

SIDDHARTH VEDULA

University of Colorado at Boulder
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EDUCATION

***PhD-Strategic Management & Entrepreneurship (Ongoing)**

University of Colorado at Boulder, May 2015 (expected)

Dissertation: Three Essays on Geography, Entrepreneurship, and Startup Strategy

Committee: Sharon Matusik (Chair), Jeffrey York, Bret Fund, Tony Tong, Michael Lenox (External: University of Virginia)

Master of Engineering (M. Eng.), Biomedical Engineering

McGill University, Montreal, Canada, Sept 2005- Aug 2008

Thesis: Ankle Stretch Reflex Changes during Voluntary Arm Movements in Humans

Advisors: Robert Kearney, Paul Stapley

Bachelor of Science Honors (B.Sc. Hons.), Physiology (Major) & Mathematics (Minor)

University of Toronto, Toronto, Canada, Sept 2001-May 2005

Honors Focus: Computational Neuroscience

INTERESTS

Research: Entrepreneurship, New Venture Strategy, Economic Geography, International Strategy

Teaching: Entrepreneurship (Teaching Evaluation: 5.2/6), Strategic Management (Teaching Evaluation: 5.4/6)

ACADEMIC AWARDS & HONORS

Research

- Academy of Management Meeting Showcase Symposium & Finalist for Best Symposium Award, *August 2014*
- University of Colorado Graduate School Dissertation Research Award, *Summer 2014*
- University of Colorado Graduate School Research Travel Grant, *Summer/Fall 2014*
- Ph.D. Student Research Award-Management & Entrepreneurship Division, Leeds School of Business, *2013-2014*
- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2013*
- Strategic Management Society Annual Conference Best Paper Nomination, *October 2012*
- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2011*
- Canadian Institutes of Health Research Graduate Fellowship: *Sept 2005-Aug 2008*
- McGill Biomedical Engineering Graduate Student Research - Best research poster: *Mar 2008*
- McGill University Graduate Fellowship Award: *2006*

Teaching

- Best Should Teach Silver Award-Graduate Teaching Program, University of Colorado, *2014*
- Finalist for the Leeds School of Business Ph.D. Student Teaching Award, Spring Semester *2012*

Service

- Leeds School Award for Outstanding Service as President of the Doctoral Business Student Association, *August 2014*
- University of Colorado Memorial Center James E. Schaefer Award for Outstanding Student Leadership, *April 2013*
- Ph.D. Student Citizen Award-Management and Entrepreneurship Division, Leeds School of Business, *2011-2012*

Other

- University of Toronto-Dean's List: *2001,2002,2004*
- University of Toronto- Innis College Award: *2001*
- University of Toronto Scholar- Entrance Scholarship: *2001*

COMPETITIVE DOCTORAL CONSORTIA

I have been accepted to the following consortia/research symposiums based on submitted working papers:

- West Coast Research Symposium for Technology Entrepreneurship, University of Washington, *Sept 2014*
- Academy of Management 2014 ENT Division Doctoral Consortium, *August 2014*
- Babson Conference for Entrepreneurship Research Doctoral Consortium, *June 2014*
- Ivey/ARCS PhD Sustainability Academy, Ivey Business School, *November 2013*
- Academy of Management 2013 TIM Division Doctoral Consortium, *August 2013*
- Robert H Smith Doctoral Consortium for Entrepreneurship, University of Maryland, *April 2013*
- West Coast Research Symposium for Technology Entrepreneurship, University of Southern California, *Sept 2012*

PUBLICATIONS

Vedula, S., Fitza, M., Doblinger, C. 2014. The Impact of Subnational Region on the Growth of New Ventures: Empirical Evidence from US Venture-backed firms. *Forthcoming in Frontiers of Entrepreneurship Research*, Babson College, Wellesley, MA.

In the field of Biomedical Engineering:

Vedula, S., Kearney R.E., Wagner R, Stapley P.J. 2010. Decoupling of Stretch Reflex and Background Muscle Activity During Anticipatory Postural Adjustments in Humans. *Experimental Brain Research*. 205 (2): 205-213.

Siddiqui K., Chopra R., **Vedula, S.**, Sugar L., Haider M., Boyes A., Musquera M., Bronskill M., Klotz L. **2010.** MRI-guided Transurethral Ultrasound Therapy of the Prostate Gland Using Real-time Thermal Mapping: Initial Studies. *Urology*. 76 (6): 1506-1511.

Vedula, S., Boyes A., Chopra R., Bronskill M. 2010. Histological Evaluation of 3D MRI-Guided Transurethral Ultrasound Therapy in the Prostate. *American Institute of Physics Proceedings*, 1215: 1224-1128

Vedula, S., Stapley P.J., Kearney R.E. 2008. Reflex Changes Associated with Anticipatory Postural Adjustments Preceding Voluntary Arm Movements in Standing Humans. *Proceedings of the IEEE Engineering in Medicine and Biology Society 2008*. 4523-4526.

