

Henning Piezunka

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EDUCATION

Stanford University	2008-2014
<i>Department of Management Science & Engineering</i>	
Dissertation Committee: Riitta Katila, Kathleen Eisenhardt, Chuck Eesley, and David Krackhardt	
Research areas: Entrepreneurship, Strategy, Innovation, and Organizational Theory	
London School of Economics	2003-2004
<i>Master of Science in Decision Science</i>	
Sciences Po (Paris)	2002-2003
<i>Student Exchange</i>	
University of Mannheim	2001-2006
<i>Master of Science in Management (Dipl. Kauf.)</i>	

PEER REVIEWED RESEARCH

Piezunka, H., & L. Dahlander. "Broad Search, Narrow Selection." Third-round R&R, *Academy of Management Journal*.

Dahlander, L., & H. Piezunka. Forthcoming. "Open to Suggestions: How Organizations Elicit Suggestions Through Proactive and Reactive Attention." *Research Policy*.

Katila, R., Chen, E., & H. Piezunka. 2012. "All the Right Moves: How Entrepreneurs Compete Effectively in New and Old Markets." *Strategic Entrepreneurship Journal*. 6:116-132.

Piezunka, H. 2011. "Technological Platforms - An Assessment of the Primary Types of Technological Platforms, Their Strategic Issues and Their Linkages to Organizational Theory." *Journal für Betriebswirtschaft*. 61(2-3): 179-226.

WORKING PAPERS

Piezunka, H. "Big Fish, Little Pond or Little Fish, Big Pond? Sellers' Choice of Intermediaries." (Job market paper) (Advanced draft)

Piezunka, H., & L. Dahlander. "Benevolent Rejections - The Case of Open Innovation" (Data collection concluded; the paper has won two grants for further advancement (see scholarships and awards))

Piezunka, H. "Shifting to the Other Side of the Table – Role Transition from Being a Seller to Being a Publisher" (2nd dissertation) (Data collection concluded)

BOOK CHAPTERS

Eisenhardt, K., & H. Piezunka. 2011. "Complexity and Corporate Strategy." *Sage Handbook of Complexity and Management*. P. Allen, S. Maguire, and B. McKelvey, eds. 506-523.

INVITED SUBMISSION

Dahlander, L., & H. Piezunka. 2013. "Geben und Nehmen (Give and Take)." *Harvard Business Manager*, October 2013. (German Version of the Harvard Business Review) – *Article based on Research Policy 2013 paper*

PRESENTATIONS

Sorted by papers (co-presented by co-authors)

- Piezunka, H. “Big Fish, Little Pond or Little Fish, Big Pond? Sellers’ Choice of Intermediaries.”
⇒ Consortium for Competitiveness and Cooperation, Kansas City 2013
- Dahlander, L. & H. Piezunka. “Open to Suggestions: How Organizations Elicit Suggestions Through Proactive and Reactive Attention.”
⇒ Academy of Management, Orlando, FL, 2013
⇒ Cass Business School, London, 2013
⇒ Open Innovation Conference at Imperial College, London, 2012
- Piezunka, H. & L. Dahlander. “A Wealth of Information and a Scarcity of Attention: How Organizations Cull User Suggestions.”
⇒ Aalborg University, 2013
⇒ London Business School, London, 2013
⇒ Academy of Management, Boston, MA, 2012
⇒ 10th International Open and User Innovation Workshop, 2012
⇒ ETH Zurich, March 2012
⇒ Ludwig-Maximilians University, Munich, 2012
- Katila, R., Chen, E., & H. Piezunka, “All the Right Moves: How Entrepreneurs Compete Effectively in New and Old Markets.”
⇒ Strategic Management Society, Miami, 2011
- Piezunka, H., & J. Denrell. 2011. “Success as a Buffer: Hibernation and the Advantages of Waiting.”
⇒ Academy of Management, San Antonio, 2011

TEACHING INTERESTS

- Entrepreneurship
- Strategy
- Innovation
- Organizational theory

TEACHING ASSISTANTSHIPS

E145	Technology Entrepreneurship (C. Eesley)	2012/2013 Winter
E145	Technology Entrepreneurship (C. Eesley)	2011/2012 Winter
MS&E 178	The Spirit of Entrepreneurship (R. Belani)	2012/2013 Autumn
MS&E 270	Strategy in Technology-based Companies (K. Eisenhardt)	2011/2012 Fall
MS&E 270	Strategy in Technology-based Companies (R. Katila)	2010/2011 Winter
MS&E 270	Strategy in Technology-based Companies (K. Eisenhardt)	2010/2011 Fall
MS&E 180	Organization Theory: Theory and Management (K. Eisenhardt)	2009/2010 Fall

TEACHING AS INSTRUCTOR

New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2012/2013 Summer
New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2011/2012 Summer
New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2010/2011 Summer
Methods and Models for Policy and Strategy Analysis (MS&E 190) (2 sessions)	2011/2012 Fall
Methods and Models for Policy and Strategy Analysis (MS&E 190) (2 sessions)	2010/2011 Fall
OT Workshop for Ph.D. Students at MS&E, Stanford	2011/2012 Summer
OT Workshop for Ph.D. Students at MS&E, Stanford	2012/2013 Summer
OT Workshop for Ph.D. Students at Ludwig-Maximilian-University, Munich	2011/2012 Autumn
OT Workshop for Ph.D. Students at Ludwig-Maximilian-University, Munich	2011/2012 Summer

SERVICE

- Ad hoc reviewer for the *Academy of Management Journal*
- Student representative for the Management Science & Engineering Department
- Organized several research days for the Stanford Technology Ventures Group
- Supported organizing a seminar co-hosted by the Stanford Institute for Economic Policy Research
- Supported the recruitment of Mayfield Fellows by the Mayfield Fellows Program

SCHOLARSHIPS AND AWARDS

- **Department Service Award 2012/2013 for Management Science & Engineering, Stanford University.**
- **Mackenzie Fellowship.**
- **Institute for Research in the Social Sciences at Stanford University Grant.** Promotes research that applies computational techniques to analyze and explain vast and detailed information on social phenomena. Granted for paper development on my work on benevolent rejections.
- **Sloan Research Project Grant for the Economics of Knowledge Contribution and Distribution.** Granted for paper development on my work on benevolent rejections.
- **eFellows Scholarship.** Awards students with outstanding academic achievement, extracurricular activities, and practical and international experience.
- **Erasmus Scholarship of the European Union's Erasmus Foundation.** Supported my stay at the Institut d'Etudes Politiques, Paris.
- **Dr. Fink Prize.** Awarded to 2 out of 130 pupils in my graduating class for outstanding conduct.

ENTREPRENEURIAL EXPERIENCE

Consulting Piezunka & Schamoni – Information Technologies GmbH

1998 to 2008

- Co-founder and CEO
- The firm continues to operate as a leading internet agency with 20 full-time employees, offices in Heidelberg and Berlin (Germany), and clients in over 60 countries, mostly in the public sector (e.g., the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the German Chambers of Commerce)
- Website: www.cps-it.de

LANGUAGES

- English (Fluent)
- German (Native)
- French (Conversational)