

## **Daniella LAUREIRO MARTINEZ**

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### **ACADEMIC POSITIONS**

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- 2018-current Senior Scientist I (tenured position). Technology and Innovation Management Group. Department of Management Technology and Economics. ETH Zurich.
- 2017-2018 Oberassistentin II. Technology and Innovation Management Group. Department of Management Technology and Economics. ETH Zurich.
- 2014-2017 Oberassistentin I. Technology and Innovation Management Group. Department of Management Technology and Economics. ETH Zurich.
- 2016-current Adjunct professor. School of Management. Universidad de los Andes.
- 2011-2014 Post Doc Fellow. Department of Management Technology and Economics. ETH Zurich.

### **EDUCATION**

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- 2006-2011 Bocconi University, Milan, Italy. PhD in Management. Specialization tracks: Innovation and Strategy. Dissertation: "Cognitive and Neuropsychological Foundations of Strategic Decisions".
- 1997-2002 Universidad de los Andes, Bogota, Colombia. B.A. Major: Management. Highest Honors. Industrial Engineering Diploma (minor). French Language and Culture Diploma (minor).

### **RESEARCH INTERESTS**

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Attention; Creativity; Cognition; Decision-making; Entrepreneurship; Innovation; Individual and Organizational Learning; Problem Solving; Routinization; Sustainability and Social Responsibility.

### **RELEVANT PUBLICATIONS**

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- Laureiro-Martínez, D., Brusoni, S. (2018). Switching cognitive gears: cognitive flexibility and adaptive decision making. *Strategic Management Journal* 39, 1031-1058.
- Csaszar, F., Laureiro-Martínez, D. (2018). Individual and Organizational Antecedents of Strategic Foresight. *Strategy Science* (forthcoming).
- Laureiro-Martinez, D. (2018). Should I stay or should I go? The individual antecedents of noticing and embracing strategic change. In: *Handbook of Strategic Renewal*. Edited by: Lindgreen, van den Bosch, Volberda and Tuncdogan. Gower Publishing (forthcoming).
- Laureiro-Martinez, D. (2017). How do managers really think? Using Think Aloud and fMRI to take a closer look at managerial cognition. In: *Methodological Challenges and Advances in Managerial and Organizational Cognition*. Edited by: Sund, Galavan, Hodgkinson. Emerald.

...publications continued

Laureiro-Martinez, D., Trujillo C.A. and Unda J. (2017). Time perspective and age: a review of age associated differences. *Frontiers in Psychology*, 8(101), 1-8.

Tata, A., Laureiro-Martinez, D., Garcia, D., Oesch, A., & Brusoni, S. (2017). The psycholinguistics of entrepreneurship. *Journal of Business Venturing Insights*, 7, 38-44.

Laureiro-Martinez, D., Venkatraman, V., Cappa, S., Zollo, M., & Brusoni, S. (2015). Cognitive Neurosciences and Strategic Management: Challenges and Opportunities in Tying the Knot. *Cognition and Strategy. Advances in Strategic Management*. Emerald Group Publishing Limited, 32, 351-370.

\*Laureiro-Martinez, D., Brusoni S., Canessa, N. and Zollo, M. (2015). Understanding the exploration-exploitation dilemma: An fMRI study of attention control and decision-making performance. *Strategic Management Journal* 36(3), 319-338.

*\*On 2016 and again 2017, this paper achieved the status of "Fast-breaking paper", with top 1% citation increases in Economics and Business (Thomson-Reuters essential science indicators, 2016)*

Laureiro-Martinez, D., (2014). Cognitive Control Capabilities, Routinization Propensity and Decision-Making Performance. *Organization Science* 25(4), 1111-1133.

Laureiro-Martinez, D., Canessa, N., Brusoni, S., Zollo, M., Hare, T., Alemanno, F., & Cappa, S. F. (2014). Frontopolar cortex and decision-making efficiency: comparing brain activity of experts with different professional background during an exploration-exploitation task. *Frontiers in Human Neuroscience*. 7(927), 1-10.