PAPERS UNDER REVIEW

Vedula, S., Fitza, M. Explaining performance differentials among venture-backed startup firms: How much does region matter? *Under first review at Strategic Management Journal*

Matusik, F.S., **Vedula, S.** Social Cues vs. Firm-Specific Information: Competing Influences on U.S. VC Internationalization Decisions, *Under first review at Strategic Entrepreneurship Journal*

PAPERS UNDER DEVELOPMENT

Vedula, S., York, G. J. The Geography of Renewable Energy Entrepreneurship. *Target Journal and Submission Date: Journal of Management Studies (January 2015)*

York, G.J., **Vedula, S.**, Conger, M., Hekman, D. Regional Institutional Logics and Hybrid Startup Survival: Evidence from the Green Building Supply Industry. *Target Journal and Submission Date: Strategic Management Journal (January 2015)*.

Vedula, S., Vogel, P., Robb, A. Decomposing the Performance of Metropolitan Entrepreneurial Ecosystems: An Empirical Assessment Using Configurational Analysis. *Target Journal and Submission Date: Strategic Entrepreneurship Journal (March 2015)*.

Vedula, S. Geographic Variation in Startup Performance Thresholds. *Target Journal and Submission Date: Academy of Management Journal (May 2015).*

REFEREED CONFERENCE PAPERS & PRESENTATIONS

Strategic Management Society Conference, October 2014, Madrid, Spain

- **Vedula, S.,** York, G. J., Conger, M. Towards a Theory of Socio-Cultural Munificence: Firm Survival in the Green Building Supply Industry

Academy of Management Conference, August 2014, Philadelphia, Pennsylvania

- **Vedula, S.,** Yao, X., York, G.J. Market Entry and Adoption Dynamics in the Emerging Cleantech Sector- *This symposium was selected as a showcase symposium by the OMT division*
- **Vedula, S.,** York, G. J. The Geography of Cleantech Entrepreneurship. *To be presented as part of a symposium titled "Market Entry and Adoption Dynamics in the Emerging Cleantech Sector".*
- **Vedula, S.,** Matusik, F.S. Uncertainty, Imitation, and Strategic Action: The Case of VC Internationalization.
- York, G.J., **Vedula, S.,** Conger, M., Hekman, D., Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance. *To be presented as part of a symposium titled "The more the merrier: Integrating Civil Society and State in Innovation Research".*

Babson College Entrepreneurship Research Conference, June 2014, IVEY Business School, London, ON, Canada

- **Vedula, S.,** Fitzg, M., Dobliger, C. The Impact of Subnational Region on the Growth of New Ventures: Empirical Evidence from US Venture-backed firms.

NYU Stern Conference on Social Entrepreneurship, November 2013, New York, New York

- York, G.J., Conger, M., **Vedula, S.,** Hekman, D., 2013. Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance.

Strategic Management Society Conference, October 2013, Atlanta, Georgia

- **Vedula, S.,** York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

Babson College Entrepreneurship Research Conference, June 2013, EMLYON, Lyon, France

- **Vedula, S.,** Forster, W., Dinger, J., Conger, M. The impact of regional human capital and socio-cultural institutions on the functional composition of founding teams.
- **Vedula, S.,** York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

Sustainability, Ethics, and Entrepreneurship Conference, April 2013, University of Denver, Denver, Colorado

- **Vedula, S.,** York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

Strategic Management Society Conference, October 2012, Prague, Czech Republic

- Matusik, F.S., **Vedula, S.** 2012. Contagion or competencies? Drivers of internationalization in knowledge based VC firms– *This paper was nominated for the best paper award at SMS 2012.*

Academy of Management Conference, August 2012, Boston, Massachusetts

- Taube, F., **Vedula, S.,** Riddle, L. 2012. The Informal Economies of Diaspora Networks-Institutional Entrepreneurship and Innovation.

Babson College Entrepreneurship Research Conference, June 2012, Fort Worth, Texas

- **Vedula, S.,** Matusik, F.S. 2012. Leaders or Lemmings? The Impact of Firm Knowledge Diversification on the Internationalization Destination Choice of US VC Firms.

Babson College Entrepreneurship Research Conference, June 2011, Syracuse, New York

- **Vedula, S.,** Fund R.B. 2011. Startup-VC Funding Dynamics in VC "Non-Centers".

TEACHING EXPERIENCE

MGMT 4850-Senior Seminar in Strategic Management

Jan 2014- May 2014

- I taught the capstone undergraduate class in strategic management in the spring semester of 2014. In this course I primarily used a simulation (Capsim), allowing students to integrate their understanding of foundational strategy concepts in an interactive, group dynamic.

