

Neil C. Tarallo

Senior Lecturer, Innovation & Entrepreneurship
The Nolan School
Cornell SC Johnson College of Business

Professional Summary

As a teaching-focused faculty member, my work centers on translating rigorous, data-driven academic research into applied frameworks, instructional models, and learning tools. Industry engagement and classroom practice operate as a two-way exchange: insights from practice inform curriculum design, while teaching and student learning shape how theory is translated into real-world application. This approach ensures that teaching, scholarship, and external engagement remain closely aligned with the university's mission.

Education

MBA, School of Management, Syracuse University, 1994

Major: Business Administration

Supporting Areas of Emphasis: Finance, Innovation, Marketing

Thesis: *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, Innovation & Entrepreneurship, The Nolan School, SC Johnson College of Business (2011–present)

Mahindra University, School of Management

Visiting Professor of Innovation & Entrepreneurship (2021–present)

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 (undergraduate/graduate)

HADM 3136 – Empowerment through Entrepreneurship, South Africa

HADM 4125/6125 – Foundations of Social Entrepreneurship (undergraduate/graduate)

HADM 4130/6130 – Entrepreneurial Management (undergraduate/graduate)

HADM 4140/6140 – Innovation & Corporate Renewal (undergraduate/graduate)

HADM 4144/6144 – Developing an Entrepreneurial Mindset (undergraduate/graduate)

HADM 4145/6145 – Business Model Innovation & Design (undergraduate/graduate)

HADM 4990 – Undergraduate Independent Study

HADM 6990 – Graduate Independent Research

HADM 6911 – Hospitality Immersion

HADM 7410 – Hospitality Strategic Management

Industry Engagement

Industry engagement operates as a reciprocal exchange in which professional practice informs curriculum design and classroom learning, while academic frameworks and student insight shape external engagement.

Leadership Development

Multi-Dimensional Leadership, Managing Critical Tensions, Adaptive Leadership

Innovation Strategy

Building Innovation Cultures, Innovation Footprint Optimization, Business Model Innovation

Entrepreneurial Mindset & Tools

Opportunity Identification, Consultative Selling, Strategic Opportunity Framing

Teaching Philosophy

My teaching is grounded in the translation of rigorous academic research into practical reasoning tools that help students navigate uncertainty, complexity, and real-world decision-making. I design learning experiences that emphasize how leaders think, frame problems, interpret context, and act responsibly when outcomes are ambiguous and stakes are real. Drawing on research in entrepreneurship, innovation, cognitive psychology, and leadership, as well as teaching experience across five continents and more than twenty countries, I focus on developing students' judgment, self-awareness, and capacity to connect theory with lived experience. The classroom is treated as both an analytical laboratory and a reflective space, where disciplined thinking and human insight develop together.

Curriculum Development

Cornell University

HADM 4144/6144 – Developing an Entrepreneurial Mindset
HADM 3135/6135 – Conversations with Entrepreneurs
HADM 4125/6125 – Foundations of Social Entrepreneurship
HADM 4140/6140 – Innovation & Corporate Renewal
HADM 4144/6144 – Opportunity Recognition & Ideation
HADM 4145/6145 – Business Model Innovation & Design
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)

Directed Student Learning

Directed Individual/Independent Study, “Next Rank: The Civilian Navigator”
Advised: Sidney Adnop, Completed December 2025

Directed Individual/Independent Study, “Entrepreneurial Audit: Commercial Business of Kirin Brewery Company”
Advised: Shohei Nishitani, Completed December 2020

Directed Individual/Independent Study, “Experiential Exercise: Restaurant Startup”
Advised: Jacqueline Falkenberg, Completed December 2018

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: Jacqueline 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”
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; 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”
Advised: Brennan Spreitzer, Completed May 2012

Directed Individual/Independent Study, “Opportunity Analysis: Extreme Sports Themed Hotels”
Advised: Joseph Jelenik, Completed December 2011

Directed Individual/Independent Study, “Feasibility Analysis of Mobile App Concierge Service”
Advised: Suneet Nigale, Completed December 2011

Grants

U.S. Small Business Administration (SBA), Office of Veterans Business Development
Boots to Business Program

Principal Investigator: Dr. Michael Haynie, Vice Chancellor, Syracuse University
Co-Principal Investigator: Neil C. Tarallo, Senior Lecturer, Cornell SC Johnson College of Business

Award: \$1.5 million per year over four years
Funding Period: 2017–2021

Presentations & Speaking Engagements (Selected)

Keynote Speaker, Pool & Hot Tub Association
Keynote Speaker, Cornell Hotel Society (Germany)
Opening Speaker (Plenary), Leading Hotels of the World – Annual Conference (Argentina)
Invited Speaker (Plenary), Samaritan Healthcare – Trustee Meeting
Invited Speaker (Plenary), Kirin Company / Kirin Beer (Japan)
Panel Moderator, North American Hotel Investment Conference

Additional invited talks, panels, and workshops delivered nationally and internationally (2011–present).

