

Jaume Villanueva
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Department of Management and Global Business
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EDUCATION

- 2012 **Ph.D. University of Minnesota**, Business Administration.
Minneapolis, MN.
- 2002 **MBA University of Wisconsin**.
Madison, WI.
- 1992 **B.Sc. University of Gothenburg**, International Economics.
Gothenburg, Sweden.

PROFESSIONAL EXPERIENCE

Academic Appointments

- 2018-present **Rutgers University**, Rutgers Business School Newark and New Brunswick, NJ.
Assistant Professor, Department of Management & Global Business.
- 2012-2018 **ESADE Business School**, Barcelona, Spain.
Assistant Professor, Department of Strategy and General Management.
- 2010-2012 **Santa Clara University**, Leavey School of Business, Santa Clara, CA.
Assistant Professor, Management Department.

Other Professional Experience

- 2002-2004 **Fluent Systems**
Co-founder, Vice-President.
(Precision agriculture/fertilizer application technology), Madison, WI.
- 1997-1999 **Illinois Tool Works (ITW)**
European Marketing Team Associate & Sales Manager for France and Greece.
Hi-Cone Division (Packaging solutions for beverage industry), Barcelona, Spain.
- 1996-1997 **Archer Daniels Midland (ADM)**
Regional Sales Manager, Africa, Middle East, and Mediterranean Countries
Bio-Products Division (Amino acids for animal feed industry), Wiesbaden,
Germany.
- 1992-1995 **Nobel BioCare**
Marketing and Sales Manager Latin America Region.
(Dental implant systems), Sao Paulo, Brazil, & Madrid, Spain.

Other Roles/Advisory

2017-present **Zygoma Zaga Centers**

Co-founder.

(Global network of zygomatic implant professionals), Barcelona, Spain.

2015-2021 **Mimetis Biomaterials**

Strategic Advisor, Investor.

(Synthetic bone regenerative solutions), Barcelona, Spain.

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Villanueva, J., & Sapienza, H.J. 2021. "The mask of the red death: Leadership, hubris, and the Covid-19 crisis." *Business Research Quarterly*, 24(3): 258-265.
2. Brinckmann, J., Villanueva, J., Grichnik, D., & Singh, L. 2019. "Sources of strategic flexibility in new ventures: An analysis of the role of resource leveraging practices." *Strategic Entrepreneurship Journal*, 13(2): 154-178.
3. Rawhouser, H.N., Villanueva, J., & Newbert, S.L. 2017. "Strategies and tools for entrepreneurial resource access: A cross-disciplinary review and typology." *International Journal of Management Reviews*, 19(4): 473-491.
4. Villanueva, J., Van de Ven, A.H., & Sapienza, H.J. 2012. "Resource mobilization in entrepreneurial firms." *Journal of Business Venturing*, 27(1): 19-30.
5. Villanueva, J. & Sapienza, H.J. 2009. "Goal complementarity, outside investors, and family firm governance." *Entrepreneurship Theory & Practice*, 33(6): 1193-1199.
6. Van de Ven, A., Sapienza, H.J., & Villanueva, J. 2007. "Entrepreneurial pursuits of self and collective interests." *Strategic Entrepreneurship Journal*, 1(3-4): 353-370.

BOOK CHAPTERS & BOOK CONTRIBUTIONS

1. Villanueva, J., Pastorino D & Aparicio, C. "Organizing for a purpose: The ZAGA Centers Network." In C. Aparicio (Ed.) *Advanced Zygomatic Implants. The ZAGA Essentials*. Quintessence Publishing: Hanover Park, IL (forthcoming).
2. Villanueva, J., Sapienza, H.J., & Baum, J.R. "Achieve entrepreneurial growth through swiftness and experimentation." In C.L. Pierce & E. Locke (Eds.) *Handbook of the Principles of Organizational Behavior*. 3rd Edition. John Wiley & Sons (forthcoming).
3. Villanueva, J. 2018. "Entrepreneurial strategies for resource acquisition: The importance of having a good pitch." In L. Alemany & J. Andreoli (Eds.), *Entrepreneurial Finance: The Art and Science of Growing Ventures*: 174-176. Cambridge University Press: Cambridge, UK.
4. Sapienza, H.J., & Villanueva, J. 2007. "Conceptual and theoretical reflections on venture capital research." In H. Landström (Ed.), *Handbook of Research on Venture Capital*: 66-85. Edward Elgar Publishing Ltd: Cheltenham, UK.

