



**Andy Wu**

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**EDUCATION**

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- 2016                    Ph.D., Applied Economics, The Wharton School of the University of Pennsylvania, Philadelphia, PA  
Dissertation:    *Organizational Resource Assembly in Technology Ventures*  
Committee:      Professor David H. Hsu (Chair)  
                         Professor Joseph E. Harrington, Jr. (Supervisor)  
                         Professor Harbir Singh  
                         Professor Vikas A. Aggarwal  
                         Professor Laura Huang
- 2013                    M.S., Applied Economics & Managerial Science, The Wharton School of the University of Pennsylvania, Philadelphia, PA
- 2011                    B.S., Burchard Scholar, Economics, Mathematics, Massachusetts Institute of Technology, Cambridge, MA

**HARVARD UNIVERSITY**

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**Appointments**

- 7/2023 – Present    Arjun and Mino Melwani Family Associate Professor of Business Administration  
7/2016 – 6/2023    Assistant Professor of Business Administration

**Assignments**

- 2019 – Present      Strategy and Technology, MBA Elective Curriculum
- 2024 – Present      Faculty Co-Chair, Strategy: Building and Sustaining Competitive Advantage, Topic-Focused Program, Executive Education
- 2024 – Present      Leadership, Innovation, and Change, Harvard Business Analytics Program

- 2023 – Present Regional Programs, Executive Education
- China CEO Renewal Program, Senior Executive Leadership Program—Middle East, Senior Executive Leadership Program—India
- 2019 – Present Topic-Focused Programs, Executive Education
- Competing in the Age of Digital Platforms, Strategy: Building and Sustaining Competitive Advantage, Strategic IQ, Real Estate Management Program, Leading Professional Services Firms
- 2018 – Present Custom Programs, Executive Education
- CEO Presidents' Seminar, Young Presidents Organization Gold, Young Presidents Organization Real Estate Program, SAP Advisors—Driving Digital Growth, Wipro—Global Account Executive Program, Viatrix Executive Leadership Academy, Viatrix NA Commercial Leadership Development, Grant Thornton Senior Leadership Programme, Harvard Leadership Program for Saudi Aramco, OCP Executive Committee Workshop, Moore Global Executive Leadership Program, USTC Executive Leadership Program, GIA Global Leadership Program
- 2023 – Present Research Development Course: Strategy Field, Doctoral Programs, Fall and Spring
- 2016 – 2018 Strategy, MBA Required Curriculum, Spring

## **WORK EXPERIENCE**

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- 2024 – Present Director, Watershed Informatics, Inc.
- 2023 – Present Director, Bluelight Machines Corporation
- 2023 – Present Advisor, Elements Technology, Inc.
- 2023 – Present Advisor, Applify AI, Inc.
- 2023 – Present Advisor, Marro Technologies, Inc.
- 2013 – 2021 Cofounder and Director, Identified Technologies Corporation, Pittsburgh, PA
- Acquired by Alpine 4 Holdings, Inc. (ALPP)
- 2021 – 2022 Advisor, Bizzabo Ltd., Tel Aviv, IL
- 2019 – Present Director, Draycott Technology Partners Pte. Ltd. D.B.A. Shohoz, Dhaka, BD
- 2018 – Present Advisor, Surgibox Inc., Cambridge, MA
- 2011 Business Development, MassChallenge, Inc., Boston, MA
- 2010 Summer Analyst, Peter J. Solomon Company, New York, NY
- 2009 Intern Staffer, Office of Governor Deval Patrick, Boston, MA

## AWARDS AND HONORS

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2023	Best Reviewer Award, Academy of Management Discoveries
2022	Best Reviewer Award, Strategic Management Society Knowledge & Innovation Interest Group
2019	Best 40 Under 40 Business Professors, Poets & Quants
2018	Charles M. Williams Award for Excellence in Teaching, Harvard Business School
2018	Wyss Award for Excellence in Doctoral Mentorship, Harvard Business School
2018	Best Conference Paper Finalist and Honorable Mention, Strategic Management Society
2018, 2021	Best PhD Conference Paper Winner, Strategic Management Society
2018	Behavioral Strategy Interest Group Best Paper, Strategic Management Society
2018	Andreas al-Laham Best Paper Award, European Group for Organization Studies
2017	Best Conference Paper in the Innovation and Entrepreneurship Stream, Industry Studies Association
2017	Wiley Blackwell Award for Outstanding Dissertation Research in Business Policy and Strategy Finalist, Academy of Management
2017	Heizer Dissertation Award in New Enterprise Development Finalist, Academy of Management
2016	Robert J. Litschert Award, Business Policy and Strategy, Academy of Management
2016	William H. Newman Award for Best Paper Based on a Dissertation Nominee, Academy of Management
2016	Dr. Andy Binns Award for Outstanding Service to Graduate and Professional Students, University of Pennsylvania
2015	Best Conference Paper Finalist, Strategic Management Society
2015	Social Enterprise @ Goizueta Research Colloquium Best Paper, Emory University
2014	Penn Prize for Excellence in Graduate Teaching, University of Pennsylvania
2014	Certificate in College and University Teaching, University of Pennsylvania
2014	President Gutmann Leadership Award, University of Pennsylvania
2011	Burchard Scholar, Massachusetts Institute of Technology

