Katy DeCelles, & Michael Lenox. 2016. "Through the Mud or in the Boardroom: A Broad Spectrum Approach for Examining Activist Types and Their Strategies in Targeting Firms for Social Change." **Strategic Management Journal**. 37(12): 2425-2440.
10. York, Jeff & Michael Lenox. 2014. "Exploring the Socio-Cultural Drivers of De Novo versus De Alio Entry in Emerging Industries." **Strategic Management Journal**. 35(13): 1930-1951.
11. Hall, Jeremy, Greg Daneke, & Michael Lenox. 2010. "Sustainable Development and Entrepreneurship: Past Contributions and Future Directions." **Journal of Business Venturing**. 25(5): 439-448. (Lead Article to Special Issue on Sustainable Development and Entrepreneurship)
12. Lenox, Michael, Scott Rockart, & Arie Lewin. 2010. "Does Interdependency Affect Industry Profitability? An Empirical Test." **Strategic Management Journal**. 31(2): 121-139. (Lead Article)
13. Lenox, Michael & Chuck Eesley. 2009. "Private Environmental Activism and the Selection and Response of Firm Targets." **Journal of Economics & Management Strategy**. 18(1): 45-73.
14. Lenox, Michael, Scott Rockart, & Arie Lewin. 2007. "Interdependency, Competition, and Industry Dynamics." **Management Science**. 53(4): 599-615.
Reprinted with a new introduction in G. Markman & P. Phan (eds). 2012. *Market Entry, Competitive Dynamics, and Entrepreneurial Market Entry*. Edward Elgar Publishing: Cambridge, MA. 2012.
15. Lenox, Michael. 2006. "The Role of Private, Decentralized Institutions in Sustaining Industry Self-Regulation." **Organization Science**. 17(6): 670-690. (Lead Article)

16. Dushnitsky, Gary & Michael Lenox. 2006. "When Does Corporate Venture Capital Create Firm Value?" **Journal of Business Venturing**. 21(6): 753-772.
17. Eesley, Chuck & Michael Lenox. 2006. "Firm Responses to Secondary Stakeholder Action." **Strategic Management Journal**. 27(8): 765-782.
18. Lenox, Michael, Scott Rockart, & Arie Lewin. 2006. "Interdependency, Competition, and the Distribution of Firm and Industry Profits." **Management Science**. 52(5): 757-772.
19. Dushnitsky, Gary & Michael Lenox. 2005. "When Do Firms Undertake R&D by Investing in New Ventures?" **Strategic Management Journal**. 26(10): 947-965.
Reprinted in S. Zahra (ed). *Frontiers of Entrepreneurship Research 2005: Proceedings of the Twenty-Fifth Annual Entrepreneurship Research Conference*. AMBCE: Wellesley, MA. 2005.
20. King, Andrew, Michael Lenox, & Ann Terlaak. 2005. "The Strategic Use of Decentralized Institutions: Exploring Certification with ISO 14001 Management Standard." **Academy of Management Journal**. 48(6): 1091-1106.
21. Dushnitsky, Gary & Michael Lenox. 2005. "When Do Incumbents Learn from Entrepreneurial Ventures? Corporate Venture Capital and Incumbent Firm Innovation Rates." **Research Policy**. 34(5): 615-639.
22. Lenox, Michael & Andrew King. 2004. "Prospects for Developing Absorptive Capacity through Internal Information Provision." **Strategic Management Journal**. 25(4): 331-345.
23. Lenox, Michael & Jennifer Nash. 2003. "Industry Self-Regulation and Adverse Selection: A Comparison Across Four Trade Association Programs." **Business Strategy and Environment**. 12(6): 343-356.
24. King, Andrew & Michael Lenox. 2002. "Exploring the Locus of Profitable Pollution Reduction." **Management Science**. 48(2): 289-299.
25. Lenox, Michael. 2002. "Organizational Design, Information Transfer, and the Acquisition of Rent-Producing Resources." **Computation and Mathematical Organization Theory**. 8(2): 113-131.
26. King, Andrew & Michael Lenox. 2001. "Lean and Green? Exploring the Spillovers from Lean Production to Environmental Performance." **Production and Operations Management**. 10(3): 244-256.
27. King, Andrew & Michael Lenox. 2001. "Does it Really Pay to Be Green? An Empirical Study of Firm Environmental and Financial Performance." **Journal of Industrial Ecology**. 5(1): 105-116.
28. King, Andrew & Michael Lenox. 2000. "Industry Self-Regulation Without Sanctions: The Chemical Industry's Responsible Care Program." **Academy of Management Journal**. 43(4): 698-716.
29. Lenox, Michael, Andrew King, & John Ehrenfeld. 2000. "An Assessment of Design-for-Environment Practices in Leading U.S. Electronics Firms." **Interfaces**. 30(3): 83-94.
30. Lenox, Michael & John Ehrenfeld. 1997. "Organizing for Effective Environmental Design." **Business Strategy & Environment**. 6(4): 187-196.
31. Lenox, Michael & John Ehrenfeld. 1997. "The Development & Implementation of DfE Programs." **Journal of Sustainable Product Design**. 1(1): 17-27.
32. Lenox, Michael & John Ehrenfeld. 1995. "Design for Environment: A New Framework for Strategic Decisions." **Environmental Quality Management**. 4(4): 37-52.
Reprinted in Marcus & Willis (eds.) *Moving Ahead with ISO 14000*. Wiley & Sons: New York, NY. 1997.
33. Lenox, Michael & Yacov Haimes. 1996. "The Constrained Extremal Distribution Selection Method (A Method for Assessing the Risk of Hazardous Material Accidents at U.S. Facilities)." **Risk Analysis**. 16(2): 161-176.

BOOK CHAPTERS, REFEREED PROCEEDINGS, AND REPORTS

34. Jones, Jessica, Jeff York, Michael Lenox, Michael Conger and Siddharth Vedula. 2018. "Constructing Green Building: Sustainability Transition through an Entrepreneurial Lens." *Best Paper Proceedings of the 2018 Academy of Management Conference*. Chicago, IL. August, 2018.
35. Duff, Rebecca and Michael Lenox. 2018. "Path to 2060: Decarbonizing the Industrials Sector." *Batten Briefing Series*. Charlottesville, VA.
36. Duff, Rebecca and Michael Lenox. 2018. "Policy Playbook for Innovating for Climate Change." *Batten Briefing Series*. Charlottesville, VA.
37. Duff, Rebecca and Michael Lenox. 2018. "Path to 2060: Decarbonizing the Electric Utility Sector." *Batten Briefing Series*. Charlottesville, VA.
38. Duff, Rebecca and Michael Lenox. 2017. "Path to 2060: Decarbonizing the Automobile Sector." *Batten Briefing Series*. Charlottesville, VA.
39. Glisnka, Gosia and Michael Lenox. 2016. "Innovating for Sustainability: Challenges and Opportunities." *Batten Briefing Series*. Charlottesville, VA.
40. King, Andrew, Michael Lenox, Chuck Eesley, and Asif Mehedi. 2014. "The Economic Impact of Entrepreneurial Alumni: A Case Study of the University of Virginia." *Batten Briefing Series*. Charlottesville, VA.
41. Carr, Sean and Michael Lenox. 2014. "Entrepreneurship and the Middle Class: Can Startups Save the American Dream?" *Batten Briefing Series*. Charlottesville, VA.
42. Bierenbaum, Dan, and Mary Margaret Frank, Michael Lenox, and Rachna Maheshwari. 2012. "Winning the Green Innovation Economy: An Analysis of Worldwide Patenting." *Batten Briefing Series*. Charlottesville, VA.
43. Lenox, Michael & Jeffrey York. 2011. "Environmental Entrepreneurship." In T. Bansal & A. Hoffman (Eds.) *Oxford Handbook on Business and the Environment*. Oxford University Press: Oxford, UK.
44. Lenox, Michael. 2007. "The Prospects for Industry Self-Regulation of Environmental Externalities." In N. Woods (Eds.) *Making Global Regulation Effective: What Role for Self-Regulation?* Oxford University Press: Oxford, UK.
45. Eesley, Chuck & Michael Lenox. 2006. "Secondary Stakeholder Actions and the Selection of Firm Targets." *Best Paper Proceedings of the 2006 Academy of Management Conference*. Atlanta, GA. August, 2006.
46. Eesley, Chuck & Michael Lenox. 2005. "Firm Responses to Secondary Stakeholder Action." *Best Paper Proceedings of the 2005 Academy of Management Conference*. Honolulu, HI. August, 2005.
47. Dushnitsky, Gary & Michael Lenox. 2003. "When Do Firms Undertake R&D by Investing in New Ventures?" *Best Paper Proceedings of the 2003 Academy of Management Conference*. Seattle, WA. August, 2003.
48. King, Andrew & Michael Lenox. 2001. "Who Adopts Management Standards Early? An Examination of ISO 14001 Certifications" *Best Paper Proceedings of the 2001 Academy of Management Conference*. Washington, DC. August, 2001.
49. King, Andrew, Michael Lenox, & Michael Barnett. 2001. "Strategic Responses to the Reputation Commons Problem." In Hoffman & Ventresca (Eds.) *Organizations, Policy and the Natural Environment: Institutional and Strategic Perspectives*. Stanford University Press: Stanford, CA.
50. King, Andrew & Michael Lenox. 1999. "Quantitative Assessment of U.S. Manufacturing Companies' Environmental Performance (1987-1997)." The Innovest Group: New York, NY.
51. Ehrenfeld, John & Michael Lenox. 1997. "Implementing Design for Environment: A Primer." Digital Equipment Corporation: Maynard, MA.
52. Lenox, Michael, Ben Jordan, & John Ehrenfeld. 1996. "Design for Environment: A Survey of Current Practice." *Proceedings of the IEEE International Symposium on Electronics & Environment*. Dallas, TX. May, 1996.