PEER-REVIEWED CONFERENCE PROCEEDINGS

1. Villanueva, J., Sapienza, H.J., & Sudek, R. 2013. "Does it matter how you tell it? How entrepreneurial storytelling affects the opportunity evaluations of early-stage investors" *Frontiers of Entrepreneurship Research*, 33(19): Article 1.
2. Villanueva, J., Zellmer-Bruhn, M.A., Forbes, D. & Sapienza, H.J. 2005. "The entrepreneurial intentions of academic scientist-inventors." *Frontiers of Entrepreneurship Research*: 646-659.

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. Villanueva, J., Sapienza, H.J., Sudek, R., & Batista, J.M. "How storytelling helps entrepreneurs gain access to external resources: The role of narrative persuasion." Presented at the *Strategic Management Society Annual International Conference (SMS)*, virtual. October 2020.
2. Brinckmann, J., Villanueva, J., & Grichnik, D. "Sources of strategic flexibility in new ventures: The role of resource leveraging practices." Presented at the *Academy of Management Annual Meeting (AOM)* in Atlanta, Georgia. August 2107.
3. Villanueva, J., Bojica, A., & Powell, E. "Status and Stigma: The Acceptance of Bricolage Practices." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Norman, Oklahoma. June 2017.
4. Bojica, A., Villanueva, J., Powell, E., Baker, T., & Fuentes, M.M. "To be or not to be: Contingent identities of academic entrepreneurs." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Norman, Oklahoma. June 2017.
5. Brinckmann, J., Villanueva, J., & Singh, L. "Resource management and strategic flexibility in nascent firms." Presented at the *Academy of Management Annual Meeting (AOM)* in Anaheim, California. August 2106
6. Villanueva, J., Bojica, A.M., & Ruiz-Nava, J. "The storytelling strategies of social entrepreneurs." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Bodø, Norway. June 2016.
7. Villanueva, J., Bojica, A.M., & Fuentes, M.M. "The social identity of academic entrepreneurs: Its effect on role conflict and spinoff outcomes." Presented at the *Strategic Management Society Annual International Conference (SMS)* in Denver, Colorado. October 2015.
8. Bojica, A.M., Villanueva, J., & Fuentes, M.M. "The emergence and salience of an entrepreneurial identity in academic entrepreneurs." Presented at the *Academy of Management Annual Meeting (AOM)* in Philadelphia, Pennsylvania. August 2104.
9. Alemany, L., & Villanueva, J. "Early-stage investors' evaluation criteria and new venture financial performance: Are they related?" Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in London, Ontario. June 2014.
10. Villanueva, J. "Entrepreneurial stories: What are they? What can they do?" Presented at the *Academy of Management Annual Meeting (AOM)* in Orlando, Florida. August 2013.

11. Villanueva, J. "The effects of entrepreneurial stories on investors' opportunity evaluations: A Theoretical Model." Presented at the *Academy of Management Annual Meeting (AOM)* in Orlando, Florida. August 2013.
12. Villanueva, J., Sapienza, H.J., & Sudek, R. "Does it matter how you tell it? How entrepreneurial storytelling affects the opportunity evaluations of early-stage investors" Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Lyon, France. June 2013.
13. Villanueva, J. & Markowska, M. "Storytelling in the development of entrepreneurial identities." Presented at the 5th *International Conference on Rhetoric and Narratives in Management Research* at ESADE Business School in Barcelona, Spain. March 2013
14. Villanueva, J. "Entrepreneurial stories: Getting to the 'gut feel' of investors." Presented at the *Academy of Management Annual Meeting (AOM)* in Chicago, Illinois. August 2009.
15. Villanueva, J., & Sapienza, H.J. "Beyond credibility: The role of stories in entrepreneurial resource acquisition." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Boston, Massachusetts. June 2009.
16. Villanueva, J., Van de Ven, A.H., & Sapienza, H.J. "Entrepreneurial resource mobilization." Presented at the *Academy of Management Annual Meeting (AOM)* in Philadelphia, Pennsylvania. August 2007.
17. Pavone, C. & Villanueva, J. "Losing sight of the Mission? Social enterprise decision trade-offs." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Madrid, Spain. June 2007.
18. Villanueva, J. "Acting against one's best interest: The conservative movement in the American Heartland." Presented at the *Academy of Management Annual Meeting (AOM)* in Atlanta, Georgia. August 2006.
19. Villanueva, J. & Pavone, C. "The effect of entrepreneurial motives on growth: A study of women entrepreneurs." Presented at the *Babson College Entrepreneurship Research Conference (BCERC)* in Bloomington, Indiana. June 2006.
20. Villanueva, J. "A stakeholder perspective on the allocation of intellectual property rights in university technology transfer." Presented at the *Ethics and Entrepreneurship Conference at the University of Minnesota* in Minneapolis, Minnesota. April 2006.
21. Villanueva, J., Zellmer-Bruhn, M.A., Forbes, D. & Sapienza, H.J. "Entrepreneurial intentions of academic scientist-inventors." Presented at the *Babson College-Kauffman Foundation Entrepreneurship Research Conference (BKERC)* in Boston, Massachusetts. June 2005.

