

Neil C. Tarallo
Sr. Lecturer, Entrepreneurship
The School of Hotel School
Cornell SC Johnson College of Business

EDUCATION

MBA, School of Management, Syracuse University 1994
Major: Business Administration
Supporting Areas of Emphasis: Finance, Innovation, Marketing
Thesis Title: "University Entrepreneurship Education in the United States
and a Proposed Program of Study for Syracuse University"

BS, Ithaca College 1982
Major: Business Administration

ACADEMIC POSITIONS

Cornell University

Senior Lecturer, Entrepreneurship, School of Hotel Administration 2011 - present
Director, Entrepreneurship Bootcamp for Veterans with Disabilities 2011 - 2019
Academic Director, Pillsbury Institute for Hospitality Entrepreneurship 2018 - 2019
Director (interim), Pillsbury Institute for Hospitality Entrepreneurship 2017 - 2018
Academic Director, Pillsbury Institute for Hospitality Entrepreneurship 2011 - 2013

Syracuse University, Whitman School of Management

Assistant Professor of Entrepreneurial Practice 2007 - 2011
Creator & Director, M.S. in Entrepreneurship 2008 - 2011
Adjunct Instructor 2003 - 2006

TEACHING EXPERIENCE

Cornell University - Courses

HADM 3135/6135 Conversations with Entrepreneurs (undergrad/grad)
HADM 3136 Empowerment through Entrepreneurship, South Africa
HADM 4125/6125 Foundations of Social Entrepreneurship (undergrad/grad)

HADM 4130/6130	Entrepreneurial Management (undergrad/grad)
HADM 4140/6140	Corporate Entrepreneurship (undergrad/grad)
HADM 4144/6145	Opportunity Recognition & Ideation (undergrad/grad)
HADM 4145/6145	Strategic Business Plan Development (undergrad/grad)
HADM 4990	Undergraduate Independent Study
HADM 6990	Graduate Independent Research

Cornell University – Executive Education

Custom Program	Abu Dhabi Distribution Corp	October 2019
Custom Program	Abu Dhabi Distribution Corp	July 2019
PDP	Develop an Entrepreneurial Mindset for Innovation and Growth	June 2019
PDP	Entrepreneurship and Innovation in Existing Organizations	June 2018
PDP	Tools for Entrepreneurs and Innovators	June 2018
eCornell	Web Series: A Fresh Look at Innovation	August 2017
eCornell	Web Series: Business Model Canvas: A Tool for Entrepreneurs and Managers	June 2017
eCornell	Web Series: Inventing the Future: How Entrepreneurs Think & Behave	February 2017

Syracuse University, Institute for Veteran & Military Families (IVMF)

Boots to Business (b2b)
Operation Jump Start

Syracuse University, Whitman School of Management

MAR 307	Sales Management
EEE 370	Introduction to Entrepreneurship
EEE 370	Introduction to Entrepreneurship, Online Course
EEE 443/642	Emerging Enterprise Consulting
EEE 457	Strategic & Entrepreneurial Management (Undergraduate Capstone)
EEE 458	Business Plan Lab
EEE 464/664	Entrepreneurship & Empowerment (Study Abroad Program)
EEE 470/670	Experience Credit
EEE 499	Honors Capstone Project
MBC 647	Global & Entrepreneurial Management (Graduate Capstone)

DIRECTED STUDENT LEARNING

Cornell University

- Directed Individual/Independent Study, "Business Model Innovations for Religious Organizations"
Advised: Peter Cetale, Completed December 2018
- Directed Individual/Independent Study, "Experiential Exercise: Restaurant Startup"
Advised: Jaqueline Falkenberg, Completed May 2017
- Directed Individual/Independent Study, "Financing the Restaurant Startup"
Advised: Natalia Ruiz, Completed May 2017
- Directed Individual/Independent Study, "Industry and Opportunity Analysis in the Electronic Medical Record Industry"
Advised: Griffin Brodman, Completed May 2016
- Directed Individual/Independent Study, "Exploring Measures of Success for Social Enterprises in the Hospitality Industry"
Advised: Enlin Zhou, Completed May 2013
- Directed Individual/Independent Study, "Hospitality skills for better life: A comparative study on how hospitality social enterprises and non-profits address youth development challenges through operation-based training"
Advised: Enlin Zhou, Completed December 2012
- Directed Individual/Independent Study, "Proof of Concept: Food Kiosks and The Metro in India"
Advised: Anukul Chandhok, Completed December 2012
- Directed Individual/Independent Study, "Business Model Development in the European Football Industry"
Advised: Kartik Das, Completed May 2012
- Directed Individual/Independent Study, "Business Model Development in the European Football Industry"
Advised: Eric Maimon, Completed May 2012
- Directed Individual/Independent Study, "Business Model Development: Snappy Screen"
Advised: Kristen McClellan, Completed May 2012

