



Vish Krishnan holds the Jacobs Chair in Engineering and Management at the University of California, and is a faculty affiliate at the Harvard Business School's Laboratory for Innovation Science. Prof. Krishnan holds a PhD from MIT and has co-authored some of the most cited articles on the topics of product management and growth strategy. An accomplished scholar and a 4-time winner of the Most Valuable Professor award with substantial industry and entrepreneurial experience, he leads a number of entrepreneurial initiatives at UC San Diego. Dr. Krishnan is also an active angel investor working closely with the largest angel network, Tech Coast Angels. In addition, he is a founding advisor with a number of start-up firms in USA/CA, and works closely with accelerators, incubators, law firms, and entrepreneurial innovators.

Professor Krishnan has served in editorial positions at the top journals in the areas of Innovation, Entrepreneurship and Operations Management. He works with senior leadership and management development programs at major Fortune 100 companies. His work with these firms has been documented as Harvard Business School case studies taught at a number of top Universities, and he has been invited to the Wall Street Journal and Cisco CIO forums. His work on solutions-driven growth has been published as a most-read article in the MIT Sloan Management Review, and applied in numerous multinational companies including Zeiss, Caterpillar, and Sony. His work with 3M was profiled on the front page of the Wall Street Journal.

## Vish Krishnan

Professor and Jacobs Family Chair, UC San Diego Rady School of Management  
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### EDUCATION

|                                  |  |
|----------------------------------|--|
| Doctor of Science                | Massachusetts Institute of Technology (1993) |
| Master of Engineering            | Carnegie Mellon University                   |
| Bachelor of Technology (B. Tech) | Indian Institute of Technology, Madras       |

### PRINCIPAL FIELDS OF SPECIALIZATION AND INTEREST

Innovation & Entrepreneurship, Science, Technology and Operations Management

### ACADEMIC EXPERIENCE

|                      |  |
|----------------------|--|
| Fall 2012-Current    | Faculty Director, California Institute for Innovation & Development  |
| Summer 2016-Current  | Associate Director, Institute for the Global Entrepreneur, UC San Diego  |
| Sep 2012-Current     | Co-Principal Investigator, California Center for Service Science<br>UCOP-funded Partnership with multiple University of California campuses.   |
| Oct 2013-Current     | Co- Principal Investigator, UC Center for Accelerating Innovation<br>\$12 Million grant from NIH to build this partnership across University of California medical, engineering, and business schools. |
| Sep 2008-August 2010 | Founding Faculty Lead of Rady Doctoral Program, UC, San Diego  |
| July 2005-Current    | Professor of Management, University of California, San Diego<br><i>Voted "Most Valuable Professor" 2009, 2012, 2016, 2017 by Working MBAs</i>  |
| Dec. 1998-June 2005  | Associate Professor of Management, University of Texas at Austin   |
| Aug 1993- 1998       | Assistant Professor of Management, University of Texas at Austin   |

### PROFESSIONAL AND UNIVERSITY SERVICE

Member of the UC San Diego's Council of Innovation Leadership, 2017-Current  
Senior Editor, *INFORMS Journal M&SOM*, 2006-2013. Associate Editor 2015-2018.  
Associate Editor, *Management Science*, Innovation and Entrepreneurship Nov 2001-Current.  
Associate Editor, *Management Science*, Operations Management Department, July 2014-Current.  
Department Editor, Production and Operations Management (POM), Aug 2003-2010.  
Member of the Editorial Review Board, *IEEE Transactions in Engg. Management*, Oct 2001-2005.

### MAJOR JOURNAL PUBLICATIONS

Krishnan, V., J. Lee, O. Mnyshenko, and H. Shin, "Inclusive Innovation: Broader Market coverage for Innovative New Products". " *Manufacturing and Service Operations Management*, Forthcoming.

J. Lee, H. Shin, and V. Krishnan, "Business Models for Technology Supply Chains". " *Management Science*, Forthcoming.

Wang, J., X. Wu, and V. Krishnan, "Decision Structure and Performance of Networked Technology Supply Chains", Manufacturing and Service Operations Management, Forthcoming, October 2016.

Balasubramanian, S., S. Bhattacharya, and V. Krishnan, "Pricing Information Goods: A Strategic Analysis of the Selling and Pay-per-use Mechanisms", Marketing Science, Published Online: March 20, 2015, 218 - 234.

Krishnan, V., K. Maki, E. Castillo, and D. Guss, "Service Design for Improved Satisfaction: Decoding the Mechanism for Impact of Patient Call Back in Emergency Healthcare". Service Science, (INFORMS Journal), Published Online: December 18, 2015, Page Range: 315 - 330.