NON-REFEREED PUBLICATIONS

1. Villanueva, J., & Urrolagoitia, L. 2018 "Fluent Systems." [Teaching Case] *The Case Centre, ESADE Entrepreneurship Institute*. Reference no. 818-0047-1.
2. Villanueva, J. 2018. "How can you attract capital from investors for your startup?" *ESADE Alumni Magazine*, 158 (44-46). (June 18, 2018).

RESEARCH GRANTS

- 2022-present Co-investigator: “The effect of experimental disclosure on technology entrepreneurs’ feedback seeking propensity and behavior” – *National Science Foundation (NSF) I-Corps Hub Northeast Region* (\$5,000 grant). P.I.: Daniel Levin, Rutgers Business School, Rutgers University.
- 2016-2019 Co-investigator: “Assessing individual and team entrepreneurial potential” – *Spain’s Ministry of Economy and Competitiveness* (€ 27,000 grant, # EDU2015-68610-R). P.I.: Joan Manuel Batista, ESADE Business School.
- 2004-2008 Research Assistant: “The evolution of entrepreneurial teams in university-based spinouts – *National Science Foundation (NSF) Innovation and Organizational Change Division* (\$354,664 grant, # 0302S41741). P.I.: Harry Sapienza, University of Minnesota.
- 2005 Research Assistant: “Cognitive maps in academic entrepreneurs and their effect on new venture management team formation” – *McKnight Business & Economics Research Grant* (\$17,040 grant). P.I.: Mary Zellmer-Bruhn.

INVITED PRESENTATIONS, LECTURES AND WEBINARS

1. “Building a healthier future: Cooperation and ideology in a divided world” – *Stay Connected ESADE* series webinar, with Prof. Francois Collet, ESADE Business School, May 2020.
2. “This is our story: How entrepreneurs’ narratives operate at the interpersonal level to shape investors’ perceptions” – Research presentation at *Saint Petersburg University, Graduate School of Management, Saint Petersburg, Russia*, May 2018.
3. “Strategies for entrepreneurial resource acquisition” – Lecture at *ESADE Alumni Association, Basque Country Chapter, Bilbao, Spain*, March 2017.
4. “Strategies for entrepreneurial resource acquisition” – Lecture at *ESADE Alumni Association, Israel Chapter, Tel-Aviv, Israel*, February 2016.
5. “Strategies for entrepreneurial resource acquisition” – Lecture at *ESADE Alumni Association New York Chapter, New York, NY*, October 2015.
6. “The lean startup methodology” – Lecture at *ESADE Alumni Association, Barcelona Chapter, Barcelona, Spain*, May 2014.