## FELLOWSHIPS AND GRANTS

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2016 – Present	Senior Fellow, Mack Institute for Innovation Management, The Wharton School of the University of Pennsylvania
2017 – 2018	Batten Fellow, Batten Institute, University of Virginia Darden School of Business
2015	Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation
2015	Russell Ackoff Fellowship, Wharton Risk Management and Decision Processes Center
2015, 2016	Research Grant, INSEAD-Wharton Center for Global Research & Education
2014	Wharton Doctoral Travel Grant, University of Pennsylvania
2012 – 2016	Research Grant, Mack Institute for Innovation Management, University of Pennsylvania (2012, 2013, 2014, 2016)
2011	Graduate Research Fellowship Honorable Mention, National Science Foundation
2011	Doctoral Fellowship, University of Pennsylvania

## ARTICLES

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### Peer-Reviewed Journal Articles

- Clough, David and Andy Wu. (2024). "Metaverse Management as Urban Planning: Lessons from Paradise (Nevada)." *California Management Review*.
- Ghosh, Surobh, and Andy Wu. (2023). "Iterative Coordination and Innovation: Prioritizing Value over Novelty." *Organization Science*, 34(6), 1997–2525, C2–C3.
- Clough, David R., and Andy Wu. (2022). "Artificial Intelligence, Data-Driven Learning, and the Decentralized Structure of Platform Ecosystems." *Academy of Management Review*, 47(1), 184–189.
- Pan Fang, Tommy, Andy Wu, and David Clough. (2021). "Platform Diffusion at Temporary Gatherings: Social Coordination and Ecosystem Emergence." *Strategic Management Journal*, 42(2), 233–272. (Lead Article)
- Peterson, Aticus, and Andy Wu. (2021). "Entrepreneurial Learning and Strategic Foresight." *Strategic Management Journal*, 42(13), 2355–2510. (Lead Article)
- Huang, Laura, Priyanka Joshi, Cheryl Wakslak, and Andy Wu. (2021). "Sizing Up Entrepreneurial Potential: Gender Differences in Communication and Investor Perceptions of Long-Term Growth and Scalability." *Academy of Management Journal*, 64(3), 716–740.
- Xiao, Hong Yu, Andy Wu, and Jaeho Kim. (2021). "Commuting and Innovation: Are Closer Inventors More Productive?" *Journal of Urban Economics*, 121(103300).
- Gai, Shelby, Yo-Jud Cheng, and Andy Wu. (2021). "Board Design and Governance Failures at Peer Firms." *Strategic Management Journal*, 42(10), 1909–1938.
- Aggarwal, Vikas A., David H. Hsu, and Andy Wu. (2020). "Organizing Knowledge Production Teams within Firms for Innovation." *Strategy Science*, 5(1), 1–16. (Lead Article)
- Clough, David R., Tommy Pan Fang, Balagopal Vissa, and Andy Wu. (2019). "Turning Lead into Gold: How do Entrepreneurs Mobilize Resources to Exploit Opportunities?" *Academy of Management Annals*, 13(1), 240–271.
- Kim, Jaeho, and Andy Wu. (2019). "Extending the Role of Headquarters Beyond the Firm Boundary: Entrepreneurial Alliance Innovation." *Journal of Organization Design*, 8:1–35

### Practitioner Articles and Features

- Wu Andy, and Goran Calic. (2023). "Chapter 10: Does Elon Musk Have a Strategy?" In David De Cremer, Richard Florida, Ethan Mollick, and Nita A. Farahany (Eds.), *The Year in Tech, 2024: The Insights You Need from Harvard Business Review* (101–119). Boston, MA: Harvard Business Review. (Reprinted from Wu, Andy, and Goran Calic. (2022). "Does Elon Musk Have a Strategy?" *Harvard Business Review Digital Article*, H075BN.)
- Wu, Andy, and Goran Calic. (2022). "What Elon Musk Can Learn from Steve Jobs's Return to Apple." *Harvard Business Review Digital Article*, H07ESO.