Directed Individual/Independent Study, "Analysis of the Healthy Snack Industry"	May 2012
Advised: Brennan Spreitzer, Completed	
Directed Individual/Independent Study, "Opportunity Analysis: Extreme Sports Themed Hotels"	December 2011
Advised: Joseph Jelenik, Completed	
Directed Individual/Independent Study, "Feasibility Analysis of Mobile App Concierge Service"	December 2011
Advised: Suneet Nigale, Completed	
Directed Individual/Independent Study, "Concept Development for Whole Foods".	December 2011
Advised: Keith Seeber, Completed	

CURRICULUM DEVELOPMENT

Cornell University

HADM 3135/6135	Conversations with Entrepreneurs
HADM 4125/6125	Foundations of Social Entrepreneurship
HADM 4140/6140	Corporate Entrepreneurship
HADM 4144/6144	Opportunity Recognition & Ideation
HADM 4145/6145	Creating Service Based Business Models
HADM 3136	Empowerment through Entrepreneurship, South Africa
HADM 3137	Entrepreneurial Field Experience

Syracuse University, Institute for Veteran & Military Families (IVMF)

Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), Committee Co-Chair	2015 - 2018
Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE), Committee Member	2015 - 2018
Boots to Business (b2b), Committee Member	2014 - 2015
Endure & Grow (online), Committee Member	2014 - 2015
Entrepreneurship Bootcamp for Veterans with Disabilities – Family (EBV-F), Committee Member	2012 - 2013

Syracuse University, Whitman School of Management

Master of Science in Entrepreneurship	2008 - 2010
Undergraduate Capstone Program, Committee Chair	2008 - 2010
Graduate Capstone Program, Committee Chair	2009 - 2010

GRANTS

U.S. Small Business Administration (SBA),
Office of Veterans Business Development (OVBD),
Boots to Business program
PI: Dr. Michael Haynie, Vice Chancellor, Syracuse University
Co-PI: Neil Tarallo, Sr. Lecturer,
The Hotel School, Cornell SC Johnson College of Business
Award: One year plus four option years at \$1.5 million per year

June 2017

PRESENTATIONS & SPEAKING ENGAGEMENTS

Invited Speaker, Alliance for Diversity and Inclusion Summer Student Intern
Program, "Business Etiquette and Why It Matters"
Non-academic, Applied Scholarship
Cornell University, Ithaca, NY

June 2019

Invited Speaker, StartUp Tree, Webinar,
"How to Maximize Engagement for Your Mentorship Program".
Non-academic
Ithaca, NY

May 2019

Keynote Speaker, Cornell Hotel Society,
"What makes entrepreneurs entrepreneurial (and why it matters to the
rest of us)?"
Non-academic, Applied Scholarship
Honolulu Hawaii

May 2019

Invited Speaker (Plenary), Patsy T. Mink Center for Business & Leadership,
Woman's Leadership Alliance. "Accelerate Your Career With Entrepreneurial
Thinking"
Non-academic, Applied Scholarship
Honolulu Hawaii

May 2019

<p>Invited Speaker, M[^]NA UP Business Accelerator, State of Hawaii, "Connecting Entrepreneurial Processes to Innovation" Non-academic, Applied Scholarship Honolulu Hawaii</p>	<p>May 2019</p>
<p>Panel Discussion Facilitator, "How Investors Evaluate New Venture Opportunities", The Hotel School Academic, Applied Scholarship Ithaca, NY</p>	<p>April 2019</p>
<p>Invited Speaker, Incubator Works, Board of Directors Meeting "Inventing the Future: How Entrepreneurs Think & Behave" Non-academic, Applied Scholarship Corning, NY</p>	<p>November 2018</p>
<p>Invited Presentation, Leading Hotels of the World, Leading Strategic Management Program II. Non-academic, Applied Scholarship New York, NY</p>	<p>August 2018</p>
<p>Judge; Engineering Innovation Competition College of Engineering, Cornell University</p>	<p>May 2018</p>
<p>Invited Presentation, Leading Hotels of the World, Leading Strategic Management Program I. Non-academic, Applied Scholarship New York, NY</p>	<p>August 2017</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations), Non-academic, Applied Scholarship Louisville, KY</p>	<p>August 2017</p>
<p>Judge; Engineering Innovation Competition College of Engineering, Cornell University</p>	<p>May 2017</p>