WORK IN PROGRESS

53. Lenox, Michael & Michael Toffel. 2015. "The Role of Information Provision in Overcoming Internal Barriers to Self-Regulation." Working Paper.
54. York, Jeff, Michael Lenox, and Mary Margaret Frank. 2012. "Policy Drivers of the Direction of Innovative Activity: An Examination of Renewable Energy Incentives in Driving Innovation." Working Paper.
55. Lenox, Michael & Scott Rockart. 2009. "Interdependencies, Competitive Dynamics, and Firm Innovation Policy." Working Paper.
56. Michael Lenox. "Strategy in the Digital Age." Under Development.

RESEARCH GRANTS

\$500K	Principal Investigator. Private grant to conduct a research initiative on business innovation and climate change	2017-2018
\$105K	Co-Principal Investigator. Kauffman Foundation and Nesta Foundation grant to run experiments on entrepreneurial decision making (With Andrew King & Sean Carr)	2014-2017
\$50K	Principal Investigator. National Science Foundation grant to convene a workshop on metrics to assess corporate sustainability	2009-2010
\$300K	Co-Principal Investigator. US EPA StarGrant to examine the efficacy of information disclosure to encourage industry self-regulation (With Andy King & Lori Benneer)	2006-2009
\$12K	Co-Principal Investigator. Duke Innovating Program in the Social Sciences grant to develop a firm environmental performance database (With Lori Benneer)	2005-2006
\$10K	Co-Principal Investigator. Duke Innovating Program in the Social Sciences grant to develop social science computational models (With Scott Rockart and Scott DeMarchi)	2005-2006
\$521K	Co-Principal Investigator. General Motors grant to study radical technological change as it applies to the development of fuel cell technology (With Will Mitchell and Wes Cohen)	2003-2005
\$250K	Co-Principal Investigator. National Science Foundation grant, cosponsored by the US EPA and US Census Bureau to study industry self-regulation (With A.King & R.Radnor)	1999-2003
\$250K	Research Assistant. National Science Foundation grant to study pollution prevention (Center for Technology Policy & Industrial Development, MIT)	1994-1999
\$250K	Research Assistant. National Science Foundation grant to study assessing risk of extreme events (Center for Risk Assessment, University of Virginia)	1992-1994

OUTREACH

THOUGHT AND OPINION PIECES

- “3 Ways Entrepreneurs Can Influence the Adoption of Environmental Standards” with Jeff York, Sid Vedula
Greenbiz. November 27, 2018.
- “Surprising Advantages Environmental Entrepreneurs Have Over Established Companies” with Jeff York, Sid Vedula
Entrepreneurship Magazine. October 10th, 2018.
- “Sustainable Disruption” with Ronnie Chatterji
Stanford Social Innovation Review. August 21st, 2018.
- “How can we unlock the power of the innovation system for good?” with Ronnie Chatterji.
Fast Company. June 14th, 2018.
- “Put The Pieces Together: How We Save The Earth” with Ronnie Chatterji.
Darden Ideas to Action. June 8, 2018.
- “Can Business Save the Earth?” with Ronnie Chatterji.
Earth Talk. May 22, 2018.
- “Leadership Comes in Many Forms. Helping Business Save the Earth.”
Great Leadership. May 17th, 2018.
- “Trumps Anti-Climate Stance Will Obstruct Green Innovation”
Forbes.com. June 7th, 2017.
- “Greenwashing: In the Eye of the Beholder” with Jenny Abel.
Darden Ideas to Action. April 20, 2017.
- “Strategy Beyond Markets: The Intersection of Business, Public Policy and Ethics.” with Jenny Abel.
Darden Ideas to Action. March 23, 2017.
- “Three Things: What is Disruptive Innovation”.
Darden Ideas to Action. Feb 27, 2017.
- “Innovating for Sustainability: Will Business Rise to the Challenge?” with Gosia Glinska.
Darden Ideas to Action. November 4, 2016.
- “Strategy Maps.” with Jared Harris.
Darden Ideas to Action. March, 2016.
- “Turning Down the Heat: Climate Control Through Policy and Innovation” with Erika Herz.
Darden Ideas to Action. March, 2016.
- “Climate Action After Paris: Not the Yellow Brick Road” with Erika Herz.
Huffington Post. February, 2016.
- “Innovation in the Time of Disruptive Rule-Breaking” with Jay Hodgkins.
Darden Ideas to Action. February 1st, 2016.
- “Do Startups and Incumbents Differ on Reasons for Entering into Green Industries?” with Jeff York.
Huffington Post. August 12th, 2015.
- “The Path to Disruption: Entrepreneurs, Incumbents, and the Next (R)evolution in Online Education”
Forbes.com. May 27th, 2015.
- “Interdependency, Swiss Army Knives, and the Limits to MOOCs”
Forbes.com. July 23rd, 2014.
- “Warby Parker and the Hands-on of Retailing” with Rebecca Goldberg.
Washington Post. Case in Point Series. February 21st, 2014.
- “‘More’ not ‘Or’: Fear and Loathing the World of MOOCs”
Forbes.com. January 9th, 2014.

- “In the Game Console Market, a Holiday Battle” with Rebecca Goldberg.
Washington Post. Case in Point Series. December 6th, 2013.
- “A New Use for MOOCs: Real-World Problem Solving” with Zafrin Nurmohamed and Nabeel Gillani.
Harvard Business Review Blog Network. July 4th, 2013.
- “The Imminent Shakeout? Disruptive Innovation and Higher Education”
Forbes.com. March 29th, 2013.
- “Will Social Entrepreneurs Build a Sustainable Future?”
Network for Business Sustainability (NBS.net). August 7, 2012.
- “Who is poised to lead the clean energy revolution?”
Forbes.com. May 29th, 2012.
- “Using an Acquisition to Rev Up a Company”
Washington Post. Case in Point Series. May 27th, 2012.
- “Is Alternative Energy in BP’s Future?”
Washington Post. Case in Point Series. May 2nd, 2011.
- “Sustainability Strategy as Corporate Strategy” with Dean Krehmeyer and Brian Moriarty.
EthiSphere Magazine. November 2nd, 2009.
- “Make Sustainability Strategy Your Corporate Strategy” with Dean Krehmeyer.
Investor Relations Newsletter. November, 2009.
- “What to Make of Corporate Sustainability?”
CaseInPoint. Aspen Institute. September, 2007.