- Wu, Andy, Goran Calic, and Min Basdur. (2022). “4 Types of Innovators Every Organization Needs.” *Harvard Business Review Digital Article*, H07AWY.
- Wu, Andy, and Goran Calic. (2022). The Challenges of Transforming Twitter.” *Harvard Business Review Digital Article*, H07AU3.
- Wu, Andy, and Amy Meeker. (2022). “More-Experienced Entrepreneurs Have Bigger Deadline Problems.” *Harvard Business Review*, 100(2), 28–29. (IdeaWatch)
- Roche, Maria, and Andy Wu. (2022). “What’s the Optimal Workplace for Your Organization?” *Harvard Business Review Digital Article*, H06U35.
- Wu, Andy. (2021). “The Facebook Trap.” *Harvard Business Review Digital Article*, H06NJT.
- Wu, Andy and Dagny Dukach. (2021). “Stand-Up Meetings Inhibit Innovation.” *Harvard Business Review*, 99(1), 34–35. (IdeaWatch)
- Wu, Andy, and Scott D. Kominers. (2020). “How Long Can a Company Thrive Doing Just One Thing?” *Harvard Business Review Digital Article*, H062NC.
- Huang, Laura, Andy Wu, Min Ju Lee, Jiayi Bao, Marianne Hudson, and Elaine Bolle. (2017). “The American Angel: The First In-Depth Report on the Demographics and Investing Activity of Individual American Angel Investors.” *Angel Capital Association*.

### **Book Chapters**

- Aggarwal, Vikas A., and Andy Wu. (2019). “Interorganizational Collaboration and Start-Up Innovation.” In J. J. Reuer, S. F. Matusik, and J. Jones (Eds.), *Oxford Handbook of Entrepreneurship and Collaboration* (611–630). New York, NY: Oxford University Press.

### **Conference Proceedings**

- Pan Fang, Tommy, Andy Wu, and David R. Clough. (2019). “From Chicken-or-Egg to Platform Ecosystem: Mobilizing Complementors by Creating Social Foci.” *Academy of Management Best Paper Proceedings*.
- Wu, Andy. (2016). “Organizational Decision-Making and Information: Angel Investments by Venture Capital Partners.” *Academy of Management Best Paper Proceedings*.

### **Working Papers**

- Chu, Leon Y., Guang Li, Andy Wu, and Brian Wu. (2023). “Disruptive Timing.” *Revise and Resubmit at Management Science*.
- Peterson, Aticus, and Andy Wu. (2023). “Complexity and Timing in Novel Ventures.”
- Wu, Andy, and Stefan Zhang. (2023). “Strategic Timing in Digital Attention Markets”
- Peterson, Aticus, Andy Wu, and Haiyang Zhang. (2023). “Entrepreneurial Projection Strategy.”
- Clough, David R., Tommy Pan Fang, and Andy Wu. (2023). “Temporary Gatherings and New Ideas: How the Attributes of Temporary Organizing Can Inhibit or Catalyze Knowledge Recombination”

Wu, Andy, and Laura Huang. (2022). “Collective Folly and Individual Wisdom: How Decision Framing Impacts Entrepreneurial Investment Decisions.”

Gu, Grace, Meitong Li, and Andy Wu. (2022). “Corporate Strategy and Personal Data Regulation.”

Bermiss, Y. Sekou, Laura Huang, Min Ju Lee, and Andy Wu. (2022). “The Politics of Angels: The Impact of Political Ideology on Entrepreneurial Investment Decisions.”

### **Papers in Preparation**

Calic, Goran, and Andy Wu. “Timelines in New Markets.”

Anand, Bharat, and Andy Wu. “What is Your Generative AI Strategy.”

Clough, David R., Tommy Pan Fang, and Andy Wu. “Technology Brokering at Temporary Gatherings: How Hackathons Routinize Recombinant Search.”

Clough, David R., Tommy Pan Fang, and Andy Wu. “Platform Recombination.”