Mueller, J., Wakslak, C.J., & Krishnan, V. "Construing creativity: The how and why of recognizing creative ideas," Journal of Experimental Social Psychology, Volume 51, March 2014, Pages 81–87.

Bala, R., V. Krishnan, and W. Zhu, "**Distributed Development and Product Line Decisions**", Production and Operations Management, Volume 23, Issue 6, 1057–1066, June 2014.

Wu, Yaozhong, K. Ramachandran, and V. Krishnan, "Managing Cost Salience and Procrastination in Projects: Compensation and Team Composition", Production and Operations Management, Vol. 23, No. 8, August 2014, pp. 1299–1311.

Bardhan, I. V. Krishnan, and S. Lin, " Business Value of Information Technology: Testing the Interaction Effect of IT and R&D on Tobin's Q", Information Systems Research, Vol. 24, No. 4, December 2013, pp. 1147–1161.

Bardhan, I. V. Krishnan, and S. Lin, "Team Dispersion, Information Technology, and Project Performance", Production and Operations Management, Volume 22, Issue 6 (November/December 2013), pp. 1478–1493.

V. Krishnan, "Operations Management Opportunities in Technology Commercialization and Entrepreneurship", Production and Operations Management, VOLUME 22, ISSUE 6, PAGES 1439–1445.

Erat, S. and V. Krishnan, "Managing Delegated Search Over Design Spaces", Management Science, 58, (3), March 2012, 606–623, March 2012.

Krishnan, V. and Ramachandran, K., "Integrated Product Architecture and Pricing for Managing Sequential Innovation", Management Science, 57(11), 2040–2053, Aug 2011.

Bhaskaran, S. and V. Krishnan, "Effort, Revenue, and Cost-Sharing in Contractual New Product Development", Management Science, Vol. 55, (7), 1152-1169, July 2009.

Ramachandran K. and V. Krishnan "Design Architecture and Introduction Timing for Rapidly Improving Industrial Products", Manufacturing and Service Operations Management, Vol. 10, (1), Winter 2008, 149-171.

Krishnan, V. and K. Ramachandran, "Economic Models of Product Family Design and Development", in Handbook of New Product Development Management, edited by C. H. Loch and S. Kavadias, Elsevier, 2007.

Bardhan, I. V. Krishnan, and S. Lin, "Project performance and the enabling role of information technology: An Exploratory study on the role of Alignment", Manufacturing and Service Operations Management, vol. 9, (3), 2007.

Krishnan, V. and W. Zhu, "Designing a Family of Development-Intensive Products" Management Science, Vol. 52, No. 6 (June 2006 Lead Article), 813-825.

Krishnan, V. and C. Loch, "A Retrospective Look at Production and Operations Management Articles on new Product Development", Production and Operations Management, Vol. 14 No. 4, (Winter 2005), 433-441.

- Krishnan, V. and C. Loch “Introduction to the Special Issue: Management of Product Innovation, Production and Operations Management”, Vol. 14, No. 3, Fall 2005, 269-271.
- Sawhney, M., S. Balasubramanian and V. Krishnan, “Creating Growth with Services”, Sloan Management Review, Vol. 45, No. 2, (Winter 2004), 34–43.
- Bhattacharya, S., V. Krishnan, and V. Mahajan, “Operationalizing Technology Improvements in Product Development Decision Making”, European Journal of Operations Research, Vol. 149, (2003) 102-130.
- Krishnan, V. and S. Bhattacharya, “Technology Selection and Commitment: The Role of Uncertainty and Design Flexibility”, Management Science, Vol. 48, No. 3, (March 2002), 313-327.
- Krishnan, V. and S. Gupta, “Appropriateness and Impact of Platform-Based Product Development”, Management Science, Vol. 47, No. 1, (January 2001), 52-68.
- Krishnan, V. and K. Ulrich, “Product Development Decisions: A Review of the Literature”, Management Science, Vol. 47, No. 1, (January 2001), 1-21.
- Balasubramanian, S., V. Krishnan, and M. Sawhney, New Offering Realization in the Networked Digital Environment", in Digital Marketing, edited by V. Mahajan and J. Wind, John Wiley & Sons, December 2000.
- Gupta, S. and V. Krishnan, “Integrated Component and Supplier Selection For a Product Family”, Production and Operations Management, Vol. 8, No. 2, (1999), 163-181.
- Krishnan, V., R. Singh, and D. Tirupati, “A Model-Based Approach For Developing a Family of Technology-Based Products”, INFORMS Journal on Manufacturing and Service Operations Management, Vol. 1, No. 2, (1999), 132-156.
- Krishnan, V., “Modeling Ordered Decision Making in Product Development”, European Journal of Operations Research, Vol. 111, No. 2, (December 1998), 351-368.
- Bhattacharya, S., V. Krishnan, and V. Mahajan, “Managing New Product Definition in Highly Dynamic Environments”, Management Science, Vol. 44, No. 11, (Nov. 1998 Part 2 of 2), S50-S64.
- Gupta, S. and V. Krishnan, “Product Family-Based Assembly Sequence Design Methodology”, IIE Transactions, 30, (1998), 933-945.
- Krishnan, V., S. D. Eppinger, and D. E. Whitney, “Simplifying Iterations in Cross-Functional Design Decision Making”, ASME Journal of Mechanical Design, Vol. 119, (No. 4, December 1997), 485-493.
- Krishnan, V., S. D. Eppinger, and D. E. Whitney, “A Model-Based Framework for Overlapping Product Development Activities”, Management Science, April 1997, 437-451.
- Kalyanaram, G. and V. Krishnan, “Deliberate Product Definition: Customizing the Product Definition Process”, Journal of Marketing Research, April 1997, Vol. XXXIV, 276.
- Krishnan, V., “Managing the Simultaneous Execution of Coupled Phases in Concurrent Product Development”, IEEE Transactions in Engineering Management, Vol. 43, (No. 2, May 1996), 210-217.
- Krishnan, V., S. D. Eppinger, and D. E. Whitney, “Accelerating Product Development by the Exchange of Preliminary Information”, ASME Journal of Mechanical Design, Vol. 117, (December 1995), 491-498.

