

CHRIS R. MEYER

EDUCATION

2007 – 2012 University of Massachusetts Amherst, MA

- Ph.D. in Organization Studies; emphasis: Strategic Management
- Research areas: knowledge management, professional service firms, complexity theory, entrepreneurship, social entrepreneurship
- Dissertation: “More Than Just the Smartest Guys in the Room: Intellectual Capital Assets in Professional Service Firms”.
- Honorable Mention: Outstanding Doctoral Student UCInet Researcher, Spring, 2010

1987 - 1990 Northwestern University Evanston, IL

- Master of Management (MBA equivalent), Kellogg Graduate School of Management.
- Graduated with Distinction; Dean’s List.
- Majors: Finance, Economics.

1979 - 1983 University of Colorado Boulder, CO

- Bachelor of Science, Chemical Engineering
- Secondary emphasis: Biomedical Engineering

WORK EXPERIENCE

8/2017 – present Rensselaer Polytechnic Institute Troy, NY

Professor of Practice; Director of Undergraduate Education, Lally School of Management

- Responsible for undergraduate business curriculum, student services, course scheduling, degree clearance.
- Co-chair, campus-wide Faculty Senate Curriculum Committee. Member of academic standing committee, Dean’s leadership team.
- Helped create and gain approval for new major in Business Analytics.
- Developed and directed new programs: orientation and community building for freshmen, business school career fair, student trips, and other activities.
- Courses taught: Strategy, Introduction to Technological Entrepreneurship, Introduction to Management.
- Work with Admissions to build recognition: open houses, high school counselor outreach, webinars, and messaging.

9/2015 – 7/2017 Fordham University New York, NY

Clinical Assistant Professor

- Undergraduate courses taught: Strategy, Introduction to Business
- Graduate courses taught: Statistics (MBA), Global Industry and Strategy Analysis (Masters in Investor Relations), Business Policy and Strategy (Executive MBA).
- Created and taught a new course in Financial Policy and Regulation (graduate and undergraduate students in Business and Economics).
- All instructor ratings above course and school averages.

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- Faculty advisor: Consulting Club, Fintech Club
- Service: Appointed to head learning assessment project for Strategy core course, appointed to serve on the committee creating a new honors program.

8/2016 – 7/2017 Fordham Foundry New York, NY

Interim Executive Director, Executive Director

- Manage university business / idea incubator.
- Asked by the Dean to effectively reboot the incubator. Developed new strategy and positioning; worked on staffing, programming, and renovation of facilities.
- Mentored and worked with student entrepreneurs.
- Developed and directed pitch competition, internship program, summer app development program.

9/2015 – 12/2015 Rutgers University Newark, NJ

Adjunct Professor

- Taught Business Strategy course to full-time and part-time MBA students.

1/2015 - present University of Massachusetts Amherst, MA

Adjunct Professor

- Teach online sections of Business Strategy and Policy (capstone course) to MBA students.
- Overall instructor ratings above school and course averages.

1/2015 – 5/2015 American International University Springfield, MA

Adjunct Professor

- Taught Entrepreneurship course to MBA students.

12/2010 – 10/2014 Effex Capital Jersey City, NJ

Chief Operating Officer

- Managed all business aspects of international algorithmic trading firm.
- Legal, regulatory, and financial management.
- Developed marketing materials, established trading counterparties globally.
- Oversaw and managed vendors including data centers, data services, software, and hardware.

9/2011 – 5/2012 Fairleigh Dickinson University Teaneck, NJ

Lecturer

- Taught *Introduction to Business, Business Policy and Strategy*.
- Served on the Online Learning Committee

9/2007 – 5/2010 University of Massachusetts Amherst, MA

Graduate Student Instructor, Research Assistant

- Taught Business Policy and Strategy.
- Assisted with research including literature reviews, statistical analysis, and writing papers.

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9/2006 – 12/2010 Westfield State College Westfield, MA

Adjunct Instructor

- Taught Quantitative Approaches to Business Decisions in the classroom and (primarily) online.

11/2006 – 1/2009 Zenn New Media Great Barrington, MA

Business Development, Project Management

- Product plans, customer relationship management, general management of software firm.

10/2005 – 9/2006 Martello Investment Management Great Barrington, MA

Consultant - Product and Client Development

- Restarted marketing efforts, assisted in investment research for fund of hedge funds.

3/2004 – 9/2005 Southfield Corporation New Marlborough, MA

Partner

- General business management of multi-strategy quantitative hedge fund.