Forero-Pineda, C., Laureiro-Martínez, D. and Marín, A. (2011). Patrones de innovación y propiedad intelectual en las PYMES de un país en desarrollo / Colombian Small and Medium Sized Enterprises Innovation Model. Book Chapter. In: "Economía de la innovación y desarrollo." Aboites, J. and Corona, J.M. (editors). Universidad Autónoma Metropolitana Xochimilco / SIGLO XXI Editions. Mexico, 431-455.

Forero-Pineda, C., Laureiro-Martinez, D. and Marín, A. (2011). Innovation patterns and intellectual property in SMEs of a developing country. *Innovar*, 21(42), 113-128.

Laureiro-Martínez, D., Brusoni, S., Zollo, M. (2010). The Neuroscientific Foundations of the Exploration-Exploitation Dilemma. *Journal of Neuroscience, Psychology, and Economics*. Vol 3(2), Nov 2010, 95-115.

## **PAPERS UNDER REVIEW AND WORK IN PROGRESS**

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Laureiro-Martínez, D., Brusoni, S., Tata, A. Zollo, M. The Emergence of Choice Patterns: Evidence from a Laboratory Study. Status: R&R.

Tata, A. Laureiro-Martínez, D., Brusoni, S. Don't look back: The effect of temporal and self-focus on Startup Funding. Status: rewriting

Zeijen, A., Tata, A., Laureiro-Martínez, D., Brusoni, S. The Role of Technology Frames in the Making of Disruptive Innovation - The Case of 3D Printing. Status: rewriting

Laureiro-Martínez, D., Trujillo, C. Time perspective and the temporal distance of decision outcomes. Status: Analyses done. Plan to write and submit by Nov 2018.

...work in progress continued

Laureiro-Martínez, D., Arrieta, J., Brusoni, S., Thinking Sequences and Decision-Making Performance: A Laboratory Study of Experienced Decision Makers. Status: writing manuscript and analysing data from second study.

Deréky, A. Laureiro-Martínez, D., Brusoni, S., Hare, T. Managing Socio-Economic Tensions: The Role of Value-Based Decision Making. Status: Data analyses in progress.

Dioszégi, B. Laureiro-Martínez, D., Brusoni, S. Awakening the dormant ties: The role of Cognitive Network Activation. Status: working paper, new analyses.

Koesoema, A. Laureiro-Martínez, D., Understanding Multiple Occupational Roles and Exploration-Exploitation for Performance. Status: working paper.

Laureiro-Martínez, D., Brusoni, S., Zollo, M. A Bio-Social model of the Entrepreneurial Personality. Status: Analyses done.

Dioszégi, B. Laureiro-Martínez, D., Brusoni, S. Networking with Forethought: The Role of Cognitive Flexibility. Status: working paper

#### **SELECTED REFEREED INVITED PRESENTATIONS**

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“Evaluating Experimental Studies in Organizations & Strategy” (co-organizer with Phanish Puranam and Nils Stieglitz). Professional Development Workshop -PDW sponsored by BPS, TIM, MOC, OB, OMT and RM Divisions, Academy of Management Meeting, Atlanta, GA. August 2017.

“Experiments on Individual Preferences: A Behavioral Strategy Point of View” (co-organizer with Anna Deréky and Stefano Brusoni) Symposium sponsored by BPS, TIM, MOC at the Academy of Management Meeting, Atlanta, GA. August 2017.

“TIM meets MOC – Micro ideas on the Antecedents of Change and Adaptation” Academy of Management Meeting, Frontiers of Managerial and Organizational Cognition, Zurich, Switzerland. June 2017.

“Artificial Intelligence meets Organizational Learning” Panel organizer. Carnegie School of Organizational Learning Conference. Asilomar, Pacific Grove, CA. May 2017.