#### PUBLISHED (REFEREED) CONFERENCE PROCEEDINGS

- Krishnan, V., S. D. Eppinger, and D. E. Whitney, “Iterative Overlapping: Accelerating Product Development by Advance Information Exchange”, *Proceedings of ASME Design Theory and Methodology Conference*, Fall 1993.
- Krishnan, V., S. D. Eppinger, and D. E. Whitney, “Towards a Cooperative Design Methodology: Analysis of Sequential Decision Strategies”, *Proceedings of ASME Design Theory and Methodology Conference*, Fall 1991.

Rinderle, J. R. and V. Krishnan, "Constraint Reasoning in Concurrent Design, *Proceedings of ASME Design Theory and Methodology*, Fall 1990.

#### PAPERS UNDER REVIEW OR IN PREPARATION FOR SUBMISSION

Nittala, L. and V. Krishnan, "Designing Internal Innovation Contests". Under Review at Management Science.

Chen, W., V. Krishnan and K. Zhu, "Release Early, Release Often"? An Empirical Analysis of Release Strategy in Open Source Software Co-Creation". Revision Re-submitted to Information Systems Research.

Nittala, L., P. Lacourbe, and V. Krishnan, "Sustainable Innovation: Designing Product Lines That Improve Environmental Quality". Revision Requested at Production and Operations Management.

Krishnan, V., J. Lee, O. Mnyshenko, and H. Shin, "Inclusive Innovation: Broader Market coverage for Innovative New Products". Revision Requested at Manufacturing and Service Operations Management.

Maki, K. and V. Krishnan, "Collaborative Innovation and Knowledge Creation: Theory and Testing with a Natural Experiment in Japan". Under preparation for submission.

#### RECENT INVITED PRESENTATIONS

Cornell University

Duke University

Georgia Institute of Technology

INSEAD

Massachusetts Institute of Technology

Harvard University

University of Chicago

University of Michigan

University of Hong Kong

Stanford University

University of California, Los Angeles

#### Recent Conference Presentations

2016 Summer INFORMS International *Invited Plenary Talk* "Innovation & Entrepreneurship"

"Decision Structure and Outcomes in Technology Supply Chains" (with J. Wang and X. Wu)

- ❖ 2016 INFORMS International Conference, Hawaii.
- ❖ The 9th Annual International Conference of CSAMSE, Hefei, China.
- ❖ The Seventh POMS-HK International Conference, Macau, China.
- ❖ International Workshop on Supply Chain Management, Shanghai Maritime University, China

"Managing Exploration and Execution" (with Lakshmi Nittala and Sanjiv Erat)

- ❖ Production & Operations Management Society annual conference 2015, Washington DC
- ❖ INFORMS Annual Conference 2015, Philadelphia

“Release Early, Release Often...” (with W. Chen and K. Zhu)