1996 – 2004 Citibank / Citigroup Chicago, IL and New York, NY

3/2003 – 3/2004: Business Analysis

1/2000 – 3/2003: Managing Director, North American Foreign Exchange Sales Manager

- Responsible for hiring, management, strategy, and budgeting for institutional sales business with ~45 professionals and strategists 5 offices in the U.S. and Canada.
- Business held #1 ranking in key

6/1999 – 1/2000: Managing Director, Hedge Fund / CTA Foreign Exchange Sales Manager

- Combined teams from three legacy firms into one team with one culture.

4/1996 – 5/1999: Midwest Regional Sales Manager

- Marketed currency and currency derivative products and services to Fortune 500 clients.

1990 – 1996 First National Bank of Chicago Chicago, IL

Foreign Exchange Sales; Middle Market, Financial Institutions Foreign Exchange Sales Manager

- Hired and developed staff, built target market, led prospecting efforts for new client sectors.
- Training and internship program covering derivatives, fixed income and currency products.

1984 – 1990 General Meters & Controls Co. Elk Grove, IL

Systems Engineer, Systems Engineering Manager

- Managed team of software engineers developing software for industrial process control systems.
- Developed and implemented software solutions for clients' automation projects.

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REFEREED PUBLICATIONS

Meyer, C., Cohen, D., and Nair, S. 2020. "From Automats to Artificial Intelligence: Autoation in Services." Forthcoming at *Journal of Service Management*.

Meyer, C, Cohen, D, and Gauthier, J. 2019. "Social Entrepreneurship, Stakeholder Management, and the Multiple Fitness Elements of Sustainability: Where Cash Is No Longer King." Forthcoming at *Journal of Small Business & Entrepreneurship*.

Gauthier, J., Cohen, D., and Meyer, C. (2019). "Top Management Team Characteristics and Social Value Creation." *Journal of Social Entrepreneurship*, 10(2): 252-263.

Gauthier, J., Meyer, C., and Cohen, D. (2017). "Championing Triple Bottom Line Improvement: Middle Managers and Social Intrapreneurship". *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility*.

Meyer, C., Cohen, D. and Nair, S. (2017). "Some Have to and Some Want to: Why Firms Adopt a Post-Industrial Form". *Journal of Management and Governance*.

Nair, S., Cohen, D. and Meyer, C. (2016). "The Role of Professional Service Providers During the Initial Stages of International Entrepreneurship: A Neo-Institutionalist View." *International Journal of Entrepreneurship and Small Business*.

Meyer, C., Skaggs, B., and Youndt, M. (2015) "Developing and Deploying Organizational Capital in Services vs. Manufacturing,". *Journal of Managerial Issues*.

Meyer, C., Skaggs, B., Nair, S., and Cohen, D. (2015) "Customer Interaction Uncertainty, Knowledge, and Service Firm Internationalization Strategies". *Journal of International Management*.

Meyer, C., Gauthier, J. (2013). "Navigating Challenging Fitness Landscapes: Social Entrepreneurship and the Competing Dimensions of Sustainability." *Journal of Social Entrepreneurship*.

Meyer, C., Cohen, D. and Nair, S. (2011). "Agency, Embeddedness, and the Financial Crisis." *Academy of Business Journal*.

REFEREED CONFERENCE PRESENTATIONS

Gauthier, J., Cohe, D., and Meyer, C. "Entrepreneurial Orientation and Social Value Creation". Presented at the Academy of Management Annual Meeting in August, 2019 at Boston, MA.

Meyer, C., Cohen, D., and Nair, S. "Organizational Field Collapse: Complex Systems, Feedback, Embeddedness, And It All Goes South." Presented at EGOS Colloquium in Edinburgh, UK, July 2019.

Meyer, C., and Cohen, D. "Porter's Five Forces for the Post-Industrial Age". Presented at at the Academy of Management Annual Meeting in August, 2018 at Chicago, IL.

Gauthier, J., Meyer, C., and Cohen, D. "Entrepreneurial Orientation and Social Entrepreneurship".

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Presented at the Academy of Management Annual Meeting in August, 2018 at Chicago, IL.

Meyer, C., Skaggs, B., and Youndt, M. “Customer Interaction Strategy and Knowledge Deployment in Professional Services: A Model and its Use With Artificial Intelligence”. Presented at the SAID Business School Conference on Professional Service Firms in July, 2017 at Stockholm, Sweden.

Cohen, D., Meyer, C., and Nair, S. “Innovation as Self-Organizing System: The Role of Academia, Businesses, Social Entrepreneurs and Governments in the Workings of Innovation Networks”. Presented at the Entrepreneurship and Collaboration Conference in February, 2017 at Boulder, CO.

