

CARL VIEREGGER

Zimpleman College of Business • Drake University
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ACADEMIC POSITIONS

Associate Professor of Strategic Management (with tenure), 2021–Present
Zimpleman College of Business, Drake University

Assistant Professor of Strategic Management, 2015–2021
Zimpleman College of Business, Drake University

Postdoctoral Fellow in Strategy & Entrepreneurship, 2013–2015
Gies College of Business, University of Illinois at Urbana-Champaign

EDUCATIONAL BACKGROUND

PhD Olin Business School, Washington University in St. Louis, 2013

MBA Columbia Business School, 2006

BA Northwestern University, 1997

PHD DISSERTATION

“Three Essays in Strategic Capital Allocation”

Winner for Lead Paper of *Best Paper Prize for Practice Implications*, Strategic Management Society, 2012

Co-chairs: Anne Marie Knott and Todd Zenger

Committee: Nick Argyres, Dan Elfenbein, Radha Gopalan, Bruce Petersen

PRIOR PROFESSIONAL EXPERIENCE

McCarthy Capital, Omaha
Private Equity Associate, 2005–2008

IBM Software Group, Americas
Senior Consultant, Competitive Research Group, 2004–2005

Price Waterhouse Management Consulting Services, EMEA
(subsequently PWC and IBM BCS)
Principal Consultant, European Centre of Expertise, 1998–2004

Andersen Consulting, Chicago
Consultant, 1997–1998

PEER-REVIEWED PUBLICATIONS

1. “Top Management Team Structure and Resource Reallocation within the Multibusiness Firm,” Lead Author with Eric Larson and Phil Anderson, *Journal of Management*, 2017
Winner, Business Excellence Research Grant from University of Illinois, 2013–2014
Presented at Peer-Reviewed Conferences:
AOM Annual Conference Symposium, August 2015
2. “Strategic Actions in a Platform Context - What Should Facebook Do Next,” including Case Teaching Notes, with Eric Larson, *Journal of Information Systems Education*, 2018
Downloaded for classroom use more than 500 times
3. “Reconciling the Firm Size and Innovation Puzzle,” with Anne Marie Knott, *Organization Science*, 2019
Funded by NSF Award #1246893 to work with U.S. Census Data
Presented at Peer-Reviewed Conferences:
SMS Annual Conference, September 2016
Sumantra Ghoshal Conference on Managerially Relevant Research, June 2016
Darden/Cambridge Judge Entrepreneurship and Innovation Conference, May 2016
Census Data Research Conference, September 2015
DRUID15 Conference, July 2015
4. “Student-Alumni Mentoring in the Business Capstone: An Opportunity to Both Cap and Bridge the Undergraduate Experience,” Lead Author with Andrew Bryant, *Journal of Education for Business*, 2019
Recipient of *Innovation in Business in Business Education Award* from the MidAmerican Business Deans Association, 2019
5. “The Strategic Dilemma of Counter-Cyclical Capital Investment,” with Eric Larson, *Global Business and Economics Review*, 2021
Presented at Peer-Reviewed Conferences:
AOM Annual Conference, September 2018
College of Organization Science Conference, October 2017

PAPERS AND PROJECTS UNDER REVIEW OR PREPARING FOR RESUBMISSION

6. “Corporate Social Media Engagement: New Measures and Strategic Implications,” with Eric Larson, under review at *Communications of the Association for Information Systems*
7. “Managing the capital allocation process in large organizations: a case study at Wells Fargo,”
Lead Author with Peter Cepelch and Floyd Bates, employees at Wells Fargo
Awaiting corporate approval for submission from the Wells Fargo legal review team

OTHER PUBLICATIONS

8. “Maybe you shouldn’t always ‘start with why’ when making strategic decisions,” *Des Moines Business Record*, April 2022

9. “Maybe try shaking up your teams with an outsider to inspire innovation,” Des Moines *Business Record*, May 2022
10. “Maybe your corporate sustainability strategy can be more than just a cost of doing business,” Des Moines *Business Record*, June 2022