- ❖ 10th China Summer Workshop on Information Management (CSWIM), Dalian, China, Jun 25-26, 2016. (*Best Paper Award*)
- ❖ Proceedings of Pacific Asia Conference on Information Systems (PACIS), Jeju Island, Korea, Jun 18-22, 2013.
- ❖ 2013 Annual INFORMS Conference, Minneapolis, October 2013.
- ❖ 17th Pacific Asia Conference on Information Systems (PACIS 2013), Jeju Island, Korea

“Business Model Innovation for Technology Supply Chains” (with J. Lee and H. Shin)

- ❖ MSOM International Conference 2015 Toronto Canada June 2015
- ❖ INFORMS International Conference 2015 Philadelphia PA 11/2015

“Inclusive Innovation: Broader Market Coverage for Innovative Products”

- ❖ 2014 Annual INFORMS Conference, San Francisco, October 2014.
- ❖ Production and Operations Mgmt Conference, 2015
- ❖ Production and Operations Mgmt Conference, 2014

University of Utah, Product and Service Innovation Conference, February 2013

Marketing Science Conference, Boston MA, 2012.

University of Utah, Product and Service Innovation Conference, February 2011

#### CASE STUDIES AND BUSINESS ARTICLES

Lakhani, Karim R., Vish Krishnan, and Ruth Page. “Bioinspiration at the San Diego Zoo.” Harvard Business School multimedia Case 614-703, June 2014.

Krishnan, V. and I. Bardhan, “Clearly Productive: Research using the CLEAR index finds effectiveness just as important as efficiency in improving productivity,” *Optimize Magazine*, Issue 39, January 2005

Krishnan, V. and J. Skilbeck, “Cynosure technologies: E-Procurement Strategy”, The University of Texas at Austin Business School Case, June 1999, Rev. June 2000.

Krishnan, V., “E-Business Innovation at Golfsmith”, The University of Texas at Austin Business School Case, June 1999, Rev. June 2000.

Thomke, S, V. Krishnan, and A. Nimgade, “Product Development at Dell Computer Corporation”, Harvard Business School Case N9-698-113, June 1998 (currently on the Harvard Business School best-selling cases list).

#### RECENT HONORS AND AWARDS

Most Valuable Professor, Working “Flex” MBA Program, University of California, San Diego, 2009, 2012, 2016.

Invited Plenary Speaker, INFORMS International Conference, 2016.

10th China Summer Workshop on Information Management June 2016 *Best Paper Award*

Invitee to the Wall Street Journal CIO Forum 2016, where a very select group of top academics invited to lead discussion with the top CIO’s in the world

Distinguished Fellow, Production and Operations Management College of Product Innovation & Technology Management, Charlotte NC 2012.

## RECENT GRANTS

**Co-PI on a \$12 Million NIH grant “Center for Accelerating Innovation”, 2013 with UCLA, UCSF, UCI and UC-Davis Medical Schools.**

**Curriculum Development Grant from University of California Office of the President (UCOP) to develop an online course titled, “New Service Innovation” 2014-2017.**

**Research grant from UCOP to organize a Center for Service Science (April 2013).**

**PI or Co-PI in Proposals submitted to UCOP, NIH and NSF, involving substantial time commitment.**

**Research grant from Ford Foundation to identify methods to improve new product development.**

**Grant from IBM to prepare teaching material on the impact of e-business on operations.**

**Research grant from Dell Computer Corporation to study the impact of information technology on new product development.**

**Research grant From Ford Motor Company to study product development flexibility.**

**Research grant From National Instruments for research on product family development.**

**Research grants from the International Motor Vehicle Program at MIT for research on product development and supply chain management, 1995.**

Research award from the Marketing Sciences Institute - one of six nationally selected proposals, co-authored with R. Singh and Vijay Mahajan, April 1995.

## **Doctoral Student Advising**

Kanetaka Maki (Rady, Committee Chair, First placement: Stanford University)

Wei Chen (Rady, Committee Member, First placement: University of Arizona)

Wenge Zhu (University of Texas at Austin Committee Chair, Placement: Cal State, Pomona)

Sreekumar Bhaskaran (University of Texas at Austin Committee Chair, Placement: Southern Methodist University)

Karthik Ramachandran (University of Texas at Austin Committee Chair, Placement: Georgia Tech)

Shantanu Bhattacharya (University of Texas at Austin Committee Chair, First Placement: INSEAD)

Lakshmi Nittala (UCSD Rady Committee Co-Chair)

Junghee Lee (UCSD Rady Committee Co-Chair)

Deborah Anne (UCSD Economics, C Phil. Committee Member)

Naveen Basavanhally (UCSD Economics Committee Co-Chair with Joel Watson)



### Rady (Internal) Service Contributions

Rady core curriculum review sub-committee faculty chair – appointed by Dean – May 2016-Current.