KEYNOTES, LECTURES, AND PANELS

** Have chaired or participated in dozens of panel discussions aimed at a general audience.*

- “Can Business Save the Earth? Innovating our way to sustainability”
UVA Bicentennial Sustainability Summit. Charlottesville, VA. October 29, 2018.
- “Can Business Save the Earth? Innovating our way to sustainability”
UVA Sustainability Program. San Francisco, CA. June 19, 2018.
- “Can Business Save the Earth? Innovating our way to sustainability”
Executive Program. Shanghai, China. May 9, 2018.
- “Can Business Save the Earth? Innovating our way to sustainability”
Asia Society. Hong Kong, China. May 8, 2018.
- “Can Business Save the Earth? Innovating our way to sustainability”
TomTom Festival. Charlottesville, VA. April 12, 2018.
- “The Prospects for Innovating our Way to Sustainability” (Conference Keynote)
Sustainability Ethic and Entrepreneurship Conference. Denver, CO. May 16, 2016.
- Speaker at “Angels, Venture Capital, and Corporates in the National Research Commercialization Enterprise”
Congressional Briefing. US Congress. Washington, DC. February 11, 2016.
- “The End of Higher Education as We Know It? The Potential and Limits of Online Education”
UVA Flash Seminar. University of Virginia. Charlottesville, VA. February 2, 2016.
- “Towards a Unified Behavioral Theory of Strategy”
Vienna Conference on Strategy, Organizational Design, and Innovation. Vienna, Austria. June 20, 2015.
- “My MOOC Journey: Insights into the Brave New World of Online Education”
More-Than-The-Score Lecture Series. University of Virginia. Charlottesville, VA. October 25th, 2014.
- “Honor Keynote at UVA Convocation”
University Opening Convocation. University of Virginia. Charlottesville, VA. August 24th, 2014.
- “My MOOC Journey: Insights into the Brave New World of Online Education”

- Aspen Institute Business and Society Symposium*. New York, NY. September 26th, 2013.
- “Global Trends in Renewable Energy Innovation”
Virginia Policy Review Energy Forum. University of Virginia. Charlottesville, VA. April 20th, 2012.
- “Global Trends in Renewable Energy Innovation”
UVA Venture Summit. University of Virginia. Charlottesville, VA. April 19th, 2012.
- “Global Trends in Renewable Energy Innovation”
Fetner Lecture. Syracuse University. Syracuse, NY. April 11th, 2012.
- “What Does Corporate Sustainability Mean Today” (Conference Keynote)
Partners in Business Ethics Conference. University of Texas. Austin, TX. September, 2011.

RESEARCH SEMINARS

- “The Prospects for Innovating our Way to Sustainability”
Strategy Seminar. University of Minnesota. Minneapolis, MN. March 2019. (*scheduled*)
Strategy Seminar. Boston University. Boston MA. November 2018.
Strategy Seminar. Brigham Young University. Provo, UT. February 2017.
Strategy Seminar. University of Michigan. Ann Arbor, MI. December 2016.
Strategy Seminar. Nanyang Technological University. Singapore. October 2016.
Strategy Seminar. University of North Carolina. Chapel Hill, NC. March 2016.
Strategy Seminar. Miami University. Oxford, OH. March 2016.
- “The Locus of Greentech Entrepreneurship and Innovation”
Strategy Seminar. INSEAD. Fontainebleau, France. April 2014.
Strategy Seminar. University of Southern California. Los Angeles, CA. April 2013.
Strategy Seminar. Cornell University. Ithaca, NY. April 2013.
Entrepreneurship Seminar. University of Colorado. Boulder, CO. April 2013.
Entrepreneurship Seminar. Whitman School, Syracuse University. Syracuse, NY. April 2012.
Strategy Seminar. Ross School, University of Michigan. Ann Arbor, MI. March 2012.
Management Seminar. Business School, University of Maryland. College Park, MD.. March, 2012.
Policy Seminar. George Washington University. Washington, DC. March, 2012.
Strategy Seminar. London Business School. London, UK. July 2010.
Policy Seminar. Oxford University. Oxford, UK. July, 2010.
- “The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards.”
Strategy Seminar. Warrington School of Business, University of Florida. September 2015.
CORE Seminar. Darden School of Business, University of Virginia. September 2010.
Strategy Seminar. University of Minnesota. Minneapolis, MN. March, 2010.
ARCS Conference. University of Michigan. Ann Arbor, MI. May, 2009.
Strategic Research Forum Conference. Annapolis, MD. May, 2009.
- “Interdependency, Competitive Dynamics, and Firm Innovation Policy.”
Druid Conference. Copenhagen, Denmark. June, 2009.
- “Interdependency, Competition, and Industry Dynamics.”
Strategy Seminar. The Ohio State University. Columbus, OH. November 2008
Cross-Strategy Seminar. Stern School. New York University. New York, NY. April, 2008.
TOM Seminar. Harvard Business School. Harvard University. Boston, MA. February, 2008.
Strategy Seminar. Ross School, University of Michigan. Ann Arbor, MI. December, 2006.
Summer Institute in Competitive Strategy. Hass School, UC Berkeley. Berkeley, CA. June, 2006.
Strategic Research Forum Conference. Toronto, ON. May, 2004.
Organization Science Winter Conference. Steamboat Springs, CO. February, 2004.
- “Environmental Stakeholder Actions and the Selection and Reaction of Firm Targets.”
CRES Strategy Seminar. Olin School. Washington University. St. Louis, MO. November, 2008.
Strategy Seminar. Darden School. University of Virginia. Charlottesville, VA. October, 2007.
Erb Institution Seminar Series. University of Michigan. Ann Arbor, MI. December, 2006.

- DUSP Seminar Series*. Massachusetts Institute of Technology. Cambridge, MA. November, 2006.
Industry Self-Regulation Conference. Tuck School, Dartmouth College. Hanover, NH. February, 2006.
- “Corporate Venture Capital and Incumbent Firm Innovation Rates.”
Department Seminar. Department of Social and Decision Sciences, CMU. Pittsburg, PA. 2005.
Entrepreneurship Seminar. Darden School. University of Virginia. Charlottesville, VA. November, 2003.
Wharton Technology Mini-Conference. University of Pennsylvania. Philadelphia, PA. March, 2003.
Strategy Seminar. Boston University. Boston, MA. September 2002.
Technology Seminar. Wharton, University of Pennsylvania. Philadelphia, PA. March, 2002.
- “Exploring the Prospects for Industry Self-Regulation.”
Corporate Social Responsibility Workshop. Yale University. New Haven, CT. January, 2007.
EPA Cutting Edge Speaker Series. Research Triangle Park, NC. May, 2006.
Seminar Series on Global Self-Regulation. Oxford University. Oxford, UK. June, 2003.
Center for Environmental Solutions. Nicholas School, Duke University. Durham, NC. September, 2002.
Dean’s Seminar. Stern School, New York University. New York, NY. March, 2002.
- “Exploring Certification with the ISO 14001 Management Standard.”
Regulatory Policy Seminar. Kennedy School, Harvard University. Cambridge, MA. October, 2005.
EPA Policy Workshop. Washington, DC. April, 2004.
International Business Seminar. Stern School, New York University. New York, NY. April, 2001.
- “The Locus of Profitable Pollution Reduction.”
Management Seminar. Tuck School, Dartmouth College. Hanover, NH. December, 2001.
Management Seminar. Business School, University of Maryland. College Park, MD. December, 2001.
Management Seminar. McCombs School, University of Texas. Austin, TX. December, 2001.
Management Seminar. Fuqua School, Duke University. Durham, NC. November, 2001.
EPA Workshop on Capital Markets and Environmental Performance. Laguna Beach, CA. February, 2001.
- “Overcoming Agency and Information Problems in the Diffusion of Best Practice within Firms.”
Wharton Technology Mini-Conference. University of Pennsylvania. Philadelphia, PA. March, 2001.
Management Seminar. Stern School, New York University. New York, NY. February, 1999.
Management Seminar. William & Mary College. Williamsburg, VA. February, 1999.
Management Seminar. Tulane University. New Orleans, LA. January, 1999
Strategy Seminar. McDonough School, Georgetown University. Washington, DC. January, 1999.
- “Governing the Reputation Commons.” *Kellogg Conference on Organizations, Policy and the Natural Environment*. Kellogg School, Northwestern University. Evanston, IL. May, 2000. (With Andrew King)