“Thinking Sequences and Decision-Making Performance: A Laboratory Study of Experienced Decision Makers” with Arrieta, J., Brusoni, S.  
Carnegie School of Organizational Learning Conference. Asilomar, CA. May 2016  
SMS Conference. Berlin, September 2016  
Universidad de los Andes, School of Management, January 2017

“Exploring experimental techniques: A hands-on and rapid prototyping session.” (organizer).  
Pre-conference session. SMS Conference. Denver, CO, October 2015  
Professional Development Workshop -PDW sponsored by TIM, BPS, MOC, OB and RM Divisions, Academy of Management Meeting, Anaheim, CA. August 2016 and Atlanta, GA. August 2017.

“Don’t look back: The effect of temporal and self-focus on Startup Funding”  
Academy of Management Meeting, Anaheim, CA. August 2016

...refereed presentations continued

- “Jack, Not All Trades are Created Equal: Balancing Multiple Occupational Roles and Exploration-Exploitation for Individual and Venture Performance” With A. Koesoema. SMS Conference. Denver, CO, October 2015
- “Managing Socio-Economic Tensions: The Role of Value-Based Decision Making”. With A. Deréky. SMS Conference. Denver, CO, October 2015  
Academy of Management Meeting, Anaheim, CA. August 2016
- “Individual and Organizational Antecedents of Strategic Foresight.” With F. Csaszar. Organizational Experiments Workshop. Frankfurt, Germany. September 2015.  
Academy of Management Meeting, Anaheim, CA. August 2016
- Panel presenter and organizer “Neuro-foundations: What Neuroscience Can (and Can't) Teach Us about Knowledge Creation and Transfer”. NSF Knowledge Conference. Wharton. Philadelphia, PA. July 2015.
- “Cognitive Neurosciences and Strategic Management: Current Issues”.  
EURAM. Warsaw, Poland. June 2015.  
SMS Conference, Copenhagen, Denmark. June 2014.
- “Switching cognitive gears: cognitive flexibility and adaptive decision making.” Carnegie Organizational Learning. Asilomar, CA. May 2015.
- “From Brains to Organization: Micro- Macro Solutions for Attention and Cognition Research” (co-organizer with S. Brusoni). Sponsored by BPS, TIM, RM and MOC divisions. Academy of Management Meeting, Philadelphia, PA. August 2014.
- “On Michael Cohen, on Dewey. Two studies of cognition, emotion and routinization”. Invited presentation at the Organization Science Winter Conference XX. Steamboat Springs, CO, February 2014.
- “The Emergence of Choice Patterns in the Four Armed Bandit Task: Implications for a Discussion about the Origins of Routines”.  
Organization Science Winter Conference XX. Steamboat Springs, CO, February 2014.  
SEI Workshop, SKEMA, France. May 2014.  
Carnegie Organizational Learning. Asilomar, CA. May 2014.  
SMS Conference, Copenhagen, Denmark. June 2014.  
Academy of Management Meeting, Philadelphia, PA. August 2014.  
SMS Conference. Madrid, Spain. October 2014.  
INFORMS Conference. San Francisco, CA. November 2014.
- “The application of neuroscientific methods to management research: Problems and opportunities”  
SMS Conference. Atlanta GA, October 2013  
Academy of Management Meeting, Orlando FL, August 2013
- “Cognitive Flexibility and Problem solving: Think Aloud Protocols of Experienced Decision Makers”  
SMS Conference. Atlanta GA, October 2013  
Attention Workshop. Zurich. June 2013
- “Attention Needs More Attention - Bridging micro and macro perspectives on organizational attention research.” (co-organizer with S. Brusoni). Sponsored by BPS, TIM and MOC divisions. Academy of Management meeting, Orlando FL, August 2013