STUDENT-LED RESEARCH PROJECTS

11. “The Use of Virtual Teams: What Can We Learn from Popular Media?” by Lauren Ceplecha
12. “Analyst Report on Dollar General: Fast and Steady Wins the Race,” by James Pistillo
13. “A Comparison of Entrepreneurship in the United States and Germany,” by Sarah Ghaussy
14. “Case Studies of Nike and Lululemon,” by Grace Lipscomb

INTELLECTUAL PROPERTY – PATENT

15. Title: “Labels with Limited, Reversible Transparency,” U.S.P.P. Serial No. 62/509,462
Co-inventor with Jacob Schnackenberg (MBA 2017, PharmD 2018)

EARLY STAGE PROJECTS W/ PRELIMINARY TITLES

16. “Signposts toward Greater Knowledge: Communicating Research Results to Managers”
17. “Sweet Strategy: Case Studies from the Chocolate Industry”
18. “The Strategy Capstone: One Course to Rule Them All”
19. “Student Engagement in Online Business Courses: A Quantitative Perspective”
20. “Sustainability Contests to Inspire Sustainability Thinking”

ACADEMIC SERVICE

Undergraduate Curriculum Committee, ZCB, Drake University, 2024–Present

Promotion & Tenure Committee, ZCB, Drake University, 2024–Present

Graduate Curriculum Committee, ZCB, Drake University, 2015–2022

Member of Editorial Board of *Journal of Education for Business*, 2019–Present

Reviewer for SMS & AOM Annual Conferences, 2012–Present

Ad Hoc Reviewer: *Strategic Management Journal*, *Economic Inquiry*, *Journal of Management*

HONORS AND AWARDS

Winner: Harry I. Wolk Research Award, 2021–2022

Winner: Outstanding Graduate Teacher of the Year Award, 2019–2020

Winner: Innovation in Business Education Award (2nd place), MidAmerican Business Deans Association, 2019

Winner: Business Excellence Grant from College of Business, University of Illinois, 2014–2015

Recipient: James Scholar Grant for Research Assistance, University of Illinois, 2014 & 2015

Winner: Business Excellence Grant from College of Business, University of Illinois, 2013–2014

Lead Student Researcher: NSF Award #1246893 with Anne Marie Knott: “The Impact of R&D Practices on R&D Effectiveness,” 2012–2014

Winner: Best Paper Prize for Practice Implications, SMS Annual Conference, 2012

Winner: PhD Poster Competition for Job Market Paper, Olin Business School, 2012

Moog Scholar Award: Outstanding PhD Student, Olin Business School, 2011–2012

Lead Student Researcher: NSF Award #0965147 with Anne Marie Knott, “Firm IQ: A Universal, Uniform and Reliable Measure of R&D Effectiveness,” 2011–2012

Doctoral Fellowship: Olin Business School, 2008–2013

Dean’s List: Columbia Business School, 2006

TEACHING EXPERIENCE

Undergraduate

Business Strategy and Policy, Capstone for all Majors in Zimpleman College of Business, Drake University, 2015–Present

Business Policy and Strategy, Capstone for all Majors in Gies College of Business, University of Illinois at Urbana-Champaign, 2013–2015

MBA and PMBA

Corporate Governance and Ethics, Zimpleman College of Business, Drake University, 2016–Present

Online: Corporate Governance and Ethics, Zimpleman College of Business, Drake University, 2018–Present

Corporate Governance for Sustainable Development, Zimpleman College of Business, Drake University, 2015–2016

NON-PROFIT BOARD SERVICE

Easterseals Iowa, Member of Board of Directors (2022–Present)

Iowa Newspaper Association, Member of Foundation Board of Directors (2018–Present)
Member of Foundation Executive Committee (2023–Present)

ArtForceIowa, President of Board of Directors (2017–2019)

ADDITIONAL INFORMATION

U.S. Citizen (native English language)

German language at advanced level

Member, SMS; AOM; INFORMS; IEEE

Special Sworn Researcher at U.S. Census Bureau (2014–Present)

Effective Case Teaching Certificate, The Case Centre, 2016

HBS Teaching Certificate, Participant-Centered Learning, 2011