REFEREED CONFERENCE PRESENTATIONS

- “Constructing Green Building: Sustainability Transition through an Entrepreneurial Lens”
2018 Academy of Management Conference. Chicago, IL. August, 2018. (With Jessica Jones)
- “It’s Not Easy Building Green: The Intersection of Private and Public Institutions.”
2016 Strategy Ethics and Entrepreneurship Conference. Boulder, CO. May, 2016. (With Jeff York)
- “Building Green Industries: Exploring the Socio-Cultural Determinants of De Novo vs. De Alio Entry.”
2013 Academy of Management Conference. Orlando, FL. August, 2013. (With Jeff York)
- “Building Green Industries: Exploring the Socio-Cultural Determinants of De Novo vs. De Alio Entry.”
2012 Strategic Management Society Conference. Prague, Czech Republic. October, 2012. (With Jeff York)
- “Building Green Industries: Socio-Cultural Environment and Entrepreneurial Entry.”
2011 Academy of Management Conference. San Antonio, TX. August, 2011. (With Jeff York)
- “Revisiting: Interdependencies, Competition, and Industry Dynamics.”
2011 Academy of Management Conference. San Antonio, TX. August, 2011.

- “Policy Drivers of the Direction of Innovative Activity: An Examination of Renewable Energy Incentives.”
2010 Strategic Management Society Conference. Rome, Italy. September, 2010. (With Jeff York)
- “Policy Drivers of the Direction of Innovative Activity: An Examination of Renewable Energy Incentives.”
2010 Academy of Management Conference. Montreal, ON. August, 2010. (With Jeff York)
- “Building Green Industries: Socio-Cultural Environment and Entrepreneurial Entry.”
2010 Academy of Management Conference. Montreal, ON. August, 2010. (With Jeff York)
- “The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards.”
2009 Strategic Management Society Conference. Washington, D.C. October, 2009. (With Jeff York)
- “The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards.”
2009 Academy of Management Conference. Chicago, IL. August, 2009. (With Jeff York)
- “Mechanism Choice and the Sourcing of External Knowledge”
2008 INFORMS Conference. Washington, D.C. October, 2008.
- “Does Interdependency Affect Industry Profitability? An Empirical Test”
2008 Academy of Management Conference. Anaheim, CA. August, 2008. (Presented by Scott Rockart)
- “Environmental Stakeholder Actions and the Selection and Reaction of Firm Targets.”
2007 Academy of Management Conference. Philadelphia, PA. August, 2007. (With Chuck Eesley)
- “Environmental Stakeholder Actions and the Selection and Reaction of Firm Targets.”
2007 Conference on Strategy and the Business Environment. Harvard, Boston, MA. March, 2007.
- “Secondary Stakeholder Actions and the Selection of Firm Targets.” (Selected as a Best Paper)
2006 Academy of Management Conference. Atlanta, GA. August, 2006. (With Chuck Eesley)
- “Interdependency, Competition, and Industry Dynamics.”
2006 Atlanta Competitive Advantage Conference. Atlanta, GA. June, 2006.
- “The Implications of Complementarities on the Structural Evolution of Industries.”
2005 Strategic Management Society Conference. Orlando, FL. October, 2005.
- “Firm and Industry Profits when Complementarities Drive Resource and Capability Heterogeneity.”
2005 Academy of Management Conference. Honolulu, HI. August, 2005.
- “Absorptive Capability, Organization Structure, and Information Provision.”
2005 Academy of Management Conference. Honolulu, HI. August, 2005.
- “Firm Responses to Secondary Stakeholder Action.” (Selected as a Best Paper)
2005 Academy of Management Conference. Honolulu, HI. August, 2005. (With Chuck Eesley)
- “Firm and Industry Profits when Complementarities Drive Resource Heterogeneity.” (Presented by Scott Rockart)
2005 Atlanta Competitive Advantage Conference (ACAC). Atlanta, GA. June, 2005.
- “When Do Firms Undertake R&D by Investing in Entrepreneurial Ventures?”
2005 Babson Entrepreneurship Research Conference. Newton, MA. June, 2005.
- “Complementarities, Competition, and Intra-Industry Heterogeneity in Profits.”
2004 Strategic Management Society Conference. San Juan, PR. November, 2004.
- “Exploring Certification with the ISO 14001 Management Standard”
2004 Wharton/United Nations Global Compact Conference. Philadelphia, PA. September, 2004.
- “Sustaining Industry Self-Regulation in the Face of Free Riding”
2004 Conference on Management Strategy and the Business Environment. Philadelphia, PA. March, 2004.
- “Investing in New Ventures as a Strategy to Generate Innovations” (Honorable Mention, Best Paper)
2003 Strategic Management Society Conference. Baltimore, MD. November, 2003. (With Gary Dushnitsky)
- “The Evolution of External R&D: Exploring the Role of Equity Investment in Building Technology Alliances?”
2003 INFORMS Conference. Atlanta, GA. October, 2003. (Presented by Gary Dushnitsky)
- “When Do Firms Undertake R&D by Investing in New Ventures?” (Selected as a Best Paper)
2003 Academy of Management Conference. Seattle, WA. August, 2003. (With Gary Dushnitsky)

- “Corporate Venture Capital and Creating Firm Value”
2003 Academy of Management Conference. Seattle, WA. August, 2003. (With Gary Dushnitsky)
- “Corporate Venturing Activity and Incumbent Firm Innovation Rates”
2002 Academy of Management Conference. Denver, CO. August, 2002. (With Gary Dushnitsky)
- “Who Adopts Management Standards *Early*? An Examination of ISO 14001 Certifications” (Selected as a Best Paper) *2001 Academy of Management Conference*. Washington, DC. August, 2001.
- “Does it *Really* Pay to Be Green?”
2000 Academy of Management Conference. Toronto, ON. August, 2000. (With Andrew King)
- “Antecedents of Environmental Improvement.”
1999 INFORMS Conference. Philadelphia, PA. November, 1999. (With Andrew King)
- “The Role of Corporate Headquarters in DfE Adoption: A Longitudinal Study of the Electronics Sector.”
1999 Greening of Industry Conference. Chapel Hill, NC. November, 1999.
- “Emerging Institutional Arrangements for Environmental Regulation.”
1999 Greening of Industry Conference. Chapel Hill, NC. November, 1999. (With Andrew King)
- “The Effect of Environment Standards on Supply Chain Performance.”
1999 Academy of Management Conference. Chicago, IL. August, 1999. (With Andrew King)
- “Implications of Heterogeneous Expectations on Modes of Governance.”
1998 INFORMS Conference. Seattle, WA. October, 1998. (Part of Dissertation Proposal Contest)
- “The Management of Extramural Knowledge.”
1998 INFORMS Conference. Seattle, WA. October, 1998. (With Andrew King & Anne-Marie Knott)
- “Further Unpacking Stickiness: The Role of Biased Expectations in the Transfer of Knowledge.”
1998 Academy of Management Conference. San Diego, CA. August, 1998.
- “The Benefits of Membership: Performance Implications of the Responsible Care Program”
1998 Academy of Management Conference. San Diego, CA. August, 1998.
- “Eco-transforming Electronics: Lessons from the Diffusion of DfE.”
1997 Greening of Industry Conference. Santa Barbara, CA. November, 1997.
- “Reverse Logistics & Industrial Ecology: Using Product Design to Increase the Returns from Recovery Efforts.”
1996 INFORMS Conference. Atlanta, GA. November, 1996.
- “Organizing for Effective Environmental Design.” (Selected as a Best Paper.)
1996 Greening of Industry Conference. Heidelberg, Germany. November, 1996.