...refereed presentations continued

- “How to Apply Neuroscientific Methods to Management Research” (co-organized with S. Brusoni). Sponsored by BPS, TIM and MOC divisions. Academy of Management meeting, Orlando FL, August 2013
- “Taking turns on wearing the innovator’s hat; deconstructing the levels of firm's artistic and managerial ambidexterity” with Allya Koesoema  
SMS Conference. Lausanne, Switzerland, March 2013
- “Attention Needs More Attention - Methodological issues in attention and cognition research.” (co-organized with M. Zollo and S. Brusoni). Sponsored by BPS, TIM, RMD and MOC divisions. Academy of Management meeting, Boston MA, August 2012
- “The Role of Neurosciences in Strategic Management – reflecting about three challenges.” (co-organized with M. Zollo and S. Brusoni). Sponsored by BPS, TIM, RMD and MOC divisions. Academy of Management meeting, Boston MA, August 2012
- “Entrepreneurial and Managerial Brains: How differences in Attention and Cognitive Control affect strategic decision making”  
SMS Conference. Singapore, June 2012
- “An Ambidextrous Personality: Harm-Avoidance, Persistence and Self-Directedness affect Ambidextrous Decision-Making”  
SMS Conference. Miami FL, November 2011
- “Ambidexterity in the brain: Switching between Exploitation and Exploration”  
SMS Conference. Miami FL, November 2011
- “Snakes and ladders in neuroscientific studies of managerial cognition” (presenter in the panel Cognition and Strategic Decision-Making) Strategy Process and Strategy Practice Interest Group Workshop. SMS Conference. Miami FL, November 2011.
- “Strategic Management meets Neurosciences: Problems and Opportunities” (co-organizer with S. Brusoni). Symposium sponsored by BPS, MOC and TIM Divisions, Academy of Management Meeting. San Antonio TX, August 2011. *Emerald Best International Symposium Award Runner Up*
- “Rethinking the role of Neurosciences in Strategic Management” (co-organizer with S. Brusoni). Professional Development Workshop -PDW sponsored by BPS, OMT and TIM Divisions, Academy of Management Meeting. San Antonio TX, August 2011
- “Innovative and Managerial Brains facing the Exploration-Exploitation Dilemma”  
Workshop The Psychology and Economics of Scarce Attention. Organized by Institut d’Economie Industrielle and Institute for Advanced Study in Toulouse. Toulouse, September 2011.  
Academy of Management Meeting. San Antonio TX, August 2011 under the title “The Innovative Brain: A Neural Signature”  
CCC Doctoral Student Conference at MIT. Boston, April 2011  
SMS Conference. Rome, September 2010

...refereed presentations continued

“Cognitive control capabilities, routinization and decision-making performance”

Academy of Management Meeting. San Antonio TX, August 2011

SMS Conference. Rome, September 2010

DRUID Conference. London, June 2010

Micro origins of Routines Conference. Helsinki, June 2010

EGOS Conference. Lisbon, June 2010

Poster - NeuroPsychoEconomics Assoc. Conference. Copenhagen, May 2010

“Executive Functions at Work. The impact of individual differences in cognitive control on managerial decision-making”

Poster - Society of Judgment and Decision Making. Boston, MA. November 2009

SMS Conference. Washington, DC. October, 2009

“The Neuroscientific Foundations of the Exploration-Exploitation Dilemma”

NeuroPsychoEconomics Assoc. Conference. Munich, Germany. October 2008

“Cognitive Flexibility in Decision-Making”