Meyer, C., Cohen, D, and Nair, S. “Swatting at SWOT”. Presented at the Academy of Management Annual Meeting in August, 2016 at Anaheim, CA.

Gauthier, J., Meyer, C., and Cohen, D. “Championing Triple Bottom Line Improvement: Middle Managers and Social Intrapreneurship”. Presented at the Academy of Management Annual Meeting in August, 2016 at Anaheim, CA.

Meyer, C., Cohen, D., and Gauthier, J. “Heeding the Red Queen: Sustainability, Entropy, Innovation, and Social Entrepreneurship”. Presented at the Twelfth Annual Satter Social Entrepreneurship Conference in November, 2015, at New York, NY.

Gauthier, J., Meyer, C., and Cohen, D. “The Role of Framing in Sustainability Championing: Implications for Social Intrapreneurs”. Presented at the Twelfth Annual Satter Social Entrepreneurship Conference in November, 2015, at New York, NY.

Meyer, C., Skaggs, B., and Youndt, M. “Customer Interaction Strategy, Intellectual Capital Assets, and Performance in Professional Service Firms.” Presented at the Academy of Management Annual Meeting in August, 2015 at Vancouver, BC.

Cohen, D., Meyer, C., and Nair, S. “The Role of Social Entrepreneurs in the Dissemination of Knowledge Across Innovation Networks.”. Presented at the Academy of Management Annual Meeting in August, 2015 at Vancouver, BC.

Cohen, D., Meyer, C., and Nair, S. “Mind the Gap: Social Entrepreneurs as Network Bridges”. Presented at the Eleventh Annual Satter Social Entrepreneurship Conference in November, 2014, at Boston, MA.

Meyer, C., Skaggs, B., Cohen, D. and Nair, S. “Customer Interaction Uncertainty, Knowledge, and Service Firm Internationalization Strategies.” Presented the Academy of Management Annual Meeting in August, 2014 at Philadelphia, PA.

Skaggs, B., Cohen, D., Nair, S., and Meyer, C. “Extending Transaction Cost Economics to Final Product Market Firms.” Presented the Academy of Management Meeting in August, 2014 at Philadelphia, PA.

Meyer, C., Cohen, D. and Nair, S. “Organizational Field Collapse: Complex Systems, Embeddedness, and it all Goes South.” Presented at the Academy of Management Meeting in August, 2013 at Orlando, FL.

Cohen, D., Meyer, C. and Nair, S. “Private politics, public good: The role of social entrepreneurship in the funding of stem cell research during the federal embargo.” Presented at the International Association for Business & Society Annual Meeting in July, 2013 at Portland, OR.

Meyer, C., Cohen, D. and Nair, S. “Some Have To And Some Want To: Why Firms Adopt A Post-

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Industrial Form.” Presented at the 49th Annual Meeting of the Eastern Academy of Management in May, 2012 at Philadelphia, PA.

Gauthier, J., Skaggs, B., and Meyer, C. “The Impact of Value Chain Position on Corporate Social Performance: A Stakeholder Approach.” Presented at the Annual Meeting of the Academy of Management in August, 2011, at San Antonio, TX.

Meyer, C., Skaggs, B., and Youndt, M. “The Development and Impact of Organizational Capital: Differences Between Services and Manufacturing”. Presented at the Annual Meeting of the Academy of Management in August, 2011, at San Antonio, TX.

Cohen, D., Nair, S. and Meyer, C. “Corporate Entrepreneurship: A Multi-Level, Multi-Dimensional, Dynamic Model.” Presented at the 48th Annual Meeting of the Eastern Academy of Management in May, 2011 at Boston, MA.

Meyer, C., and Gauthier, J. “Sustainability and Competing Fitness Measures: Where Cash Is No Longer King.” Presented at the Satter Conference on Social Entrepreneurship at the Stern School of Business, New York University in November, 2010.

Meyer, C. “How Could This Have Happened? Agency, Embeddedness and the Global Mortgage Crisis.” Presented at the Organization Science Winter Conference in February, 2010 at Steamboat Springs, CO.

Meyer, C. “Velocity: A Definition, a Measure, and Customers as an Antecedent.” Presented at the Academy of Management Meeting in August, 2009 at Chicago, IL.

Meyer, C. “Relationship Marketing and Entrepreneurial Activity.” Presented at the Eastern Academy of Management Meeting in May, 2009 at Hartford, CT.