## **COURSE DEVELOPMENT: CASES & TEACHING MATERIALS**

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### **Elective Curriculum: Strategy and Technology**

#### ***Module: Strategy for Technology at the Cutting Edge***

Wu, Andy. “Strategy for Technology on the Cutting Edge.” Harvard Business School Module Note 721-444, March 2021. [11]

Wu, Andy, Matt Higgins, Miaomiao Zhang, and Hang Jiang. “AI Wars.” Harvard Business School Case 723-434, April 2023. (Revised February 2024.) [23]

Wu, Andy, and Matt Higgins. “Generative AI Value Chain.” Harvard Business School Background Note 724-355, July 2023. (Revised July 2023.) [17]

Wu, Andy, and Maggie Yang. “Private 5G Networks.” Harvard Business School Case 724-430, January 2024. [11]

Wu, Andy, Grant Son, and Shuoyo Chen. “National Football League and Private 5G.” Harvard Business School Case 724-433, January 2024. [13]

Wu, Andy, David B. Yoffie, and Matt Higgins. “Metaverse Wars.” Harvard Business School Case 723-431, March 2023. (Revised May 2023.) [26]

Wu, Andy, and Matt Higgins. “Metaverse Wars.” Harvard Business School Teaching Note 724-400, October 2023. [27]

Wu, Andy, and Goran Calic. “Twitter Turnaround and Elon Musk.” Harvard Business School Case 723-418, February 2023. (Revised March 2023.) [27]

Wu, Andy, and Goran Calic. “Twitter Pro Forma Statement of Operations.” Harvard Business School Spreadsheet Supplement 724-858, November 2023.

Wu, Andy, Rocio Wu, and Matt Higgins. "Applied Intuition: Powering Autonomy." Harvard Business School Case 722-407, March 2022. (Revised October 2022.) [21]

Wu, Andy. "Applied Intuition (A)." Harvard Business School Multimedia/Video Supplement 723-869, June 2023.

Wu, Andy. "Applied Intuition (B)." Harvard Business School Multimedia/Video Supplement 723-870, June 2023.

Wu, Andy, and Matt Higgins. "Applied Intuition: Powering Autonomy." Harvard Business School Teaching Note 723-378, September 2022. [26]

Yoffie, David B., Andy Wu, and Sarah von Bargen. "Ripple 2023." Harvard Business School Case 724-372, August 2023. [3]

***Module: Launching and Growing Platforms***

Wu, Andy, David R. Clough, and Sasha Kaletsky. "Nascent Platform Strategy: Overcoming the Chicken-or-Egg Problem." Harvard Business School Module Note 719-507, May 2019. (Revised March 2022.) [12]

Wu, Andy. "Zoom Video Communications vs. Microsoft Teams." Harvard Business School Case 721-483, May 2021. (Revised June 2021.) [6]

Kominers, Scott Duke, Christopher Stanton, Andy Wu, and George Gonzalez. "Zoom Video Communications: Eric Yuan's Leadership During COVID-19." Harvard Business School Case 821-014, August 2020. [24]

Kominers, Scott Duke, Christopher Stanton, Andy Wu, and Oliva Hull. "Zoom Video Communications: Eric Yuan's Leadership During COVID-19." Harvard Business School Teaching Note 821-018, January 2021. [32]

Mills, Karen, Scott Duke Kominers, Christopher Stanton, Andy Wu, George Gonzalez, Gabriella Elanbeck. "Zoom Video Communications: Building a Culture of Diversity, Equity, & Inclusion During COVID-19." Harvard Business School Case 322-031, March 2021. [7]

Wu, Andy, David B. Yoffie, and George Gonzalez. "Skillz: Esports and Skill-Based Mobile Gaming." Harvard Business School Case 721-358, August 2020. (Revised June 2021.) [24]

Wu, Andy. "Skillz: Esports and Skill-Based Mobile Gaming." Harvard Business School Teaching Note 722-426, March 2022. [28]

Wu, Andy, and Cindy Na. "Microsoft Azure and the Cloud Wars." Harvard Business School Case 720-409, November 2019. (Revised April 2020.) [23]

Wu, Andy, and Matt Higgins. "Microsoft Azure and the Cloud Wars (B)." Harvard Business School Supplement 724-434, December 2023. [8]

Wu, Andy, and Matt Higgins. "Microsoft Azure and the Cloud Wars." Harvard Business School Teaching Note 722-427, March 2022. [23]

Yoffie, David B., Andy Wu, and Allison M. Ciechanover. "HTC and Virtual Reality." Harvard Business School Case 718-421, October 2017. (Revised August 2018.) [23]

Wu, Andy, and Matt Higgins. "HTC and Virtual Reality (B)." Harvard Business School Supplement 723-403, November 2022. (Revised April 2023.) [5]

