

JACQUELINE “JAX” KIRTLEY

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3620 Locust Walk | 2033 Steinberg Hall - Dietrich Hall
Philadelphia, PA 19104

EDUCATION

2010 – 2018 EGD	PhD Candidate Boston University, Questrom School of Business, Strategy & Innovation Department Dissertation Title: “How Strategy Evolves in Entrepreneurial Nascent Technology Firms” Dissertation Committee: Siobhan O’Mahony (Chair), Fernando F. Suarez (Northeastern), Mary Tripsas (Boston College), Rosemarie Ziedonis (Boston University)	Boston, MA
2009	MBA with High Honors Boston University, School of Management Concentrations: Strategy and Business Analysis, Marketing	Boston, MA
1998	Master of Science in Naval Architecture and Marine Engineering Massachusetts Institute of Technology	Cambridge, MA
1996	Bachelor of Science in Ocean Engineering Massachusetts Institute of Technology Minor in Mechanical Engineering	Cambridge, MA

ACADEMIC APPOINTMENT

The Wharton School, University of Pennsylvania
Assistant Professor of Management in Entrepreneurship, 2017 – present

HONORS/ AWARDS

2016 Kauffman Dissertation Fellow (1 of 20 fellows)
Fellowship grant award of \$20,000

2014 INFORMS/Organization Science Dissertation Proposal Competition Finalist (1 of 8 finalists)

BU Questrom School of Business PhD Program Development Research Subcommittee Grant
5 research funding awards totaling \$7,480 (2013 - 2015)

School of Management Doctoral Fellowship, Boston University (2010 – 2014)

Inductee in Beta Gamma Sigma, International Honor Society for Business and Management Programs

Recipient, LEAD Fellowship, Boston University School of Management MBA Program (2007 -2009)

PEER-REVIEWED PUBLICATIONS

Suarez, Fernando F. and Jacqueline Kirtley. (Summer 2012) “Dethroning an Established Platform”, *MIT Sloan Management Review* 53(4): 35-41.

WORK IN PROGRESS

Kirtley, Jacqueline & Siobhan O'Mahony "What is a Pivot? How and When Entrepreneurial Firms Make Decisions About Strategic Change" *Stage: under revision for Strategic Management Journal*

Kirtley, Jacqueline "Entrepreneurial Firm – Established Firm Strategic Partnerships"
Stage: writing manuscript targeting Organization Science

Kirtley, Jacqueline "Patchwork Funding: How Resource Composition Affects Entrepreneurial Firm Strategy and Technology Development" *Stage: writing manuscript targeting Management Science*

Kirtley, Jacqueline "Explaining the Role of Organizational Sponsorship in Pioneering New Technology"
Stage: longitudinal ethnographic data collection began summer 2017

Kirtley, Jacqueline (2012) "Open Commitment: Managing the Uncertainty Paradox in Nascent Industry Technology Startups." Boston University School of Management Working Paper.

ACADEMIC PRESENTATIONS

"Understanding Early-Stage Tech Firms from the Inside," Wharton Business History for Strategy Conference, invited presenter (June 27, 2017)

"Premised Entrepreneurial Strategic Decision Making" 2016-2017 Academic Year Job Market

"Entrepreneurial Premised Decision Making: How Entrepreneurial Firms Make Strategic Decisions in the Absence of Information," AOM 2016 PDW on 'Early Venture Evolution', presenter (August 5-10, 2016)

"The Premises We Hold: When Entrepreneurial Firms Decide to Make Strategic Changes," Darden and Cambridge Judge Entrepreneurship and Innovation Research Conference, 1 of 4 selected doctoral student poster presentations (May 10-11, 2016)

"Deciding When to Change: How Problems and Opportunities Trigger Change in Entrepreneurial Firm Strategy," 2016 Kauffman Emerging Scholars Conference, invited presenter (February 25-27, 2016)

"Deciding When to Change: How Opportunities Effect New Ventures Evolution," AOM 2015 PDW on 'Early Venture Evolution', organizer and presenter (August 7-11, 2015)

"How Strategy Evolves in Entrepreneurial Nascent Technology Firms," BU School of Business Research Day, Doctoral Student Poster Session, invited presenter (June 16, 2015)

"How Strategy Evolves in Entrepreneurial Nascent Technology Firms," CCC 25th Annual Conference for Doctoral Student Research, invited presenter (April 24-26, 2015)

"To Change or Not to Change: Explaining How the Strategies of Entrepreneurial Firms in Nascent Technology Industries Evolve," INFORMS/Organization Science 2014 Annual Meeting, 2014 Organization Science Dissertation Proposal Competition finalist presenter (November 8, 2014)

"How Entrepreneurial Firms in Nascent Technology Industries Navigate Strategic Change," Charles River Distinguished Speaker and Doctoral Student Conference, 1 of 6 invited student presenters (May 15, 2014)

"Managing the Startup Paradox: How Entrepreneurial Firms in Nascent Technology Industries Navigate Strategic Change," SMS Tel-Aviv Special Conference: Startup and Restart Strategies Doctoral & Thesis Development Workshop selected presenter (March 9-11, 2014)

INTERESTS

Research interests: technology entrepreneurship, early stage strategy evolution, technological innovation