MEDIA OP-EDS AND INTERVIEWS

1. “EEUU: Pacto faustiano de los Republicanos” – Opinion article featured in *El Economista*, a daily business newspaper published in Madrid, Spain (01/20/2018).
2. “EEUU: Peor de lo que nos imaginábamos” – Opinion article featured in *El Economista*, a daily business newspaper published in Madrid, Spain (11/09/2017).
3. “Peru: Mucho emprendimiento, poca innovación” – Media interview in *América Economía*, a Latin American business magazine published in multiple cities across Latin America (07/10/2015)

4. “Los mejores destinos para poner en marcha tu empresa” – Media interview in *El Mundo*, the second largest daily newspaper in Spain, published in Madrid, Spain (03/16/2014).
5. “Los mejores destinos para crear tu empresa” – Media interview featured in *Expansión*, a daily business newspaper published in Madrid, Spain (03/15/2014).
6. “Un método para emprender con agilidad” – Media interview featured in *El Cronista Comercial*, a daily business newspaper published in Buenos Aires, Argentina (01/16/2014).
7. “Un cambio de paradigma para el emprendimiento” – Opinion article featured in *El Mundo*, the second largest daily newspaper in Spain, published in Madrid, Spain (12/17/2013).
8. “Estocolmo, La Silicon Valley del norte de Europa” Media interview featured in *Expansión*, a daily business newspaper published in Madrid, Spain (07/12/2013).

TEACHING EXPERIENCE

Rutgers University – Courses Taught

Graduate Courses

- *Opportunity Identification and Evaluation* (MBA Program): 2018-2023 (5 AY)

Undergraduate Courses

- *Introduction to Entrepreneurship*: 2018-2023 (5 AY)

ESADE Business School – Courses Taught

Graduate Courses

- *Theory Building* (Seminar Ph.D. Program): 2014-2018 (4 AY)
- *Strategic Management* (Master of Research Program): 2013-2017 (4 AY)
- *Entrepreneurship* (Executive MBA Program): 2016-2018 (2 AY)
- *Entrepreneurship* (Full-time MBA Program): 2013-2015, 2016-2018 (4 AY)
- *Venture Capital: Assessing and Financing New Ventures* (MSc. in Management): 2015-2017 (2 AY)

Undergraduate Courses

- *Entrepreneurship* (BSc. in Business Administration): 2013- 2018 (6 AY)
- *Competitive Strategy* (BSc. Business Admin. & Law, Double Degree Program): 2016-2017 (1 AY)
- *Global Entrepreneurship* (International Summer Program): 2016-2017 (1 AY)

Executive Education & Custom programs

- *Entrepreneurship Project* (Executive Master’s in digital business): 2017, 2018.
- *Creating opportunities for digital business, the lean startup methodology* (Custom program for Bertelsmann IT Circle): 2017.

Santa Clara University – Courses Taught

Undergraduate Courses

- *Organization and Management*: 2010-2012 (2 AY)
- *Entrepreneurship: Bringing New Ideas to Market*: 2010-2012 (2 AY)

University of Minnesota – Courses Taught

Undergraduate Courses

- *Introduction to Entrepreneurship*: 2007, 2010.
- *The Business Plan*: 2008, 2009.

Lectures, Seminars, Workshops & Courses at other Institutions

- *Theory Building* – Doctoral seminar at *Saint Petersburg University*, Graduate School of Management, Saint Petersburg, Russia, 2018.
- *Pitching to investors* – Workshop at the *Alhambra Ventures Academy*, Granada, Spain. 2017.
- *The Lean Startup* – Seminar (Training for faculty and instructors), *University of Granada*, Department of Management, Granada, Spain. 2017.
- *Pitching to investors* – Workshop in the “Entrepreneurial Talent” Program, *University of Granada*, Granada, Spain. 2016, 2017.
- *The Entrepreneurial Process* – Lectures in the Masters of Branding Program at the *ELISAVA School of Design*, Barcelona, Spain. 2013, 2014, 2015, 2016, 2017.
- *Pitching to investors* – Workshop in the Social Entrepreneurship Lab, *University of Granada*, Granada, Spain. 2016.
- *Theory Building* – Doctoral Seminar at the *University of Granada*, Granada, Spain. 2015.
- *Assessing and Selling your Business Idea* – Doctoral Workshop for the KIC InnoEnergy Program, *Catholic University of Leuven*, Leuven, Belgium. 2012.