<p>Invited Presentation, restaurantowner.com, It's Not Just About the Food: How To Ensure You're Providing the Experience Your Guests Really Want Non-academic, Applied Scholarship Houston, Tx</p>	<p>March 2017</p>
<p>Opening Speaker (Plenary), Annual Conference, Leading Hotels of the World, Non-academic, Applied Scholarship Buenos Aires, Argentina</p>	<p>November 2016</p>
<p>Contributed, Center for Hospitality Research, School of Hotel Administration, Cornell University, Design Management Roundtable, "How Co-production and Authenticity Affect the Future of Experience". Academic, Applied Scholarship Ithaca, NY</p>	<p>October 2016</p>
<p>Guest Speaker, Seminar in Practical Entrepreneurship, School of Business, Ithaca College, "How Entrepreneurs Think: Causal vs Effectual Thinking". Academic, Applied Scholarship Ithaca, NY</p>	<p>September 2016</p>
<p>United States Armed Forces Radio (Germany), "Entrepreneurship and the U.S. Military". Non-academic, Applied Scholarship Wiesbaden, Hesse, Germany</p>	<p>August 2016</p>
<p>Invited Presentation, Leading Hotels of the World, Leading Strategic Management Program II. Non-academic, Applied Scholarship New York, NY</p>	<p>August 2016</p>
<p>Invited Presentation, Leading Hotels of the World, Leading Strategic Management Program I. Non-academic, Applied Scholarship New York, NY</p>	<p>August 2016</p>
<p>Keynote Speaker, Cornell Hotel Society, "What makes entrepreneurs entrepreneurial (and why it matters to the rest of us)?" Non-academic, Applied Scholarship Frankfurt, am Main, Germany</p>	<p>July 2016</p>

<p>Seminar Presenter, School of International & Labor Relations, Yang Tan Institute for Disability & Employment, "Business Model Generation". Academic, Applied Scholarship Ithaca, NY</p>	<p>July 2016</p>
<p>Colloquium, Sloan Program in Health Administration, "Entrepreneurship & Health Administration". Academic, Applied Scholarship Ithaca, NY</p>	<p>March 2016</p>
<p>Seminar Presenter (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities program, Syracuse University, "Purpose & Logic of a Plan", and "Entrepreneurial Finance for Start-up Companies" (two separate presentations). Non-academic, Applied Scholarship Syracuse, NY</p>	<p>March 2016</p>
<p>Cornell University Cornell Cast, "Implications for the Business Model Canvas in an Entrepreneurship Curriculum". Academic, Applied Scholarship Ithaca, NY</p>	<p>February 2016</p>
<p>Cornell University Cornell Cast, "Taking the Business Model to The Next Level". Academic, Applied Scholarship Ithaca, NY</p>	<p>February 2016</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities National Conference, "Using the Business Model Canvas to Start, Grow, and Analyze Your Company". Non-academic, Applied Scholarship Charlotte, NC</p>	<p>February 2016</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations), Non-academic, Applied Scholarship Charlotte, NC</p>	<p>January 2016</p>

Invited Speaker (Plenary), Institute for Veteran & Military Families,
Veteran Women Igniting the Spirit of Entrepreneurship Conference,
“Purpose & Logic of a Plan”, “Growth Strategies for Early Stage
Companies” and “Entrepreneurial Finance for Start-up Companies”
(three separate presentations),
Non-academic, Applied Scholarship,
Kansas City, KS

November 2015

Invited Speaker, Seminar in Practical Entrepreneurship, School of
Business, Ithaca College, “How Entrepreneurs Think: Causal vs
Effectual Thinking”.
Academic, Applied Scholarship
Ithaca, NY

September 2015

Invited Speaker (Plenary), Institute for Veteran & Military Families,
Veteran Women Igniting the Spirit of Entrepreneurship Conference,
“Purpose & Logic of a Plan”, “Growth Strategies for Early Stage
Companies” and “Entrepreneurial Finance for Start-up Companies”
(three separate presentations),
Non-academic, Applied Scholarship,
Boston, MA

August 2015

Invited Speaker, DEA 4040 Professional Practice, Ethics &
Entrepreneurship College of Human Ecology, Cornell University,
“Understanding Entrepreneurial Behavior”.
Academic, Applied Scholarship
Ithaca, NY

April 2015

Session Moderator, “Opportunity Recognition in the Restaurant
Industry”, Pillsbury Institute for Hospitality Entrepreneurship,
Entrepreneurship Roundtable.
Academic, Applied Scholarship
Ithaca, NY