MEDIA CITATIONS

On Corporate Sustainability:

- Authority Magazine. 12/13/2018. “Entrepreneurs Tackling Climate Change: Both Business and Government play a role in combating climate change and they are interdependent with one another” by Amine Rahal.
- Forbes. 11/14/2018. “Our Best Bet To Avoid Climate Disaster May Be Entrepreneurs” by Tim Sparapani.
- S&P Global Intelligence. 5/31/2018. “Global power sector may not decarbonize fast enough” by Esther Whieldon.
- Clean Technica. 4/28/2018. “Does Toyota Prius History Foreshadow Tesla’s Future?” by Matt Pressman.
- Stanford eCorner. 4/22/2016. “It’s Everybody’s Business Now” by Mike Pena.
- SF Chronicle. 9/24/2013. “Startups and Incumbents Differ on Reasons for Getting Into Green Building”
- CNN Money/Fortune. 2/4/2013. “Why it Makes Sense for Auto Foes to Join Forces” by Shelly DuBois.
- Christian Science Monitor. 12/26/2012. “Why are US firms going 'green': CEOs or customers?” by David Unger
- BusinessWeek. 1/9/2012. “Renew and Improved: Sustainable Energy” by Alina Dizik
- Bergen County Record. 10/14/2010. “High-Level Green Officers are Sprouting in NJ” by Hugh Morley
- Virginia Business Magazine. 3/30/2010. “Corporate Sustainability is Reshaping Virginia’s Iconic Industries” by N.A.Ellis
- BNET. 8/4/2009. “Green Leaders View Environmentalism as Strategic Opportunity” By Jeremy Dann
- BizEd. July 2009. “Focus on Faculty: Advancing Sustainable Scholarship”

Richmond Times Dispatch. 2/27/2009. "Can green boost jobs, help environment?" by Kevin Morley.
 NPR's With Good Reason. 10/8/2008. "Going Green and Staying in the Black."
 Politico. 10/15/2008. "Can Green Jobs Save Us?" by Jeanne Cummings.
 The News & Observer. 6/1/2008. "Green Saves Green: Companies' eco-friendly changes." by John Murawski.
 The Economist . 5/22/2008. "Strange Bedfellows." by Gregory Dicum.
 The News & Observer. 2/10/2008. "More Companies Aim to be Socially Responsible." by Tim Simmons.
 HBS Working Knowledge. Jan 14, 2008. "Mapping Polluters: Encouraging Protectors" by Martha Lagace
 World Bank. Jan 11, 2008. "Withdrawing the claws from data: a new year's proposal"
 GreenBiz.com. Jan 11, 2007. "MapEcos"
 New York Times. 1/7/2008. "A Threat So Big, Academics Try Collaboration" by Claudia Deutsch
 The Economist. Dec. 18, 2007 "MapEcos"
 CNN. Dec. 14, 2007. "Mapping out the environment" by Peter Walker.
 MIT Technology Review . November 28, 2007. "Exposing Big Polluters"
 Financial Times. November 30, 2007. "Pollution is put on the map" by Della Bradshaw
 Associated Press. 9/24/2007. "Green MBA's Seek to Balance Profit and Planet." by Michelle Locke Ho.
 (Picked up by over 200 media outlets including New York Times, Business Week, NPR, CBS)
 The News & Observer. 6/15/2007. "Wal-Mart Cutting Energy Use." by Sue Stock.
 NPR's Morning Edition. 6/6/2007. "Bank to Build Green Branches." by Leoneda Inge.
 Reuters. 4/8/2007. "Citigroup Commits \$50B to Green Projects." by Jonathan Stempel.
 The News & Observer. 3/7/2007. "Bank of America Bets on Green Future." by Sue Stock.
 Environmental Science & Technology. 11/1/2004. 38(23). "Responsible Care at 15 Years." by Terry Yosie.
 New York Times. 11/23/2002. "Dialogue on Pollution is Allowed to Trail Off." by Barnaby Feder.
 InsideEPA. 11/2002. "Research Examines the Chemical Industry's Responsible Care Program."
 Chemical Policy Alert. 11/2002.
 The Chronicle. 10/21/2002. "Fuqua Study Finds Pollution Problems." by Liana Wyler.
 Chemical Week. 7/5/2000. "Public Disclosure: Warts and All." by Bill Schmitt.

On Innovation Strategy:

CNN. 11/14/2018. "Amazon HQ2 process highlights the company's data obsession." by Kaya Yurieff.
 CNN. 2/2/2018. "The genius strategy behind Amazon's HQ2 search." by Kaya Yurieff.
 International Finance News. 12/19/2014. "The short distance between scientific researches to business."
 The Economic Times. 8/16/2013. "15 global business leaders on how India Inc can beat economic slowdown"
 USA Today. 9/6/2011. "Moves by HP, Google further marginalize the traditional PC" by Jon Swartz.
 BNET. 7/15/2009. "Darden Prof: Tap Outside Resources to Rev Your Innovation Engine" by Jeremy Dann.
 C-ville Weekly. 10/2009. "Darden Helps City to be on Money's List" by Chiara Canzi.
 Financial Times. Jan 19, 2004. "GM powers fuel cell research"
 (Numerous media outlets picked up the announcement of GM-sponsored research project on organizing for radical innovation including the Associated Press and Ascribe Newswire.)
 Forbes. 1/29/09. "Corporate VCs Hang Tough" by Charles Foster.
 Appeared on SqueezePlay on Report on Business Television (Canada). 9/12/2006.
 Appeared on WCHL, Chapel Hill, NC. 9/12/2006.
 Electronic Business. 8/1/2006. "Show Me the Technology" by Bill Roberts.
 Dow Jones Newswire. 3/23/2005. "How Do Start-ups Lock Up the Big Idea?" by Peter Loftus.
 The Business – Europe's Global Business News. 4/3/2005
 Les Echos. 6/29/2005. "Les Industriels à Nouveau Séduits par les Start-up" by Virginie Robert.
 Knowledge@Wharton. 10/6/2005. "How Corporate Venture Capital Investing Increases Innovation."
 National Dialogue on Entrepreneurship. 10/17/2005. "The Power of Corporate Venture Capital."

On Online Education:

Entrepreneur Magazine. 3/25/2015. "10 Free Online Courses the Can Benefit Every Entrepreneur" by Thomas Smale.
 Charlottesville Tomorrow. 12/5/2014. "Local Experts Discuss Impacts of Technology on Teaching and Learning." by Brian Wheeler.
 Philly.com. 12/2/2014. "A World-Class Business Education for Free? Here's How." by Sam Wood.
 The Case Centre. 6/19/2014. "Making cases work on-line" by Emma Simmons.
 Bloomberg Businessweek. 5/29/2014. "25 Essential MOOC Courses in Business for June." by Jeff Schmitt.