ESBM 3700-Entrepreneurial Environments

Maymester 2013

- Motivated by the success of one of the teams from my class last year, I re-modeled the course using Dr. Sharon Matusik's MBA course as an analog. I recruited a number of mentors from other departments on campus as well as local Boulder startup companies to both provide feasibility projects and guide the student groups. Student groups provided a customized deliverable to each startup by the end of the Maymester. 30% of the students received full-time internships/job offers at the end of the semester, and student deliverables were used towards securing two NSF research grants for university scientists.

ESBM 3700-Entrepreneurial Environments

Jan 2012- May 2012

- Collaborated with Kate Tallman at the CU TTO to match a student team with a local boulder startup (AgriHouse, Inc.). The goal of their course deliverable was to evaluate the commercial feasibility of a lightweight sensor that measures water content in foliage.
- Their analysis efforts resulted in the company winning a NASA Spinoff Grant in 2012.

SERVICE

Reviewing

- Western Academy of Management Conference
- Academy of Management Conference
- Strategic Management Society Conference

Conference Organization Committee

- University of Colorado Academy of Management Reception 2013, Orlando (*August 2013*)
- University of Colorado Crowd Funding Conference 2013, Boulder (*June 2013*)
- University of Colorado Entrepreneurship Scholars Retreat, Boulder (*Oct 2012*)
- University of Colorado Academy of Management Reception 2012, Boston (*August 2012*)

Student Groups and Associations

- CU Leeds School of Business Doctoral Business Students Association (DBSA) President, *2012-2013*
- CU Leeds School of Business Doctoral Business Students Association (DBSA) Social Officer, *2011-2012*
- McGill University, Post Graduate Student Society- Councilor (*2007-2008*)
- McGill University, International Student Buddy (*Jan 2006-May 2008*)

Other

- CU Leeds School of Business Technology Committee, *Student Representative, 2014-2015.*
- Graduate Teaching Program LEAD Teacher for the Business School, *2014-2015.*
- CU Leeds UROP (Undergraduate Research Opportunity) Program-Project Supervisor (*May 2011-Aug 2011*)
- Skills for Change Toronto, Non-Profit Professional Mentoring Agency-Professional Mentor (*Jan 2010- May 2010*)
- Mount Sinai Hospital Toronto- Volunteer, Medical Imaging Department (*Oct 2003-Jan 2004*)

PROFESSIONAL WORK EXPERIENCE

- Black Swift Technologies, LLC- Co-Founder and Business Development Director** *Sept 2011-July 2013*
- Evaluated the commercial feasibility of a prototype low-cost unmanned aerial vehicle system designed for aerial surveillance and terrain mapping. BlackSwift Technologies is working in collaboration with the Research and Engineering Center for Unmanned Vehicles (RECUV) at the Aerospace Engineering Department at the University of Colorado.
 - Helped BlackSwift procure a Phase I Small Business Innovation Research grant from NASA.
- University of Colorado, Technology Transfer Office (TTO) – Research Analyst** *May 2011-Aug 2011, June 2012- Aug 2012*
- *May-Aug 2011:* Worked with Dr. David Allen at the TTO on designing a research study to evaluate how academic spin out team compositions impact the licensing/commercialization success of the CU Boulder TTO.
 - *June 2011-Aug 2012:* Worked with Donna Sichko at the TTO to track the commercial success by CU based spin outs.
- Sunnybrook Health Sciences Centre, Toronto-Device Engineer, Ultrasound Research Group** *Nov 2009- May 2010*
- Designed a software interface to analyze ultrasound data for a renal cancer imaging study. Finished product was delivered to collaborating radiologist team at the Princess Margaret Hospital.
- Sunnybrook Health Sciences Centre, Toronto-Biomedical Engineer-Prostate Cancer Research Group** *Nov 2008-Nov 2009*
- Evaluated the performance of a non-invasive prototype ultrasonic device for treating prostate cancer.
 - Re-structured data collection procedures. Implemented software tools to automate data management/analysis.
 - Wrote two manuscripts for academic peer-review and to guide future device development.
- I.C. AXON, Montreal- Medical/Technical Editor & Writer (Part Time)** *May 2008-Aug 2008*
- Researched, reviewed, and edited training material for the HR/sales staff of clients (pharmaceuticals, hospital managers).
- Department of Psychology, McGill University-Software Programmer, Obesity Study** *Oct 2005-Dec 2005*
- Programmed portable hand-held devices with a questionnaire for an obesity study
- Bloorview Macmillan Center for Child Rehabilitation, Toronto-Stroke Center Research Assistant** *Sept 2004-June 2005*
- Carried out a literature review on the mathematical modeling of hypertonic (spastic) muscles in stroke patients
 - Designed a software algorithm to control a stress gauge used for measurements of prototype prosthetic devices
- Human Sleep and Exercise Physiology Lab, University of Toronto-Research Assistant** *Jan 2004-July 2004*
- Assisted a PhD student with data collection. The project evaluated the effects of interrupted sleep on breathing patterns.

REFERENCES

Sharon F. Matusik (Dissertation Chair)

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