FACULTY DEVELOPMENT ACTIVITIES (OWN PARTICIPATION)

- PECE: Program for Early Career Excellence (2-year program). A Rutgers university-wide program providing career development support through workshops, peer groups, mentoring and individual coaching. Rutgers University, Newark & New Brunswick, 2018-2020.
- Training course for instructors (6-day program): Teaching methods and skills. ESADE Business School, Sant Cugat, Spain, June-July 2016.
- EFER European Entrepreneurship Colloquium (7-day program): On teaching entrepreneurship (methods and content) in the European context – Munich, Germany, July 2015.
- Harvard Business School case method teaching workshop (1-day workshop): On how to teach the case method – Madrid, Spain, February 2015.

- Technion e.Xplore[®] AC Program for International Scholars (8-day program): Researching the Israeli entrepreneurial ecosystem – Haifa, Tel-Aviv & Jerusalem, September 2014.
- Lean Launchpad Educators Seminar (3-day program by Steve Blank): On how to teach the lean startup methodology – Berkeley, California, January 2014.
- iTrek Educators Israel Program (7-day program): On teaching about startup & Innovation ecosystems – Tel-Aviv & Jerusalem, November 2013.

HONORS AND AWARDS

Research Honors

2013 *Finalist* – Heizer Doctoral Dissertation Award in New Enterprise Development. Entrepreneurship Division, Academy of Management (AOM).

Teaching Awards

2022 *Junior Faculty Teaching Excellence Award*, at Rutgers Business School, Rutgers University.

2009 *Excellence in Teaching Award*, at the Carlson School of Management, University Minnesota.

Entrepreneurship Awards

2002 *1st place*: Venture Capital Investment Competition (VCIC[®]) Central Division (with University of Wisconsin team), at University of Texas, Austin, Texas.

2002 *1st place*: International Graduate Business Plan Competition, (with Fluent Systems), at University of Nebraska, Lincoln, Nebraska.

2002 *Outstanding presentation award*: MOOT CORP[®] Competition (with Fluent Systems), at University of Texas, Austin, Texas.

2002 *Semi-finalist*: New Venture Championship (with Fluent Systems), at University of Oregon, Portland, Oregon.

PROFESSIONAL AFFILIATIONS

2005-present Academy of Management (AOM) – Member

2010-present Strategic Management Society (SMS) – Member

2010-2012 American Sociological Association (ASA) – Member

SERVICE

Ad-hoc Reviewer

- Academy of Management Journal
- Journal of Business Venturing
- Strategic Entrepreneurship Journal

- Journal of Small Business Management
- Academy of Management Annual Meeting, ENT and OMT divisions

At Rutgers University

- 2021 Ph.D. Admissions committee member, Department of Management and Global Business, Rutgers Business School.
- 2019 Faculty consultant to undergraduate student team for the *Johnson & Johnson case competition*.

Other Service

- 2020, 2021 *Academy of Management, Strategic Management Division*: Host of the “STRonger Together Cultural Conversations” sessions in Catalan language (virtual meetings of AOM members in other languages than English, an initiative of the Strategic Management Division).
- 2015-2017 *Academy of Management, Entrepreneurship Division*: Awards Committee member,
- 2013-2017 *Research Group in Entrepreneurship (GRIE)*, accredited by the Generalitat de Catalunya (the Catalan Government) and affiliated to the ESADE Entrepreneurship Institute: Team member.
- 2016 *ESADE Business School*: Co-organizer of the 2nd (international) ESADE Entrepreneurship Research Summit. Barcelona, June 2016.
- 2104 *ESADE Business School*: Organizer of the EEI Entrepreneurship Research Seminar. Barcelona, December 2014.
- 2014 *CLADEA* (Consejo Latinoamericano de Escuelas de Administración): Academic co-chair of the entrepreneurship track in CLADEA’s annual conference. Barcelona, September 2014.
- 2013 *ESADE Business School*: Co-organizer of the 1st (international) ESADE Entrepreneurship Research Summit. Barcelona, June 2013.
- 2011, 2012 *Santa Clara University, Leavy School of Business*: Mentor of MBA student teams participating in the national VCIC® (Venture Capital Investment Competition).
- 2011-2012 *Santa Clara University, Leavy School of Business*: Led the development of the Undergraduate Minor in Entrepreneurship, introduced at the Leavy School of Business in 2012.

ADDITIONAL INFORMATION

Languages (Fluent)

English, Swedish, Spanish, Catalan

Personal Information

Dual citizenship/passport: United States of America & European Union.