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## ETHAN REUBEN MOLLICK

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### *Academic History*

2004 -2010	<b>MIT SLOAN SCHOOL OF MANAGEMENT</b> <i>PhD in Technological Innovation and Entrepreneurship &amp; Economic Sociology</i>	Cambridge, MA
2002-2004	<b>MIT SLOAN SCHOOL OF MANAGEMENT</b> <i>MBA/Master of Science in Management</i>	Cambridge, MA
1993-1997	<b>HARVARD UNIVERSITY</b> <i>AB in Science, Technology, and Policy, Magna cum laude</i>	Cambridge, MA

### *Academic Employment*

2009-2011	<b>WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA</b> <i>Assistant Professor of Management</i>	Philadelphia, PA
2011-	<i>Edward B. and Shirley R. Shils Assistant Professor of Management</i>	

### *Publications*

#### REFEREED PUBLICATIONS

1. Jason Greenberg and Ethan Mollick. (2016) "Leaning In or Leaning On? Gender, Homophily, and Activism in Crowdfunding," *Administrative Science Quarterly*. [Forthcoming].
2. Ethan Mollick (2016). "No Allergy to Making Money? Communities, Commercialization, and Innovation," *Organization Science*. [Forthcoming]
3. Ethan Mollick and Ramana Nanda (2016). "Wisdom or Madness? Comparing Crowds with Expert Evaluation in Funding the Arts," *Management Science*, 62(6), 1533–1553. [Lead Article].
4. Ethan Mollick and Alicia Robb (2016). "Democratizing Innovation and Capital Access: The Role of Crowdfunding," *California Management Review*, 58(2), 72–87.
5. Matthew Bidwell and Ethan Mollick (2015). "Shifts and ladders: Comparing the role of internal and external mobility in executive careers," *Organization Science*, 26(6), 1629 – 1645.
6. Matthew Bidwell, Shinjae Won, Roxana Barbulescu, Ethan Mollick (2015), "I Used to Work at Goldman Sachs! Status, Careers, and Competitive Advantage," *Strategic Management Journal*, 36 (8), 1161–1173.
7. Ethan Mollick (2014). "The Dynamics of Crowdfunding: An Exploratory Study," *Journal of Business Venturing*, 29(1), 1–16. [Lead Article]
8. Ethan Mollick. (2012) "People and Process, Suits and Innovators: The Role of Individuals in Firm Performance," *Strategic Management Journal*, 33(9), 1001–1015. [Lead Article]
9. Ethan Mollick. (2006) "Establishing Moore's Law," *IEEE Annals of the History of Computing*, 8(3), 62–75.

#### ARTICLES SUBMITTED FOR REVIEW TO REFEREED JOURNALS

10. Ethan Mollick and Nancy Rothbard. (2016) "Mandatory Fun: Gamification and Games at Work" [Revise and resubmit, *Management Science*].
11. Venkat Kuppuswamy and Ethan Mollick. (2016) "Second Thoughts About Second Acts: Gender Differences in Serial Founding Rates" [Revise and resubmit, *Organization Science*].

## OTHER ARTICLES AND CHAPTERS

12. Ethan Mollick (expected publication in 2017) "Crowdfunding as a Font of Entrepreneurship: Outcomes of Reward-Based Crowdfunding," in *The Economics of Crowdfunding: Startups, Portals, and Investor Behavior*, Douglas Cumming and Lars Hornuff (eds.), MacMillian-Palgrave.
13. Ethan Mollick and Venkat Kuppuswamy (2016), "Crowdfunding: Evidence on the Democratization of Startup Funding" in *Revolutionizing Innovation: Users, Communities, and Open Innovation*, Dietmar Harhoff and Karim R. Lakhani (eds.), MIT Press.
14. Ethan Mollick and Kevin Werbach (2015), "Games and the Enterprise" in *The Gameful World*, Steffen P. Walz and Sebastian Deterding (eds.). MIT Press. Names alphabetical.
15. Ethan Mollick (2005) "Working with the Underground." *Sloan Management Review*. Summer, 2005.
16. Ethan Mollick. (2005) "Engines of the Underground: The Elite-Kiddie Divide." *ACM SIGGROUP Bulletin*, 25(2).

## BOOKS

17. David Edery and Ethan Mollick (2009) *Changing the Game: How Videogames are Transforming the Business World*. Financial Times Press.

## INVITED PAPERS

18. Ethan Mollick (2014) "Crowdfunding," *Review of Financial Regulation Studies*, Issue 12.

## REPORTS AND OTHER MATERIAL

19. "Looking Glass" Alternate Reality Teaching Engine, 2015/2016. Published by Wharton Learning Lab.
20. Ethan Mollick (2016), "Containing Multitudes: The Many Impacts of Kickstarter Funding," available on SSRN.
21. Ethan Mollick (2015) "Delivery Rates on Kickstarter," available on SSRN.
22. "The Startup Game," a game for 20-70 players for teaching entrepreneurship in a classroom, 2014. Published by Harvard University Press, WH0001-HTM-ENG.
23. "IdeaMachine," an idea generation exercise for new enterprises, 2014. Published by Wharton Learning Lab.