February 2015

Invited Speaker (Plenary), Institute for Veteran & Military Families,
Veteran Women Igniting the Spirit of Entrepreneurship Conference,
“Purpose & Logic of a Plan”, “Growth Strategies for Early Stage
Companies” and “Entrepreneurial Finance for Start-up Companies”
(three separate presentations)
Non-academic, Applied Scholarship,
New Orleans LA

January 2015

<p>Invited Speaker, Institute for Veteran & Military Families, VetNet Webinar, "Framework for Exec Summary". Non-academic, Applied Scholarship Syracuse, NY</p>	<p>November 2014</p>
<p>Colloquium, Sloan Program in Health Administration, Cornell University "Entrepreneurship & Health Administration". Academic, Applied Scholarship Ithaca, NY</p>	<p>April 2014</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations). Non-academic, Applied Scholarship New York, NY</p>	<p>June 2014</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations) Non-academic, Applied Scholarship Denver, CO</p>	<p>November 2013</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations) Non-academic, Applied Scholarship Seattle, WA</p>	<p>August 2013</p>
<p>Invited Speaker, Jim Moran Institute for Global Entrepreneurship, Florida State University, Entrepreneurship Bootcamp for Veterans with Disabilities program, "Financing Growth While Mitigating Associated Risks". Non-academic, Applied Scholarship, Tallahassee, Florida</p>	<p>July 2013</p>

<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities program, Syracuse University, "Purpose & Logic of a Plan", and "Entrepreneurial Finance for Start-up Companies" (two separate presentations). Non-academic, Applied Scholarship Syracuse, NY</p>	<p>June 2013</p>
<p>Invited Speaker, Institute for Veteran & Military Families, VetNet Webinar, "Market Research". Non-academic, Applied Scholarship Syracuse, NY</p>	<p>April 2013</p>
<p>Invited Speaker, Institute for Veteran & Military Families, VetNet Webinar, "Will My Ideas Work?". Non-academic, Applied Scholarship Syracuse, NY</p>	<p>March 2013</p>
<p>Invited Speaker, Institute for Veteran & Military Families, VetNet, Webinar "Entrepreneurship in the Food Service Industry". Non-academic, Applied Scholarship Syracuse, NY</p>	<p>February 2013</p>
<p>Pillsbury Institute for Hospitality Entrepreneurship, School of Hotel Administration, Cornell University, Innovation Network, "Ten Ways to Boost Innovation". Non-academic, Applied Scholarship, Ithaca, NY</p>	<p>January 2013</p>
<p>Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations) Non-academic, Applied Scholarship Jacksonville, FL</p>	<p>January 2013</p>
<p>Panel Moderator, North American Hotel Investment Conference, "Innovation in The Hotel Industry" Non-academic, Applied Scholarship Washington, DC</p>	<p>November 2012</p>

Invited Speaker (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities program, Syracuse University, "Purpose & Logic of a Plan", and "Entrepreneurial Finance for Start-up Companies" (two separate presentations).

Non-academic, Applied Scholarship
Syracuse, NY

June 2012

Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations).

Non-academic, Applied Scholarship
San Diego, CA

August 2012

Invited Speaker, Culinary Institute of America, "Business Planning for Restaurants & Cafes".

Academic, Applied Scholarship
Hyde Park, NY

April 2012

Invited Speaker (Plenary), Institute for Veteran & Military Families, Veteran Women Igniting the Spirit of Entrepreneurship Conference, "Purpose & Logic of a Plan", "Growth Strategies for Early Stage Companies" and "Entrepreneurial Finance for Start-up Companies" (three separate presentations).

Non-academic, Applied Scholarship,
Orlando, FL

March 2012

Invited Speaker (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities program, Syracuse University, "Purpose & Logic of a Plan", and "Entrepreneurial Finance for Start-up Companies" (two separate presentations).

Non-academic, Applied Scholarship
Baltimore, MD

September 2011

Invited Speaker (Plenary), Institute for Veteran & Military Families, Entrepreneurship Bootcamp for Veterans with Disabilities program, Syracuse University, "Purpose & Logic of a Plan", and "Entrepreneurial Finance for Start-up Companies" (two separate presentations).