Teaching interests: entrepreneurship, strategy, innovation

TEACHING EXPERIENCE

Lecturer	<p><i>MGMT 235 Technology Innovation & Entrepreneurship</i> University of Pennsylvania, Jerome Fisher Program in Management & Technology Undergraduate Elective Fall 2017</p> <p><i>MGMT 801 Entrepreneurship</i> University of Pennsylvania, MBA Elective Fall 2017</p> <p><i>GSM SI839 Design Thinking and Innovation (previously Design and Innovation Strategy)</i> Boston University MBA & PEMBA Elective Fall 2015, Summer 2014</p> <p><i>SMG SI422: Strategy and Policy</i> Boston University Undergraduate Senior Year Core Strategy Course Summer 2013</p>
Teaching Assistant	<p><i>GSM SI839 Design and Innovation Strategy</i> Spring 2014 <i>SMG SI451 Organizing for Design and Innovation</i> Spring 2014 <i>SMG SI422: Strategy and Policy</i> Fall 2011</p>

SEMINARS AND WORKSHOPS

- Expanding Understanding of Business Creation: Adding More Ethnography into the Research Mix, Princeton Kauffman Conference 2017, invited panelist (August 1-3, 2017)
- SMS Special Conference in Rome: Strategy Challenges in the 21st Century: Innovation, Entrepreneurship and Cooperation, Doctoral Workshop selected participant (June 5-7, 2016)
- 2016 ASSA Annual Meeting, Kauffman Entrepreneurship Mentoring Workshop invitee (January 5-6, 2016)
- 13th West Coast Research Symposium on Technology Entrepreneurship
Doctoral Consortium selected participant (September 9-11, 2015)
- AOM TIM Doctoral Consortium selected participant (August 7-8, 2015)
- ARPA-E Energy Innovation Summit, selected to the Student Program (February 9-11, 2015)
- AOM OMT Doctoral Consortium selected participant (August 1-2, 2014)
- 11th West Coast Research Symposium on Technology Entrepreneurship
Doctoral Consortium selected participant (September 4-6, 2013)
- AOM OMT Dissertation Proposal Workshop selected participant (August 10, 2013)
- Change and Sustainability Conference at Harvard Business School attendee (May 9-10, 2013)

BU School of Management Research Day attendee (2011, 2012, 2013, 2014, 2015)

UC Davis Qualitative Methods Workshop selected participant (July 16-29, 2012)

PROFESSIONAL ACADEMIC ACTIVITIES

Conference Reviewing

Academy of Management Annual Conference: TIM, OMT, and ENT Divisions (2012 - 2016)

Strategic Management Society Annual Conference (2016)

Journal Reviewing

Advances in Strategic Management, European Management Journal

Conference Discussant

Academy of Management Annual Conference: TIM Conversation Session (2016), ENT Paper Session (2016)

Boston Field Research Conference, Organizing Committee Member (Fall 2013, Spring 2015, Spring 2016)

Website and Membership Coordinator (2014 - 2017)

Better Business by Design Conference, Conference Coordinator (November 2014)

Entrepreneurship@BU New Venture Competition, Competition Judge & Teams Mentor (2013-2014)

ASSOCIATION MEMBERSHIPS

Academy of Management: Technology Information Management (TIM), Entrepreneurship (ENT), and Organization and Management Theory (OMT) Divisions

Strategic Management Society: Entrepreneurship & Strategy and Knowledge & Innovation Interest Groups

Institute for Operations Research and the Management Sciences (INFORMS)

INDUSTRY ADVISORY BOARDS & PRESENTATIONS

Cyclotron Road Advisory Network (2015 – ongoing)

“Deciding When to Change,” Golden Seeds Angel Network Monthly Forum, invited speaker (March 2016)

TEACHING CASES

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (A): A Luxury Brand." Boston University School of Management Case KJH0901.

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (B): Goals for Hyundai Motor America." Boston University School of Management Case KJH0902.

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (C): Hyundai Consolidated Financial Statements." Boston University School of Management Case KJH0903.

EDUCATION AND NON-PROFIT

- 2009 - 2010 *Research Assistant*, Boston University School of Management Boston, MA
 Researched platform strategies, managing platform-complementor relationships with Prof. Fernando Suarez culminating in the *MIT Sloan Management Review* article, “Dethroning an Established Platform: Lessons from the iPhone”. Researched and prepared a series of teaching cases with Prof. Kenneth Hatten on Hyundai Motor Company.
- 2001 – 2007 *Education Associate*, Museum of Science Boston Boston, MA
 Managed and developed educational resources for an endowment-funded field trip program in partnership with the Boston Public Schools. Supervised a large volunteer and high school student corps to lead field trips. Presented and developed live science demonstrations to in-museum and at-school audiences on topics including electricity, astronomy, physics, chemistry, engineering, and live animals. Worked with educator teams to develop science programs and demonstrations for general and age-specific audiences.
- 2004 - 2016 *Theater of Electricity Lightning! Presenter*, Museums of Science Boston Boston, MA
 Present and develop live science demonstrations about lighting and electricity for Overnights Program attendees and general museum audiences.

INDUSTRY EXPERIENCE

- 2000 – 2001 *Information Architect*, Interdimensions Corp. Boston, MA
 Designed website interface structures to balance the interests of users with the business goals of the client. Performed usability tests at multiple stages of development.
- 1999 – 2000 *Decision Consultant*, Decision Architects, A Monitor Group Company Boston, MA
 Built competitive simulation software to analyze business scenarios in various industries.

Updated October 4, 2017