SMS Conference - Preliminary Sessions. Cologne, Germany. October 2008

## SEMINARS

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| 2016 | “Antecedents of Exploration and Exploitation”. Invited talk at the Professional Women Network Association. April 2016.   |
| 2016 | “What is and how to better handle the Exploration and Exploitation Paradox?” Invited talk for UniCredit Zagreb. March 2016.  |
| 2015 | “Cognition, emotion and routinization in decision-making”. Aalto University, Finland. November 2015.   |
| 2015 | “Don’t look back: The effect of temporal and self-focus on Startup Funding.” BI Norwegian Business School, Oslo, Norway.   |
| 2015 | “Cognition and Emotion in Exploration” Strategy Department. UNSW. Sydney, Australia.   |
| 2014 | Organization of Workshop: Decision Neuroscience and Management: A rough guide. Temple University, Philadelphia, PA.  |
| 2014 | Invited plenary talk. “From brains to organization? A discussion on the use of decision-making neuroscience in management sciences”. International Schumpeter Society Conference. Jena, Germany. |
| 2014 | Invited talk. “Towards the Neuro-Foundations of Organization and Strategy” CRIOS Bocconi Research Conference. Milan, Italy.  |
| 2013 | Organization of “Managerial and Organizational Attention Workshop” Zurich, Switzerland.  |
| 2013 | Knowledge, Technology and Organization Group, SKEMA Business School, Nice, France.   |
| 2012 | BI Norwegian Business School, Oslo, Norway.  |
| 2011 | Wharton conference on Routines. Wharton School, University of Pennsylvania. Philadelphia, PA.  |
| 2011 | London Business School, London, UK.<br>Strategy Unit Harvard Business School, Boston, MA.<br>Business Department Carlos III, Madrid, Spain.<br>Management Department ITAM Mexico D.F., Mexico.   |
| 2010 | School of Management, Universidad de los Andes, Bogota, Colombia.<br>Strategy Unit Research Seminar, Harvard Business School, Boston, MA.  |

## RELEVANT TEACHING EXPERIENCE

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### Teaching Experience

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- 2017-current “Strategic Decision Making”. Core course. MBA Program. ETH, Zurich.  
Co-creation, co-development and co-teaching.
- 2015-current “Innovation Leadership”. Core course. Master IBS MAS/MSc Program. ETH, Zurich.  
Lead. Co-creation, co-development and co-teaching.
- 2015-current “Innovation, Creativity and Personality Traits”. Elective course. MAS Program. ETH,  
Zurich.  
Lead. Creation, Development and co-teaching.
- 2014 “Strategy and Cognition”. Managing Innovation and Attention for Ambidexterity. Master  
in Services Management. Athens University of Economics and Business.
- 2013- current “Exploration and Exploitation”, “Strategy and Cognition”. Executive Education program.  
Innovation Institute, Zagreb Croatia
- 2011-current “Qualitative Research Methods”. PhD Methods MTEC. PhD Program and in 2016 for  
NADEL. ETH, Zurich.
- 2011-current “Managerial Cognition”. PhD Elective MTEC. Creation and teaching. PhD Program.  
ETH, Zurich.
- 2007-2011 “Strategy”. Teaching Assistant. International Undergraduate Program in Management.  
Bocconi University. Professors: A. Gambardella, C. Panico and M. Maras.
- 2010 “Industry and Firm Analysis”. Teaching Assistant. Master in Economics and Management of  
Innovation and Technology. Bocconi University. Professor: S. Brusoni.
- 2002-2006 Experience as Teaching Assistant and Instructor of courses on Strategy,  
Entrepreneurship, and International Strategy. Universidad de los Andes, Bogota,  
Colombia.

### Invited as guest lecturer in the following courses:

- 2011 – current Session on exploration and exploitation. Technology and Innovation Management.  
Master course. ETH Zurich.
- 2009 Neuroeconomics. San Raffaele University.
- 2010 Innovation. San Raffaele University

### Instructor of the Bocconi Teams in the following strategy/business competitions:

2009 and 2010 MICC - Marshal International Case Competition. University of Southern  
California. Los Angeles, USA.

2009 Navarra Case Competition, IESE – University of Navarra. Navarra, Spain. The  
team I coached won the competition.

Teaching Interests

Cognition in strategic management, Creativity, Decision-making, Entrepreneurship, Innovation and Entrepreneurship, Leadership, Research methods.

**RELEVANT STUDENT SUPERVISION**

Master's theses directed

Markus Erne, Insight, Creativity and Sustainability. MTEC – ETH, June 2018.