Faculty Director for Rady School's California Institute for Innovation & Development- Fall 2014-Current

Rady Doctoral Program Contributions: Program Director (2008-2010), Admissions Committee (2009-2015), Program Review Committee (2008-2015).

Faculty Participant in Rady School's Ranking Review and Corrective Actions with Dean and Senior Staff, Jan 2016-Current

Faculty Lead in Rady School's Initiative to Integrate Beyster Institute, Jan 2016-Current

Faculty Participant in Rady School's Faculty Equity, Diversity and Inclusion Efforts, July 2015-Current

Chaired and participated in multiple ad hoc committees (not named to keep information confidential)

Lab to Market curriculum faculty coordinator involving weekly meetings with course faculty and MBA students in flex and full time program to discuss project ideas, 2006-Current; Participant in review panels.

Participation/Presenter in MBA Student Orientation and Outreach Programs; Regular Attendee and Faculty Host in Professional Seminars, Graduation Dinners and Commencement Ceremonies

ITO area seminar, recruitment, and PhD admissions coordination, 2006-2015.

Represented Rady School in central campus committees (undergraduate minor program approval committee, Chairs council, Health Sciences MBA presentation to the Chairs, etc.)

AACSB Accreditation/Reaccreditation and Assurance of Learning Faculty Contributions, 2011 - 2016.

Rady Undergrad Program Contributions: Minor development in Business and Entrepreneurship, Curriculum Design and Delivery for a Highly-Rated Hybrid Online Course "New Service Innovation", Received UCOP Funding; Mentor for Undergraduate students

Committee for Rady School Financial Sustainability, 2013 – 2014.

Invited Presentations to the Rady Dean's Advisory Council, 2014-2016.

### UC San Diego Service Contributions

Rady Faculty Liaison to Health Sciences: Co-PI on the NIH CAI grant; Member of CTRI Educational Committee; Faculty Advisor to MAS program in clinical research; Faculty committee member for Masters degree in Drug Development; Faculty Liaison with Shiley Eye Center Leadership; Mentor to Health Sciences Graduate Students, Fellows, and Residents in the Blue Linc Program; Presentation to the CTRI advisory council and to Deans of Medical Schools from around the country; Contributions lauded in a letter by Asst. Vice Chancellor Health Sciences Academic Affairs, Dr. Bob Ross.

Rady Faculty Liaison to Jacobs School of Engineering: Associate Director of the Institute for the Global Entrepreneur; Advisor to the von Liebig Center; Advisor to the Masters in Data Science. Qualcomm Institute Funding Proposal Review Panel; Contributions recognized in a letter by Jacobs Dean Al Pisano.

Rady Faculty Advisor to UCSD's Food and Fuel for the 21st Century (FF21) Initiative. Contributions recognized and lauded in a letter by Director Steve Mayfield.

SIO Contribution: Faculty Advisor for MAS in Marine Biology and Conservation Advisory Council; Invited to participate in SIO Strategic Planning Weekend Faculty Retreat

Faculty Participant in the SME Visioning Task Force to Build a UCSD Entrepreneurial Ecosystem; Assembled by EVC Cowhey and AVC Hodgkiss

Campus Education Initiative Member Appointed By Executive Vice Chancellor (August 2012-Current)- About 50 Hours of Service, including the main committee, transferable skills subcommittee, and the graduate students skills subcommittee (with Dean Kim Barrett)

Subcommittee on "Real-World Preparedness/Transferable Skills/Career Competencies" (1 hour meeting for 4-5 months and editing of documents)

Campus Design Initiative Committee Member, Appointed By Rady Dean and Executive Vice Chancellor, 2011-2012. (1-2 hour meeting every week for 6 months; About 40 hours of meetings).

Campus Design Initiative Special All-day Conference Co-Organizer, Jan 2012.

Campus Design Initiative Steering Committee Member, Feb-May 2012.

Campus Energy Initiative Select Committee (August 2011-May 2012) – About 20 hours of service

Strategic Planning Focus Groups Participation organized by Chancellor's Strategic Planning Organized by McKinsey on Online Education and Environment (2012-2014)

Vice Chancellor for Research Faculty Group on Technology Transfer and Innovation (Aug 2012-2014)

#### Professional Service Contributions

Editorships at INFORMS (Top Professional Society) Journals Management Science, M&SOM

Search Committee to Identify the Editor-in-Chief of Management Science, M&SOM

INFORMS Publications Committee to Decide the Editor-in-Chief of ISR