Non-academic, Applied Scholarship
San Antonio, TX

May 2011

SCHOOL & UNIVERSITY SERVICE

Cornell University

MMH Admissions Committee, School of Hotel Administration	2019 - Present
Faculty Advisor, Hotelie Entrepreneurs	2017 - 2019
Ashoka U Social Entrepreneurship Renewal Effort (Ad hoc)	2016
Faculty Personnel Committee	2015 - present
Undergraduate Admissions Committee, Team Captain, School of Hotel Administration	2013 - present
Director, Entrepreneurship Bootcamp for Veterans with Disabilities	2012 - 2019
PIHE Business Plan Phase I Judge	2011 - Present
Faculty Advisor, Hotelie Entrepreneurs	2011 - 2019
Faculty Advisor, Entertainment & Hospitality Club	2012 – 2013

Syracuse University, Institute for Veteran & Military Families (IVMF)

Co-Chair, Curriculum Development Committee (EBV)	2015 - 2018
Co-Chair, Marketing & Recruiting Committee (EBV)	2015 - 2018
Member, Curriculum Development Committee (V-WISE)	2015 – 2018

Syracuse University, Whitman School of Management

Chair, Entrepreneurship Faculty Search Committee (non-tenure) Ad hoc	2011
Member, Entrepreneurship Faculty Search Committee (tenure)	2009 - 2011
Graduate Capstone Course Coordinator (full-time & executive)	2009 - 2011
Faculty Advisor, Couri Hatchery (student incubator)	2009 - 2011
Faculty Advisor, Syracuse Entrepreneurs' Startup Bootcamp	2009 - 2011
Undergraduate Curriculum Committee	2009 - 2011
Co-Director, Empowerment through Entrepreneurship Program (S. Africa, Rwanda, Djibouti)	2009 - 2010
Undergraduate Capstone Course Coordinator	2007 - 2011
Member, Graduate Program Creation Committee, College of Visual and Performing Arts, Design Program	2008 - 2009
Founder, NYS Academic Consortium on Entrepreneurship	2008
Professor, Youth Entrepreneurship Seminar (YES)	2008
Professor, Experiential Classroom	2008 - 2009
Professor, Seminar on Teaching Entrepreneurship	2008
Professor, Youth Professional Organization (YPO)	2008 – 2009

AWARDS & HONORS

eCornell, Cornell University, Trailblazer Award	2018
U.S. Small Business Administration, boots2business Instructor of the Year	2016
Faculty Ambassador, Pillsbury Institute, Cornell University	2016 - 2017
Teaching Fellow, The Institute for Veteran & Military Families	2015 - 2017
NYS Venture Connect Campus Connector Award (nomination)	2015
Meredith Teaching Award Nomination (Syracuse University Professor of the Year)	2010
Meredith Teaching Award Nomination (Syracuse University Professor of the Year)	2009
Entrepreneurship Professor of the Year, Syracuse University	2009
Professor of the Year, Syracuse University, Whitman School of Management	2008

PROFESSIONAL DEVELOPMENT

Hotel School Faculty Immersion	January 2019
Hotel School Faculty Immersion	May 2017
USASBE Teaching Conference	January 2016
Business Model Generation Workshop & Masterclass	November 2015
Harvard Case Teaching Method Seminar	April 2015
USASBE Teaching Conference	January 2010
USASBE Teaching Conference	January 2009
USASBE Teaching Conference	January 2008
Experiential Classroom	September 2007

PROFESSIONAL EXPERIENCE (non-academic)

Effectual Initiatives LLC, President	2016 - present
Thin Ice Enterprises LLC, Managing Partner	2000 - present
Cayuga Venture Fund I, Managing Partner and Treasurer	1999 - 2002
Cayuga Venture Fund I & II	2002 - present
Tarallo Enterprises Inc., President	2012 - present
Tarallo Enterprises Inc., Vice President	1988 - 2011
On Paper Printing & Graphics, President & CEO	2004 - 2007
Ithaca Photo Inc., President & CEO	1987 - 2007
Syracuse University, L.C. Smith College of Engineering & Computer Science, Office of Development & Alumni Affairs, Director of College Relations	1994 - 1996

BOARD & COMMUNITY SERVICE

Advisory Board, Saira LLC	2016 - present
Advisory Board, Stability LLC	2016 – present
Entrepreneurship Bootcamp for Disabled Veterans	2012 - 2019
Economic Development, Town of Lansing, (Small Business –Tech Sector)	2012 - 2015
Questex NATHIC Advisory Board	2012 - 2013
Entrepreneurship @ Cornell	2011 - 2013
Syracuse University SIFE	2009 - 2011
State Theater (Finance Chair)	2008 - 2010
Country Club of Ithaca, (President)	2005 – 2007
Country Club of Ithaca, (Recreation and Restaurant Chair)	2003 - 2005

PROFESSIONAL ASSOCIATIONS

teachingentrepreneurship.org	2017-present
United States Association for Small Business & Entrepreneurship	2010 - present
Academy of Management, Business Policy and Entrepreneurship Divisions	2010 - present
Strategic Management Society	2010 - present