Jan Richer, Association between the Symptoms of ADHD and Innovative Work Behaviour, September, Université Neuchatel, 2017

Ilaria Devittori, Novel and complex problem solving: an experimental study, MTEC – ETH, July 2017

Mariana Nieto de Leon, Routine Change, MTEC – ETH, 2016

Jesus Lopez Palacios, The life of a Routine, MTEC – ETH, 2016

Andrea Casali, Understanding Managerial Foresight: An Empirical Study of Mental Representations Decision-Making, MTEC – ETH, March 2016

Daria Pregowski, A Biosocial Model of Entrepreneurial Personality, University of Zurich and MTEC – ETH, July 2015

Fernando Duran, Time perspective in Management Decision Makers with a focus on innovation outcomes, Copenhaguen Business School & MTEC – ETH, June 2014

Christoph Schlatter, Marketing Communications in an Engineering Company, MTEC – ETH, Jan 2013.

Master's theses co-supervised

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2009 – 2011 In Bocconi University: Three Master Theses Supervision. Master of Science in Economics and Management of Innovation and Technology, Bocconi University. All three theses obtained “excellence level”.

Tibor Staub, The Role of Cognitive Control Capabilities in the Change of Routines at the Individual Level, MTEC – ETH, 2015

Anne Lucie Brandenberger, Persist, Persist, Persist!, MTEC – ETH, 2015

Doctoral dissertations co-supervised

Amulya Tata, Managerial Cognition, Search and Strategu: Essays on Microfoundations, ETH Zurich, July 2017 – nominated for the ETH Medal

Bálint Dioszegi, Mind over Network: individual agency, cognition and organizational networks, ETH Zurich, January 2016

Invited to be in doctoral committee:

Maitane Elorriaga Rubio, Collective Efficacy And Risk-Taking In An Entrepreneurial Team Competition Context, Copenhaguen Business School

## **PROFESSIONAL SERVICE**

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### Editorial Board

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2017 – 2020 Strategic Management Journal

### Ad-hoc Reviewer

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2017- current Administrative Science Quarterly

2016- current Grant reviewer for Swiss National Science Foundation and ERC

2014 – current Organization Science

2013 – current Strategic Management Journal

2012 – current Industrial and Corporate Change

2010 – current Journal of Management Studies

2009 – current Strategic Management Society Conferences

2008 – current Annual Meetings of the Academy of Management

### Memberships and Affiliations

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2008 – current Academy of Management

2009 – current Strategic Management Society

2010 – 2012 Society for Neuroscience

2010 – 2014 EGOS - European Group for Organizational Studies

2008 – 2012 Society of Judgment and Decision Making

2008 – 2014 Society of Neuroscience Psychology and Economics

**HONORS AND AWARDS**

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2017 - 2019	Elected International Representative at MOC division, Academy of Management. Elected Representative at Large at TIM division, Academy of Management.
2016 - 2019	Elected Representative at Large – Strategic Management Society. Behavioral Strategy Interest Group.
2016 -current	Co-organizer of the international conference Carnegie School of Organizational Learning, Asilomar, Pacific Grove, CA
2014 - 2016	Elected Representative at Large – Strategic Management Society. Knowledge and Innovation Interest Group.
2014	Swiss National Science Foundation – Grant to partially finance the project “Time Focus of Startup Founders” (granted approx. 169.000 USD)
2013	Swiss National Science Foundation – Grant to partially finance the “International Exploratory Workshop: Managerial and Organizational Attention Research” Project number IZ32Z0_147375. (granted approx. 23.000 USD)
2011-2013	Fondazione Cariplo – Research grant to carry out the project “A neuroscientific approach to develop tools for the education in management of innovation and sustainable businesses” (approx. 145.000 EUR out of 510.000 EUR)
2010-2011	Bocconi University, Competitive Research grant
2010	KITeS – Bocconi, Research grant for junior scholars
2010	Scott Shane’s Intensive Seminar on Entrepreneurship, Newcastle Business School Newcastle UK.
2010	Fellowship for the Doctoral Workshop, SMS Conference, Rome, Italy.
2010	BPS Dissertation Consortium, AOM Meeting, Montreal, Canada.
2010	Fellowship to join the EGOS PhD Workshop, Lisbon, Portugal.
2009	CROMA – Bocconi, Key research projects funding
2009	KITeS – Bocconi, Research funding.
2008	Fellowship for IRI Foundation Summer School. “Managing Organizational Learning Change”, Volterra, Italy.
2006-2010	Bocconi University, PhD fellowship
2006	Universidad de los Andes, Fellowship to promote Junior Researchers Doctoral Education
2002	Winner of best thesis award for “ <i>Colombian Small and Medium Sized Enterprises Export Potential Prediction Model</i> ”. School of Management. Universidad de los Andes.
2002	Academic Excellence Award. Undergraduate Management Program at Universidad de los Andes