Wu, Andy. "HTC and Virtual Reality." Harvard Business School Teaching Note 718-520, June 2018. [17]

### ***Other Modules***

Wu, Andy, and Matt Higgins. "Computer Science for Strategists." Harvard Business School Technical Note 724-429, January 2024. (Revised February 2024.) [14]

Wu, Andy, and Matt Higgins. "Network Effects in Technology." Harvard Business School Module Note 723-417, January 2023. [8]

Wu, Andy. "Competitive Growth Strategy in Technology." Harvard Business School Module Note 721-442, February 2021. [8]

Wu, Andy, and Aticus Peterson. "Intellectual Property Strategy." Harvard Business School Module Note 721-436, February 2021. [8]

Wu, Andy, Jacob Chouinard, and Christie Klauberg. "Wearable Technology." Harvard Business School Case 721-453, March 2021. [26]

Wu, Andy, Miaomiao Zhang, Christopher Zhang. "Epic Games: Nineteen Eighty-Fortnite." Harvard Business School Case 721-395, October 2020. (Revised August 2022.) [40]

Wu, Andy, and Matt Higgins. "Epic Games: Nineteen Eighty-Fortnite." Harvard Business School Teaching Note 723-354, September 2022. [32]

Wu, Andy, and Christopher Zhang. "Epic Games." Harvard Business School Case 720-380, October 2019. (Revised October 2019.) [32]

## **Required Curriculum**

### ***Strategy***

Nanda, Ashish, Eric Van den Steen, Andy Wu, Jeffrey Boyar, and Bonnie Bennett Slater. "SoundCloud: Subscription Streaming?" Harvard Business School Case 719-430, January 2019. (Revised March 2021.) [23]

Nanda, Ashish, and Andy Wu. "SoundCloud: Subscription Streaming?" Harvard Business School Teaching Note 722-428, March 2022. [17]

Wu, Andy, and George Gonzalez. "Rise of the Drones: Identified Technologies." Harvard Business School Case 718-482, February 2018. (Revised December 2019) [21]

Wu, Andy. "Rise of the Drones: Identified Technologies." Harvard Business School Teaching Note 719-419, September 2018. (Revised November 2021.) [25]



Collis, David J., Andy Wu, Rembrand Koning, and Huaiyi Cici Sun. "Walmart Inc. Takes on Amazon.com." Harvard Business School Case 718-481, January 2018. (Revised October 2021.) [31]

Collis, David J., Andy Wu, and Rembrand Koning. "Walmart Inc. Takes on Amazon.com." Harvard Business School Teaching Note 720-437, February 2020. [29]

### ***Technology and Operations Management***

Wu, Andy, Feng Zhu, Wale Lawal, and Pippa Tubman Armerding. "EbonyLife Media (A)." Harvard Business School Case 722-372, November 2021. (Revised April 2022.) [26]

Wu, Andy, Feng Zhu, Pippa Tubman Armerding, and Wale Lawal. "EbonyLife Media (B)." Harvard Business School Supplement 722-378, November 2021. (Revised December 2021.) [6]

Wu, Andy. "EbonyLife Media (A)." Harvard Business School Multimedia/Video Supplement 722-856, March 2022.

Wu, Andy. "EbonyLife Media (B)." Harvard Business School Multimedia/Video Supplement 722-857, March 2022.

Wu, Andy. "EbonyLife Media." Harvard Business School Teaching Note 722-373, March 2022. [20]

### **Elective Curriculum: Other Courses**

#### ***Building and Sustaining Successful Enterprises***

McDonald, Rory M., Andy Wu, Emilie Billaud, and Ryan Bayer. "Evolution of the Drone Industry." Harvard Business School Background Note 620-053, October 2019. (Revised January 2020) [17]

#### ***Founder's Journey***

Huang, Laura, Andy Wu, and Jiayi Bao. "Boxed." Harvard Business School Case 719-496, April 2019. [16]

Huang, Laura, and Andy Wu. "Boxed." Harvard Business School Teaching Note 720-399, September 2019. [23]

Wu, Andy, and Laura Huang. "Cotopaxi: Managing Growth for Good." Harvard Business School Teaching Note 718-416, August 2017. [8]

Wu, Andy, and Laura Huang. "Cotopaxi: Managing Growth for Good." Harvard Business School Multimedia/Video Supplement 717-811, June 2017.