Financial Review. 5/28/2014. "Get World Class Skills without Leaving Home." by Tim Dodd.
Duke Magazine. 4/28/2014. "Mooc U?" by Robert Bliwise.
The Case Centre. 4/22/2014. "To Mooc or not to Mooc?" by Emma Simmons.
Fast Company. 10/31/2013. "The State Department Partners with Coursera to Support Free Education in Over 30 Countries." by Anya Kamenetz.
AACSB. 8/16/2013. "MOOCs and Open Access Education." Interview with John Fernandez.
Wall Street Journal Market Watch. 2/6/2013. "U.Va. Darden Strategy MOOC Enables Students To Help Entrepreneurs And Nonprofits."
Virginia Business. 2/7/2013. "Darden Launches 'Massively Open' Online Course."
Campus Technology. 2/7/2013. "U Virginia Business Strategy MOOC to Partner With Entrepreneurs, Nonprofits" by Kevin Hudson
NBC29. 2/7/2013. "Online UVA Business Class Teaches Strategic Analysis"
Business Week. 2/27/2012. "Pushing Free Online Learning in a New Direction" by Alison Damast.
US News and World Report. 2/27/2012. "Free Online Classes May Help MBA Students" by Menachem Wecker.

On Academic Integrity:

Virginia Magazine. 6/2016. "Modern Honor" by S. Richard Gard JR.
National Public Radio. 6/1992. All Things Considered.

TEACHING

DEGREE PROGRAM COURSES

Darden School of Business, University of Virginia

First Year Strategy (avg. teacher rating = 4.8/5.0, 5.0/5.0 in 2018) <i>Fulltime MBA Core, Course Head (2010-2014)</i> <i>Nominated for Outstanding Faculty Award ('12, '16)</i>	Spring 2010- Present
Mead Liberal Arts Seminar (avg. teacher rating = 5.0/5.0) <i>Fulltime MBA Elective</i>	Fall 2010- Present
First Year Innovation, Design, and Entrepreneurship in Action (IDEA) <i>Fulltime MBA Core, Course Head (2015-2016)</i>	Spring 2016- 2017
Entrepreneurs Taking Action (avg. course rating = 4.7/5.0) <i>Fulltime MBA Elective</i>	Spring 2010- 2011
Strategy I (avg. teacher rating = 5.0/5.0) <i>PhD Seminar (joint with other strategy faculty)</i>	Spring 2010, Fall 2015

Fuqua School of Business, Duke University

Foundations of Strategy (avg. teacher rating: 6.5/7.0) <i>Daytime MBA Core, Course Coordinator (2003-2007)</i> <i>Runner-up, Daimler-Chrysler Faculty Teaching Award ('07, '08)</i>	Spring 2003- Fall 2007
Corporate Strategy (avg. teacher rating: 6.8/7.0) <i>Weekend Executive MBA Core, Course Coordinator</i> <i>Highest rated teacher and course for Class of '06</i>	Spring 2006
Strategy I and II <i>PhD Seminar (with Will Mitchell)</i>	Fall 2007- Spring 2008

Stern School of Business, New York University

Technology Innovation & Entrepreneurship (avg. teacher rating: 6.8/7.0) <i>MBA Elective, Dean's Commendation for Teaching Excellence ('01, '02)</i>	Spring 2001- Fall 2001
Business Policy & Strategy (avg. teacher rating: 6.4/7.0) <i>Undergrad Core, Dean's Commendation for Teaching Excellence ('00, '01, '02)</i>	Spring 2000- Fall 2001

MASSIVELY OPEN ONLINE COURSES (MOOCs)

Darden School of Business, University of Virginia

Digital Transformation, Coursera <i>New course in partnership with BCG Consulting.</i>	Since Spring 2018
Business Strategy Specialization, Coursera <i>Four course specialization including Foundations of Business Strategy, Advanced Business Strategy, Growth Strategies, and Strategy Execution and Planning</i>	Since Fall 2015
Foundations of Business Strategy, Coursera (enrollment = 500,000+) <i>Among 6 faculty to first offer courses on Coursera from the University of Virginia</i> <i>Recognized by BusinessWeek as one of the top 10 MOOCs offered</i>	Since Spring 2013

Foundations of Business Strategy, Udemy (enrollment = 50,000+)
Among 20 faculty selected nationwide for Udemy's Faculty Project

Since Spring
2012

EXECUTIVE EDUCATION COURSES

Darden School of Business, University of Virginia

Management Development Program

Jun 2011, Jun 2012, Oct 2012, Oct
2013, May 2014, Sep 2014, May
2015, Oct 2015, April 2016, Oct
2016, Oct 2017, Oct 2018

Grow to Greatness

Nov 2012

[Various Corporate Education Programs]

2011- Present

Fuqua School of Business, Duke University

Advanced Management Program

Fall 2007, Spring 2008

Climate Change Leadership Program (*Faculty Leader*)

Spring 2007

Advisory University, PricewaterhouseCoopers

Foundations of Strategic Analysis

Fall 2007, Spring 2008

Changing & Emerging Business Models

Fall 2006

GUEST LECTURING

University of Virginia

Community Engagement Seminar (Everett Fortner faculty)
College of Arts and Sciences

Spring 2016

Design Entrepreneurship (Kim Tanzier and Warren Buford faculty)
School of Architecture

Spring 2013

Sustainable Business (Dick Brownlee and Mark White faculty)
General Managers Taking Action (John Colley faculty)
Darden School of Business

Fall '08, '09
Spring '09, '10

Foundations of Engineering (James Kelly faculty)
Introduction to Engineering Science (James Kelly faculty)
School of Engineering

Spring 1994
Fall 1993

Duke University

Energy, Technology, and Climate Change (Jim Rabenhorst faculty)
Nicholas School of Environment

Spring 2006

Environmental Law (Jim Salzman faculty)
Law School

Fall 2004-
Spring 2008

Managing Radical Technological Change (Jim Rabenhorst faculty)
Fuqua School of Business

Fall 2004
Spring 2004

New York University

Issues in Professional Practice - PhD Seminar (Amy Wrzesniewski faculty)	Spring 2002
Introduction to Research Methods - PhD Seminar (Zur Shapira faculty)	Spring 2001
Advanced Strategy - PhD Seminar (Frances Milliken faculty)	Spring 2001
Analyzing Large Datasets - PhD Seminar (Roy Radner faculty)	Spring 2001
<i>Stern School of Business</i>	

Northwestern University

Global Issues in Management (Max Bazerman faculty)	Spring 1998
<i>Kellogg School of Management</i>	

Massachusetts Institute of Technology

Strategic Environmental Management (Henry Jacoby faculty)	Spring 1997
<i>Sloan School of Management</i>	

INDEPENDENT STUDIES

Darden School of Business, University of Virginia

DCP with MBAs looking into developing a Dean's Dashboard for Darden (7 students)	2016
DCP with MBAs looking into establishing a UVA focused venture fund	2015
DVP with MBAs consulting with Suz Somersall venture	2015
DCP with MBAs helping with market analysis for Jobberman job placement in Nigeria	2015
DBP with MBAs looking at how to position entrepreneurship at Darden to external audiences	2014
Global Field Elective with MBAs assessing Microsoft's Surface blade strategy	2014
Research elective with MBA Inbal Cohen analyzing business models for MOOCs	2014
Research elective with MBA Ben Gurley, analyzing peer assessment in online grading	2013
DBP with MBAs Brad Gambling and Brook Lloyd, developing venture Planner B	2012
DBP with MBA Geoffrey Suttle, analyzing wind project options in N.C. for Element Power	2011
Research elective with MBA Richard Downing, analyzing the location of green innovation	2010
DBP with MBAs Matthew Fedors and Katherine Konefal, developing teaching case, Pemtec GHP	2010
DBP with MBA Andrew Kirievskiy, analyzing a UVA technology venture involving spectroscopy	2009

Fuqua School of Business, Duke University

Venturing project with MBAs Nate Bellino and John Rego, developing a green gas station venture	2006
Independent study with MBAs Adam Williams and Wanji Williams, exploring green electricity	2003