## *Awards and Presentations*

## AWARDS

1. McGraw-Hill/Academy of Management Innovation in Entrepreneurship Pedagogy Award, 2016
2. Schultze Distinguished Professorship in Entrepreneurship (\$50,000/year for 3 years, renewable), 2016
3. Dean's Research Fund, \$9,000 grant, 2016
4. Re-Imagining Education STARS Silver Award, MBA Teaching, 2015
5. Re-Imagining Education STARS Silver Award, Hybrid Learning, 2015
6. AOM-TIM Emerging Scholars Award, 2015
7. The 40 Most Outstanding B-School Profs Under 40 In The World, 2014
8. Top 30 Influencers in Crowdfunding, 2014
9. AOM Career Division Best Paper Award, 2014
10. Thinkers 50 Future Thinker Award Shortlist, 2013
11. Kauffman Junior Faculty Fellowship in Entrepreneurship Research (\$60,000), 2013

12. SMS Best Paper Award Nomination, 2012
13. Heizer Award for Best Dissertation in Entrepreneurship, Finalist, 2011
14. Research Grant from the Mack Center for Technological Innovation and the Wharton Entrepreneurship and Family Business Research Centre at CERT, \$16,200 for two projects, 2011
15. Teaching Commitment and Curricular Innovation Award, 2011
16. Graduate Management Council Ideas to Innovation Challenge, 3rd Place, 2011
17. Dean's Research Fund, \$10,000 grant, 2010
18. Research Grant from the Mack Center for Technological Innovation and the Wharton Entrepreneurship and Family Business Research Centre at CERT, \$14,000 for two projects, 2010
19. The Wharton Center for Leadership and Change Management, \$10,000 grant, 2010
20. American Library Association's "Top Ten Business Books of 2009"
21. Kauffman Dissertation Fellow, 2007
22. MIT Sloan School of Management Fellowship, 2004-2009

#### **INVITED PRESENTATIONS**

1. Ivey Business School, Canada, February 2017
2. Kauffman Foundation, Kansas City, MO, May 2016
3. Economics of Innovation Conference, Kingston ON, May 2016 [invited discussant]
4. NYU Stern Economics of Strategy, New York, NY, June 2016
5. USC, Los Angeles, CA, March 2016
6. Ghoshal Conference, LBS, May 2015
7. London Business School, April 2015
8. Gamification Summit, Philadelphia, PA, August 2014
9. Economics of Innovation Conference, Kingston ON, July 2014
10. MIT TIES Seminar, March 2014
11. Stanford GSB OB Seminar, February 2014
12. HEC Entrepreneurship Conference, October 2013
13. Utah-BYU Winter Conference, Salt Lake City, March 2013
14. Gamification Summit, Philadelphia, PA, August, 2011

#### **POLICY PRESENTATIONS**

15. Max Planck Institute, Munich, Germany, November 2016 [keynote speaker]
16. Pennsylvania State Banking and Securities Administration, Harrisburg, PA, March 2016
17. Impact Innovation, Washington DC, October 2013
18. Securities and Exchange Commission, Washington DC, December 2012
19. Prize-Linked Savings Summit, Boston, MA, November 2011
20. NYU/Federal Reserve Bank of New York Education Policy Seminar, May 2010

## CONFERENCE PRESENTATIONS

21. INFORMS, Nashville, TN, September 2016
22. Academy of Management, Anaheim, CA, August 2016
23. Reimagining Education Conference, Philadelphia, PA, December 2015
24. Academy of Management, August 2015
25. Dartmouth Strategy Summer Camp, August 2015
26. Strategic Management Society, October 2014
27. West Coast Technology Research Conference, Seattle, WA September 2014
28. Academy of Management, August 2014
29. Berkeley Crowdfunding Conference, October 2013
30. Academy of Management, August 2013
31. Industry Studies Association, May 2013
32. Atlanta Competitive Advantage Conference, May 2013
33. West Coast Entrepreneurship Research Conference, Los Angeles, CA, September 2012
34. Academy of Management, Boston MA, August 2012
35. EGOS, Helsinki, Finland, June 2012 (presented by coauthors)
36. Industry Studies Conference, Pittsburgh, PA, May 2012
37. Strategic Management Society, Miami FL, November, 2011
38. Bowman Speakers Series, University of Pennsylvania, April 2011
39. University of Maryland Smith Entrepreneurship Conference, April 2011
40. American Sociological Association Annual Meeting, Atlanta, GA August 2010
41. Academy of Management Annual Meeting, Montreal, August 2010
42. 8th Annual International Open and User Innovation Conference, Cambridge, MA. August 2010
43. Darden Entrepreneurship and Innovation Research Conference, May 2010