**SKILLS**

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Qualitative data analysis. NVivo software.

Survey design, distribution and data processing. Software SPSS and STATA.

Experimental design for psychological and neurological tasks. Basics of Presentation (stimulus delivery and experimental control software for neuroscience) and SPM-Statistical Parametric Mapping for neuroimaging data.

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## NON-ACADEMIC EXPERIENCE

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### Consulting

2000-2006 In collaboration with the Colombian Ministry of Foreign Affairs worked as Junior Consultant for various applied research projects for small and medium sized companies. The projects involved companies in manufacturing and services sectors. The topics focused mostly on innovation and new product development and internationalization strategies.

### Volunteer experience in social enterprises

2016 – current *Volunteer Society Nepal*: an NGO that promotes education in economically poor regions of Nepal. In-site supported an innovation in teaching initiative, coached a group of 16 teachers on how to design student-centered lessons and incorporate novel methods for their teaching. In-site worked at a Women Center and an Orphanage in Katmandu. Continued remote involvement with the NGO.

2003-current *Cootregua*: a cooperative that promotes entrepreneurship in economically poor regions on the east forests of Colombia. Worked providing external support in the promotion of entrepreneurship –particularly among women- and small economic initiatives. Continued remote support to the Director on topics related to social innovation.

2005-2006 *Agrosolidaria*: a social network that promotes the consolidation of rural micro enterprises that produce and commercialize ecologically and socially responsible products in Boyaca, central Colombia.

2005-2006 *InterAmerican Development Bank*: creation of economically, socially and environmentally sustainable business. The involved community was a very-low income population oppressed by armed conflicts in the south of Colombia.

### Pre-doctoral Research Experience

2002- 2006 Research Assistant and later Instructor at School of Management, Universidad de los Andes in Bogota, Colombia. I actively contributed to the following research projects:

SMEs Innovation Models and Intellectual Property Rights (Jan. 2004 – Sept. 2007)

SMEs Export Potential in Five Colombian Regions. (August 2003 – August 2006)

SMEs Strategic Alliances to Export (August 2003 – May 2005)

Marketing for Service Sector SMEs (January 2003 – March 2004)

Social Entrepreneurs Program (February 2002 – August 2006) A joint project between Universidad de los Andes and the Social Enterprise Knowledge Network from Harvard University.

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## OTHER

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Languages English (fluent), Spanish (native), Italian (fluent), French (proficient but getting worse), Portuguese (upper intermediate), German (basic – currently studying level B1).

Citizenships Colombian and Argentinean

Hobbies Traveling, trekking, cooking, swimming, chef chocolatier.

## REFERENCES

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### **Phanish Puranaman**

The Roland Berger Chaired Professor Of  
Strategy And Organisation Design

Academic Director of the Phd Programme

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### **Linda Argote**

David M. Kirr and Barbara A. Kirr Professor of  
Organizational Behavior and Theory  
Director, Center of Organizational Learning,  
Innovation and Knowledge

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### **Zur Shapira**

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### **Maurizio Zollo**

Bocconi Dean's Professor in Strategy and  
Corporate Responsibility  
CROMA Research Center Director

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