PHD MENTORING

PhD Committee/ Advisor	Gary Dushnitsky	PhD 2004, Management, Stern School, New York University (Hired as an assistant professor at Wharton, University of Pennsylvania)
PhD Committee	Michael Roach	PhD 2007, Strategy, Fuqua School, Duke University (Hired as an assistant professor at Kenan-Flagler, UNC)
PhD Committee	Ankush Chopra	PhD 2007, Strategy, Fuqua School, Duke University (Hired as an assistant professor at Babson College)
Advisor	Chuck Eesley	PhD 2009, Entrepreneurship, Sloan School, MIT (Hired as an assistant professor at Stanford University)
PhD Committee/ Advisor	Jeffrey York	PhD 2009, Entrepreneurship, Darden School, University of Virginia (Hired as an assistant professor at University of Colorado)
PhD Committee	Sid Vedula	PhD 2015, Entrepreneurship, University of Colorado (Hired as an assistant professor at Babson College)

COURSE MATERIALS

Textbooks	The Strategist's Toolkit. 2013. Darden Business Publishing (UVA S-0195), Charlottesville, VA
Video Lectures	Darden Business School , University of Virginia: Charlottesville, VA. Foundations of Business Strategy. 2012. (Series of 7 modules, 3hrs 45 minutes of content) Foundations of Business Strategy. Revised 2015. (Series of 4 modules, each ~1 hour of content) Advanced Business Strategy. 2015. (Series of 4 modules, each ~1 hour of content) Growth Strategies. 2015. (Series of 4 modules, each ~1 hour of content) Strategy Execution and Planning. 2015. (Series of 4 modules, each ~1 hour of content) Digital Transformation. 2017. (Series of 4 modules, each ~1 hour of content)
Teaching Cases	Darden Business Publishing , University of Virginia: Charlottesville, VA. <u>Traditional Cases</u> Nintendo Switch (UVA S-0302) Zappos, Inc. and the Warehouse Decision (UVA S-0227) Warby Parker (UVA Draft) Redhook Ale Brewing (UVA S-0230) JetBlue Airways versus American Airlines: A Competitive Dynamics Game (UVA S-0250) Battle for Logan Airport: JetBlue vs. AA (UVA S-0229) Sony Playstation 4: Aim and Fire (UVA S-0203) Apple (Computer) Inc.: Whither the Mac? (UVA S-0202) Tata Motors Ltd: Ratan's Next Steps (UVA S-0184) BP: Beyond Petroleum (UVA S-0182) <u>Live Cases</u> Google, Inc.: Buy, Hold, or Sell? (UVA S-0179) Home Depot, Inc: Buy, Hold, or Sell? (UVA Draft) The Walt Disney Company: Mickey Mouse or Media Mammoth (UVA S-0178) Apple (Computer) Inc. (UVA S-0177) SonyPlaystation 4 (UVA S-0181) Pepsico: Growing the Lead (UVA S-0180) <u>Technical Notes</u> Introduction to Strategy (UVA-S-0183) Conducting Research in Ethics and Corporate Responsibility (UVA E-0353) (Each chapter of the Strategist's Toolkit is also available as an individual technical note.) World Resources Institute: Washington, DC. Alpha Motors, Ltd.: Integrating lifecycle environmental concerns into product design (1998) Stern School of Business , New York University: New York, NY. Supervised the creation of eighteen teaching cases by MBA students on the topics of technology strategy and entrepreneurship while at NYU. Cases have been used in a number of courses at NYU, Duke, and at other universities. Cases include -- WebMD: In need of its own prescription?; Lucent Technologies, Palm, Inc.: In the midst of convergence; Monsanto: Gaining consumer trust; Eastman Kodak and the digital revolution; NTT DoCoMo: Mobile anywhere, anytime; Napster: The giant online pirate bazaar; Juniper Communications; TiVo: The end of TV as we know it or the end of TiVo?; ExxonMobil Speedpass; Mattel: Acquiring to Innovate; RealNetworks and the XP Factor: Another Standards War; Compaq Computer: A New Spin on Digital Audio Players; Motorola: Motoring Back to Number 1 in the Wireless Industry; AstroPower, Inc.: The Thin Line; Palm Inc.: On the Road to Recovery; World War 3G: Nokia; Cisco Computer: A New Spin.

SERVICE

UNIVERSITY

University of Virginia

University Wide:

University of Virginia Strategic Planning Commission (Co-Chair, Presidential Appointee)	2018-Present
University of Virginia Economic Development Council (Presidential Appointee)	2018-Present
UVA Bicentennial Commission's Future of Higher Education Group (Rector's Appointment)	2017-Present
UVA Licensing and Venture Group Board of Directors (President's Appointee)	2015-Present
Sky Allan Scholarship Selection Committee	2015-Present
Lawn Seminar Coordinator and Instructor	2014-Present
University Committee on Sustainability	2014-Present
Mead Endowment Advisory Board	2011-Present
UVA Honor Committee Faculty Advisory Committee	2010-Present
Jefferson Fellows Selection Committee (for Darden)	2009-Present
Raven Nominating Committee (for Darden)	2008-Present
UVA Board of Visitor Retreat (Session Facilitator)	2016, 2018
UVA Strategic Investment Advisory Committee (Rector's Appointment)	2016-2018
UVA Honor Audit Commission	2016-2018
University Working Group on Social Entrepreneurship	2012-2015
University Global Planning Work Group	2014-2015
University Strategic Planning Resources Work Group	2012-2013
Vice President's Pan-University Sustainability Group	2009-2013
University of Virginia Technology Transfer and Ventures Advisory Group	2009-2011
Virginia Research, Innovation, Science, and Engineering (V-RISE) Planning Group	2009-2011
University of Virginia Energy Task Force	2009-2011
Presidential Inauguration Subcommittee – Research	2010-2011
Chairman, University of Virginia Honor Committee	1992-1993
Student President, University of Virginia Engineering School	1992-1993

Darden School of Business:

Senior Associate Dean and Chief Strategy Officer	2016-Present
Dean's Strategy and Leadership Teams	2008-Present
Associate Dean of Innovation Programs	2008-2015
Academic Director of Batten Institute	2013-2015
Executive Director of Batten Institute	2008-2013
Executive Education Program Committee	2018-Present
Residential MBA Program Committee	2010-2015, 2017-2018
Appointments (P&T) Committee	2011-2014
Research, Course Development, and Doctoral Policy Committee	2008-2011
iLab Director Search Committee (Chair)	2016
CEO for Executive Education Search Committee	2016
Dean's Advisory Committee on Sustainability (Chair since 2013)	2009-2016
Colley-Mead Award Committee (Chair)	2009-2016
MBA Program 1 st Year Consolidation & Simplification Task Force (Chair)	2014-2015
EMBA/GEMBA Program Review Task Force	2014-2015
Facilities Planning Task Force	2013-2015
West Coast Strategy Task Force (Chair)	2013-2014
Research Center Budgeting Task Force (Co-Chair)	2014
Faculty Campaign Committee	2010-2014
SrAD and COO Search Committee (Chair)	2013
SrAD for External Relations Search Committee (Chair)	2013
Executive Director of the Darden Foundation Search Committee (Chair)	2013
OneDarden Task Force (Co-chair)	2012-2013
Genovese Fellowship Selection Committee	2011
First Year Program Committee	2009-2010

Marketing Task Force	2008-2009
Sustainability in the Curriculum Task Force	2008-2009
Technology in the Curriculum Workgroup	2008-2009
Facilities Review Task Force	2008-2009
Panelist at Darden Days Admitted Student Weekend	2008, 2015, 2018
Guest Speaker at Admissions Events	2008, 2015, 2016, 2017
Guest Lecturer at Alumni Leadership Weekend	2008, 2016
Ad Hoc Research Reviewer for Reappointment Cases	2009, 2010
Ad Hoc Teaching Observer for Reappointment Cases	2009, 2010
Ad Hoc Committee of Inquiry	2008

Duke University

University Wide:

Faculty Director & Founder, Corporate Sustainability Initiative	2007-2008
Faculty Advisory Committee, Nicholas Institute for Environmental Solutions	2005-2008
Faculty Member, Sanford PhD Program in Public Policy	2005-2008
Member, Campus Sustainability Committee	2007-2008
Ad hoc Promotion and Tenure Committee, Nicholas School	Fall 2006
Executive Committee, Duke Center for Environmental Solutions	2003-2005