Digital Scholarship & Webinars

University-Affiliated Digital Scholarship

eCornell Webinar: *How Multi-Dimensional Thinking Shapes Leadership in a World That Won't Sit Still*

eCornell Web Series: *A Fresh Look at Innovation; Business Model Canvas; Inventing the Future*
Cornell Cast (Selected Episodes): *Implications for the Business Model Canvas in an Entrepreneurship Curriculum; Taking the Business Model to the Next Level*
Center for Regional Economic Advancement – Service-Based Businesses

Selected Invited Webinars

ManaUp – Surviving the Pandemic Downturn

Pillsbury Institute for Hospitality Entrepreneurship – Business Strategy During Periods of Uncertainty (multi-part series)

Scholarly & Pedagogical Contributions

My scholarly work is oriented toward translating established academic research into applied frameworks, instructional models, and learning tools that support teaching in innovation, entrepreneurship, leadership, and strategy. Rather than pursuing a traditional research-track publication agenda, my contributions emphasize pedagogical design, structured reasoning models, and practice-informed scholarship.

Scholarly Books

Tarallo, Neil C. *The Purposeful Leader: Navigating Uncertainty with Multi-Dimensional Thinking*. Published August 2025.

Peer-Reviewed & Collaborative Research

Healthy Buildings and Musculoskeletal Disorders in the Hotel Industry: Contemporary Concepts and Future Directions

Gherscovici, Ezequiel; Kwortnik, Robert J.; Carvell, Steven A.; Tarallo, Neil C.; Mayer, John M.

Applied Scholarly & Pedagogical Frameworks

NOVA-U Framework

AI-Supported Discovery Workbook

Driving Growth Framework

Opportunity Recognition Formula

VoxMapping

Strategy Mapping Process

(All frameworks developed by Neil C. Tarallo and integrated into undergraduate, graduate, and professional programs.)

Academic Leadership & Institutional Service

Entrepreneur in Residence, Pillsbury Institute for Hospitality Entrepreneurship (2022–present)

Chair, Undergraduate Admissions Committee, School of Hotel Administration (2020–2025)

MMH Admissions Committee (2019–2020)

Director, Entrepreneurship Bootcamp for Veterans with Disabilities (2012–2019)

Faculty Personnel Committee (2015–2019)

Undergraduate Admissions Committee, Team Captain (2013–2019)

PIHE Business Plan Competition, Phase I Judge (2011–present)

Faculty Advisor, Hotelie Entrepreneurs (2011–2019)

Faculty Advisor, Entertainment & Hospitality Club (2012–2013)

Judge, Engineering Innovation Competition (2017)

Contributor, Ashoka U Social Entrepreneurship Renewal Effort (Ad hoc) (2016)

Awards & Honors

Nolan Fall Undergraduate Elective Teaching Award, Cornell University (2024)

Nolan Fall Undergraduate Elective Teaching Award, Cornell University (2020)

Trailblazer Award, eCornell, Cornell University (2018)

Instructor of the Year, boots2business, U.S. Small Business Administration (2016)

Faculty Ambassador, Pillsbury Institute for Hospitality Entrepreneurship (2016–2017)

Teaching Fellow, Institute for Veteran & Military Families (2015–2017)

Campus Connector Award (Nominee), NYS Venture Connect (2015)

Entrepreneurship Professor of the Year, Syracuse University (2009)

Professor of the Year, Whitman School of Management, Syracuse University (2008)

Professional Development

Hotel School Faculty Immersion, Cornell University (January 2020; May 2017)
Entrepreneurship @ Cornell Summit (2013; 2014; 2016; 2017; 2019)
USASBE Teaching Conference (2008; 2009; 2010; 2016)
Harvard Case Teaching Method Seminar (2015)
Business Model Generation Workshop & Masterclass (2015)
Experiential Classroom Workshop (2007)

Professional Experience (Non-Academic)

Entrepreneurial, investment, and leadership experience informing applied teaching in innovation, entrepreneurship, and leadership.

President, Effectual Initiatives LLC (2016–present)
Managing Partner, Thin Ice Enterprises LLC (2000–present)
Managing Partner & Treasurer, Cayuga Venture Fund I (1999–2002)
Partner, Cayuga Venture Fund I & II (2002–2010)
President, Tarallo Enterprises Inc. (2012–present)
President & CEO, On Paper Printing & Graphics (2004–2007)
President & CEO, Ithaca Photo Inc. (1987–2007)
Director of College Relations, L.C. Smith College of Engineering & Computer Science, Syracuse University (1994–1996)

Board & Community Service

Dean's Advisory Board (Invited), School of Hospitality, Mahindra University (Pending)
Advisory Board Member, Saira LLC (2016–2021)
Advisory Board Member, Stability LLC (2016–2021)
Entrepreneurship Bootcamp for Disabled Veterans (2012–2019)
Economic Development Committee, Town of Lansing (2012–2015)
Advisory Board Member, Questex NATHIC (2012–2013)
Entrepreneurship @ Cornell (2011–2013)
SIFE (Students in Free Enterprise), Syracuse University (2009–2011)
Finance Chair, State Theatre of Ithaca (2008–2010)
President, Country Club of Ithaca (2005–2007)

Professional Associations

TeachingEntrepreneurship.org (2017–present)
United States Association for Small Business & Entrepreneurship (2010–present)
Academy of Management, Business Policy & Strategy Division; Entrepreneurship Division (2010–present)
Strategic Management Society (2010–present)