

## Robert E. Wiltbank, PhD

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### MANUSCRIPTS

#### *Peer reviewed publications:*

- “Marketing Under Uncertainty: An Effectual Approach.”  
Journal of Marketing Forthcoming with S. Read, N. Dew, S. Sarasvathy, and M. Song
- “Affordable Loss: Behavioral Economic Aspects of the Plunge Decision”  
Strategic Entrepreneurship Journal Forthcoming with S. Sarasvathy, N. Dew, S. Read.
- “Logical Frames in Entrepreneurial Decision Making: Experts vs. Novices.”  
Journal of Business Venturing Forthcoming with N. Dew, S. Read and S. Sarasvathy.
- “Prediction and Control Under Uncertainty: Outcomes in Angel Investing.”  
Journal of Business Venturing Forthcoming with S. Read, N. Dew and S. Sarasvathy.
- “Outlines of a Behavioral Theory of the Entrepreneurial Firm.”  
Journal of Economic Behavior & Organization, 2008, 66: 37-59 with N.Dew, S.Read & S.Sarasvathy.
- “Immortal Firms in Mortal Markets? An Entrepreneurial Perspective on the Innovator’s Dilemma” forthcoming at European Journal of Innovation Management.  
with N. Dew, S. Sarasvathy, S. Read.
- “Designing Organizations that Design Environments: Lessons from Entrepreneurial Expertise.”  
Organization Studies, 2008, 29: 331-350. with N.Dew, S.Read, S.Sarasvathy.
- “What to Do Next? The Case for Non-Predictive Strategy”  
Strategic Management Journal, 2006, vol 27 issue 10, with N.Dew, S. Sarasvathy, S.Read.
- “New Venture Evolution and Managerial Capabilities”  
Organization Science, 2005, Vol 16, issue 6. with Warren Boeker.
- “Investment Practices and Outcomes of Informal Venture Investors”  
Venture Capital: International Journal of Entrepreneurial Finance, 2005, vol 7, issue 4.

#### *Books, Articles, Conference Selections:*

- The Catalysts: Becoming an Organic Growth Leader. April, 2009.  
Crown Publishing: New York City. with J. Liedtka, R. Rosen
- “In Search of Growth Leaders”  
Wall Street Journal July 7, 2008. with S Carr, J Liedtka, R Rosen.
- “Plas 2 Fuel”  
British Airways Business Life Magazine. Nov 2008. August. with S. Read.
- “Breath of Fresh Air”  
British Airways Business Life Magazine. Aug 2008. August. with S. Read.

“The Moving Picture Show”

British Airways Business Life Magazine, Apr 2007. August. with S. Read.

“UnRisky Business”

British Airways Business Life Magazine, Aug 2007. August. with S. Read.

“Oat Cuisine”

British Airways Business Life Magazine, Dec 2007. August. with S. Read.

“Prediction & Control: Angel Investing At The Individual Level”

Frontiers of Entrepreneurship Research, 2005, Babson College, with S. Read, N. Dew, & S.Sarasvathy.

“Business Angels”

Encyclopedia of Entrepreneurship, Hitt & Ireland, eds. 2004 with S. Sarasvathy.

“What do Entrepreneurs Really Learn From Experience?”

Frontiers of Entrepreneurship Research, 2003. Babson College. with S. Read and S. Sarasvathy.

“Competitive Actions & Wealth Creation by Internet Ventures.”

Published in E-Commerce & Entrepreneurship, ed. J. Butler. IAP, U.S.A. 2001. with V. Rindova and S. Kotha.

### ***Under Review***

“I Like How You Think: The Role of Cognitive Similarity as a Decision Bias”

Under review at Academy of Management Journal with C. Murnieks, M.Haynie, and T.Harting  
**Winner of the Academy of Management Ent Division Best Empirical Paper Award 2007**

“On the Entrepreneurial Genesis of New Markets: Effectual Transformations versus Causal Search and Selection.”

Under 2<sup>nd</sup> review at the Journal of Evolutionary Economics with N.Dew, S.Read, S.Sarasvathy.

“Making Sense: Patterns of Competitive Actions and Valuation of New Firms”

Under 2<sup>nd</sup> review at the Strategic Management Journal with V. Rindova, W. Ferrier

### ***Working Papers***

“Effectual Reasoning in Entrepreneurial Expertise: Existence and Bounds.”

Targeted for the Strategic Management Journal with N. Dew, S. Read and S. Sarasvathy.

“The Convergence of Entrepreneurial and Venture Capital Expertise”

Targeted for SMJ with S. Read, N.Dew, and S.Sarasvathy

### **INVITED PARTICIPATION:**

Key note speaker at the Angel Capital Association national conference, San Diego, 2008

Batten Research Fellow at the Darden Graduate School of Business at the University of Virginia

Kauffman Foundation research fellowship for the Group Angel Performance Project

Editorial board member of the Journal of Business Venturing

Research committee member for the Angel Capital Association

Featured Speaker at the Angel Capital Association Conference 2005

Featured Speaker at the Bend Venture Capital Conference 2005

## TEACHING

*Non Profit Governance.* Executive course with National Arts Strategies designed for NFP leaders and board members around effective board governance.

*Business Policy.* Capstone course in comprehensive business strategy.  
Industry & Firm Analysis, Competitive Strategy, Organizational Change.

*Entrepreneurship.* New venture creation and management.  
Entrepreneurial Finance, Management Teams, Market Creation, Business Models

*Industry Analysis.* Integrative course on the industry impact on firm strategy covering technology evolution, value chains, industry forces, life cycles, and market creation.

## EDUCATION

2005 PhD. University of Washington, Strategic Management

*Dissertation: Prediction and Construction in Managing Uncertainty*

This study explores the approach of informal private equity investors (Angels) in pursuing new venture strategies that emphasize different degrees of prediction and control of their situation. The intensity of true uncertainty and ambiguity in new venture creation provides a setting for evaluating the existence and impact of non-predictive control approaches. A large national survey of angel investors supports the investigation of the outcomes of constructing rather than predicting the future of new ventures' business situations on investing success. The results address important debates regarding strategy under uncertainty and entrepreneurial finance.

Oregon State University, Bachelor of Science, Finance & Accounting  
Suma Cum Laude Honors  
Certified Managerial Accountant (CMA)

## PROFESSIONAL EXPERIENCE

- Partner with Buerk Dale Victor LLC, a Seattle based venture capital fund.
- Tektronix, Inc.
  - Corporate Sales: Responsible for Sales Relationships with Fortune 500 in NYC
  - Financial Analyst: Forecasting and Strategic Planning for \$800M Printer Division.

- Consulting Engagements

New venture projects for several large corporations.

Strategic marketing for several start-up firms.

Many due diligence investigations assessing multimillion dollar new venture investments and acquisitions, particularly focused on market & competitive strategy.