Fuqua School of Business:

Lead Faculty, Fuqua International Alumni Retreat (Moscow, Russia)	2008
Faculty Member, Fuqua Honor and Grievance Committee	2006-2008
Faculty Member, Duke Innovation Working Group	2006-2008
Ad hoc Admissions Panelist	2007-2008
Fuqua Summer Brown Bag Seminar Coordinator	Summer 2005, 2006
Ad hoc Promotion and Tenure Committees	Spring 2004, 2006
Lecturer, Fuqua Blue Devil Weekend	Spring 2003, 2004, 2005
Lecturer, Fuqua Student Case Interview Preparation Session	Fall 2004, 2005, 2006
Lecturer, Social Impact Club Brown Bag Seminar	Spring 2005
Lecturer, PhD Admitted Students Weekend	Spring 2003
Panel Moderator, Footprints Conference	Spring 2006
Panel Moderator, Coach K Center for Leadership & Ethics Annual Conference	Fall 2004, 2005
Panel Moderator, Fuqua Business Technology Club Annual Symposium	Fall 2006
Judge, Duke-UNC Capture the Cup Case Challenge	Fall 2004, 2005
Judge, Social Entrepreneurship Case Competition	Fall 2006
Judge, Fuqua Product Marketing Case Competition	Fall 2004

Strategy/Management Area:

Area Coordinator (Founding Coordinator), Strategy Area	2006-2008
Strategy Recruiting Coordinator, Strategy/Management Area	2005-2008
Strategy Seminar Founder & Coordinator, Strategy/Management Area	2004-2008
Strategy PhD Program Coordinator, Strategy/Management Area	2006-2007
Doctoral Admissions Committee, Management Area	2002-2005
Strategy Recruiting Committee, Management Area	2002-2005
Management Seminar Coordinator, Management Area	2002-2004
Doctoral Comprehensive Exam Committee, Management Area	Spring 2004

New York University

Faculty Planning Committee, Berkley Center for Entrepreneurship, Stern School	2000-2002
Recruiting Committee, Management Department	2000-2002
Doctoral Program Committee, Management Department	2000-2002
Strategy Seminar Planning Committee, Management Department	2000-2002
Panelist, Doctoral Student Teaching Workshop, Stern School	2000-2002
Faculty Participant, Business Strategy & Environment at Stern	1999-2002
Web Development Coordinator, Management Department	Spring 2002
Strategic Planning Teaching Subcommittee, Management Department	Summer 2000

Other Universities

Proctor, Harvard University	1998-1999
Graduate Resident Tutor, Massachusetts Institute of Technology	1996-1998

PROFESSION

Organization Leadership:

President/Faculty Director, Alliance for Research in Corporate Sustainability	2008-2014
Executive Committee, Strategy Research Initiative (Chair 2013-2014)	2011-2014
Theme Director, Strategy Research Foundation Grant Program	2011-2013
Executive Committee, BPS Division, Academy of Management	2009-2011
Research Committee, ENT Division, Academy of Management	2009-2011
Research Committee, BPS Division, Academy of Management	2006-2008
Executive Committee, TIM Division, Academy of Management	2005-2007
Expert Group on Environment, Global Governance Initiative, World Economic Forum	2004-2005

Editorial Positions:

Senior Editor, Strategy Science	2014-Present
Associate Editor, Management Science (Entrepreneurship and Innovation Division)	2009-2013
Associate Editor, Journal of Business Venturing	2009-2013
Guest Editor, Advances in Strategic Management (special issue on non-market strategy)	2014-2016
Guest Editor, Journal of Business Venturing (special issue on entrepreneurship and sustainability)	2008-2009
Editorial Review Board, Strategic Management Journal	2007-Present
Editorial Review Board, Strategic Management Review	2018-Present
Editorial Review Board, Strategic Organization	2007-2015
Editorial Review Board, Journal of Business Venturing	2005-2009
Editorial Review Board, Organization Science	2004-2008

Conference Leadership:

Conference Chair, Jefferson Innovation Summit	2018
Conference Chair, Darden Entrepreneurship and Innovation Research Conference	2010-2012, 2016, 2019
Conference Co-Chair, ARCS Annual Conference	2009, 2011, 2013
Conference Chair, Academy of Management Entrepreneurial Exemplars Conference	2012
Conference Coordinator, ARCS Workshop on Data Needs	2010
Conference Coordinator, Strategy and the Business Environment Conference	2008
Conference Co-Chair, Duke Strategy Conference	2008
Planning Committee, Strategic Research Forum Conference	2008
Conference Co-Chair, Institutional Mechanisms for Industry Self-Regulation Conference	2006, 2007
Coordinator, TIM Junior Faculty Workshop, Academy of Management Conference	2006, 2007
Judge (1 st round) for the INFORMS Org. Science dissertation proposal contest	2002-2008

Panelist/Discussant/Session Chair (selected):

TomTom Festival Panel Moderator (2016), Strategic Research Initiative Panelist/Speaker (2015), Wharton Sustainability Workshop Panelist (2012), Wharton Technology Mini-Conference Discussant (2011), Academy of Management BPS Doctoral Consortium Panelist (2011), Academy of Management BPS Junior Faculty Consortium Facilitator (2011), Academy of Management ONE Doctoral / Junior Faculty Workshop (2009-2011), DRUID Conference Discussant (2009), Strategic Management Society Plenary Session "The Current State and Future Direction of Non-Market Strategy Scholarship" (2007), CVC Workshop--Academy of Management (2007), Harvard Strategy Conference (2006), Strategic Research Forum (2007, 2005), TIM Junior Faculty Workshop--Academy of Management (2005), "Unusual Perspectives on Strategy"--Strategic Management Society Meeting (2004), "The Role for Agent Based Modeling in Strategy"--Org Science Winter Conference (2004), ONE Doctoral / Junior Faculty Workshop--Academy of Management (2002), BPS Dissertation Workshop--Academy of Management (2001)

Ad hoc Reviewer:

National Science Foundation, Management Science, Strategic Management Journal, Journal of Economics and Management Strategy, Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Organization Science, Journal of International Business, Journal of Business Venturing, Policy Sciences, Journal of Industrial Ecology, Journal of Management & Governance, Production and Operations Management Journal, Journal of Business Research, Omega - The International Journal of Management Science, Ecological Economics, Environmental Management, Business Policy & Strategy Division of the Academy of Management, TIM Division of the Academy of Management, ONE Division of the Academy of Management, Oikos Sustainability Case Writing Competition.

Member:

Strategic Management Society, Academy of Management, American Economic Association, Association of Environmental & Resource Economists, Institute for Operations Research & Management Science

PRACTICE

Advisory Board, Coursolve.org (Boston, MA).

Principle, Lenox Consulting, LLC. (Charlottesville, VA). Clients have included:

Axel Johnson Inc. (New York, NY)
Batelle (Columbus, OH)
Celgene (New York, NY)
Digital Equipment Corporation (Waltham, MA)
General Electric (Schenectady, New York)
General Motors (Detroit, MI)
Innovest Strategic Value Advisors (New York, NY)
Kaleo Inc. (Richmond, VA)
Mars Inc. (McLean, VA)
National Student Clearinghouse (Herndon, VA)
National Collegiate Athletic Association – NCAA (Indianapolis, VA)
National Aeronautics and Space Agency – NASA (Langley, VA)
PGI Inc. (Charlotte, NC)
PricewaterhouseCoopers (Chicago, IL)

Former analyst with Coopers and Lybrand (Arlington, VA)

COMMUNITY

Youth Basketball Coach (retired), VABA, YMCA (Charlottesville, VA) and YMCA (Chapel Hill, NC)

Youth Football Coach (retired), YMCA (Charlottesville, VA)

Usher, St. Paul's Ivy (Ivy, VA)

Member, University Presbyterian Church (Chapel Hill, NC)