### *Selected Press from Major Publications*

1. From virtual communities to real-life enterprises, The Guardian – 07/28/2016
2. Crowdfunders make better decisions than venture capitalists, Chicago Tribune – 5/14/2016
3. How crowdfunding can help save Silicon Valley from its harebrained investors, Washington Post – 5/12/2016
4. Many Crowdfunding Consultants Come Up Short, Wall Street Journal – 5/4/2016
5. Lawmakers take closer look at potential crowdfunding scams? CBS News – 3/2/2016
6. Global Brands, Taking Cue From Tinkerers, Explore Crowdfunding, New York Times - 01/07/2016
7. Kiva Sets New Rules for U.S. Borrowers to Get Crowdfunded Loans, Wall Street Journal - 12/16/2015
8. Just 9% of successfully funded Kickstarter projects fail to deliver, CNBC - 12/10/2015

9. GoFundMe Gone Wild, New York Times - 11/06/2015
10. Why are women less likely to be entrepreneurs than men? NPR - 09/28/2015
11. Open Season, The Economist - 06/06/2015
12. What to do when a crowdfunded product hits a delay, Chicago Tribune - 05/22/2015
13. Inside Kickstarter, CBS This Morning - 05/05/2015
14. ZPM Espresso and the Rage of the Jilted Crowdfunder, New York Times - 04/30/2015
15. Crowdfunding and Venture Funding: More Alike Than You Think, New York Times - 08/15/2014
16. Women Are More Likely to Secure Kickstarter Funding Than Men, Atlantic - 08/14/2014
17. Kickstarting Equal Pay, Time - 08/14/2014
18. Kickstarter Closes the 'Funding Gap' for Women, Wall Street Journal - 08/13/2014
19. How to Crowdfund Without Losing Your Shirt, CNBC - 07/22/2014
20. Crowdfunding Tips for Turning Inspiration Into Reality, New York Times - 01/23/2014
21. When Work is a Game, Who Wins?, New Yorker - 09/17/2013
22. The Kickstarter Phenomenon, NPR - 08/16/2013
23. Look After the Suits, Forbes - 08/15/2013
24. Some Tech Firms Ask: Who Needs Managers? , Wall Street Journal - 08/06/2013
25. How individual team members impact the success of video games, Freakonomics - 01/18/2013
26. Stock crowd funding poised to play bigger part in markets, USA Today- 08/2012
27. Crammed Into Cheap Bunks, Dreaming of Future Digital Glory, New York Times - 07/2012
28. Secrets Of Success Hidden In Kickstarter's Numbers, Forbes- 07/2012
29. Facebook Dilemma: How do you value 900 million users, CNBC - 05/2012
30. Business-school research: Game changers, The Economist - 06/2011
31. Firms Turn to Online Games for Recruiting, CNBC - 06/2011
32. Enough With 'Call of Duty,' Answer the Call in Room 417 - 05/2011

### *Teaching and Professional Service*

#### **MBA**

1. Management 801: Introduction to Entrepreneurship for MBAs, 2010-

#### **WHARTON EXECUTIVE MBA**

2. Management 801/806: Introduction to Entrepreneurship, 2010-

#### **MOOC**

3. Coursera Entrepreneurship, 2016

## WHARTON ACADEMIC SERVICE

1. Wharton IT Committee, 2014-
2. Seminar series committee, 2010-2013
3. Entrepreneurship faculty recruiting committee, 2010-2013
4. Dean's Advisory Council, 2012-2013
5. Multiple Wharton events: speaker for Wharton Business Plan Competition, Iron Prof, Quaker Days, Venture Initiation Project, etc. 2010-

## REVIEW BOARDS

1. Editorial Review Boards
  - *Organization Science*
  - *Strategic Management Journal*
  - *Strategic Entrepreneurship Journal*
2. Ad Hoc Reviewer: *Science, Management Science, Annals of the History of Computing, Journal of Business Venturing, Marketing Science, Academy of Management Journal, Industrial and Corporate Change, Journal of Economics and Management Strategy, and Administrative Science Quarterly*

## Professional Experience

- 2002-2004      **INDEPENDENT CONSULTANT ON INNOVATION**      Cambridge, MA  
Providing innovation strategy and analysis to a variety of clients including:
- **General Mills.** Led effort to develop online innovation communities.
  - **Eli Lilly.** Developed a distributed innovation system at Eli Lilly to solve complex problems.
  - **Charles River Ventures.** Analyzed emerging innovation trends and developed new software investment strategies for one of the country's oldest and most successful VCs.
  - **MIT Media Lab.** Launched new group based on advances in artificial intelligence.
  - **Defense Advanced Research Projects Agency (DARPA).** Principal Investigator of project examining innovation inside DARPA.
- 1999-2002      **EMETA CORPORATION**      New York, NY  
*Co-Founder/ COO/ VP Business Development*  
eMeta was the world's leading developer of software used to secure and sell information online. It was sold to Macrovision in 2006.
- 1997-1999      **MERCER MANAGEMENT CONSULTING**      New York, NY  
*Analyst*  
Strategy consultant on a variety of projects for Fortune 500 Companies.