Wu, Andy, and Laura Huang. "Cotopaxi: Managing Growth for Good." Harvard Business School Case 717-488, May 2017. (Revised November 2017.) [15]

#### ***Corporate Strategy***

Wu, Andy, George Gonzalez, and David Wang. "Cisco Systems and OpenDNS: Strategic Integration." Harvard Business School Case 718-489, April 2018. [23]

Wu, Andy, George Gonzalez, and David Wang. “Cisco Systems and OpenDNS: Strategic Integration (B).” Harvard Business School Case 720-466, April 2020. [11]

Wu, Andy. “Cisco Systems and OpenDNS: Strategic Integration.” Harvard Business School Teaching Note 722-425, February 2022. [17]

***Other***

Koning, Rembrand, Andy Wu, Nataliya Langburd Wright, and Tarun Khanna. “MassChallenge.” Harvard Business School Case 720-469, May 2020. (Revised July 2020.) [20]

Wu, Andy, Grant Son, and Aastha Thakkar. “R/GA: Corporate Venture Studio vs. Accelerator.” Harvard Business School Case 719-414, December 2018. (Revised March 2019.) [23]

Wu, Andy, and Grant Son. “R/GA: Corporate Venture Studio vs. Accelerator.” Harvard Business School Teaching Note 720-403, February 2020. [34]

Wu, Andy, and David Hsu. “Pressed Juicery: Managing Growth.” Wharton School Case, January 2015. [16]

## CONFERENCE PRESENTATIONS AND INVITED TALKS

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\* Denotes co-author presentation.

### “Disruptive Timing”

- University of Utah Winter Strategy Conference (Park City, UT) (2024)
- Academy of Management Annual Meeting TIM Division (Seattle, WA) (2022)

### “Platform Recombination”

- Seoul National University (Seoul, KR) (2023)
- Korea Advanced Institute of Science and Technology (Seoul, KR) (2023)
- Academy of Management Annual Meeting TIM Division (Boston, MA) (2023)
- USC Digital Platform Conference (Los Angeles, CA) (2022)
- University of Michigan (Ann Arbor, MI) (2022)\*
- Strategic Management Society Annual International Conference (London, UK) (2022)
- HBS Digital Initiative Discussion Symposium (Boston, MA) (2022)
- Strategy Science Conference (New York, NY) (2022)
- Erasmus University (Online) (2022)\*
- City, University of London (Online) (2022)\*
- Harvard Business School (Online) (2021)\*

### “Value and Complexity in New Ventures”

- IACMR Macro Research Forum (Online) (2022)
- Syracuse University (Syracuse, NY) (2022)
- University of North Carolina at Chapel Hill (Chapel Hill, NC) (2022)
- McMaster University (Hamilton, ON) (2022)
- Strategy Science Conference (New York, NY) (2022)
- Strategy Management Society Special Conference (Milan, IT) (2022)\*
- University of Colorado, Boulder (Boulder, CO) (2022)
- National University of Singapore (Online) (2022)
- Technical University of Munich (Heilbronn, DE) (2022)

### “What’s the Optimal Workplace for Your Organization?”

- Academy of Management Annual Meeting ENT Division (Seattle, WA) (2022)

### “Iterative Coordination and Innovation: Prioritizing Value Over Novelty”

- Strategy Science Conference (Philadelphia, PA) (2018)
- Academy of Management Annual Meeting TIM Division (Chicago, IL) (2018)
- Strategic Management Society Annual International Conference (Paris, FR) (2018)
- Academy of Management Specialized Conference Tel Aviv (Tel Aviv, IL) (2018)
- Organization Science Special Conference on Experiments in Organization Theory (Online) (2020)
- Wharton Technology and Innovation Conference (Online) (2020)

### “Platform Diffusion at Temporary Gatherings: Social Coordination and Ecosystem Emergence”

- University of British Columbia (Vancouver, BC) (2019)
- University of Connecticut (Storrs, CT) (2019)
- Simon Fraser University (Burnaby, BC) (2019)\*
- Strategy Science Conference (Salt Lake City, UT) (2019)
- Wharton Technology and Innovation Conference (Philadelphia, PA) (2019)
- Academy of Management Annual Meeting TIM Division (Boston, MA) (2019)

- Strategic Management Society Annual International Conference (Minnesota, MN) (2019)

“Collective Folly and Individual Wisdom: How Decision Framing Impacts Entrepreneurial Investment Decisions”

- Syracuse University (Syracuse, NY) (2019)\*
- University of Maryland (College Park, MD) (2019)\*
- University of Michigan (Ann Arbor, MI) (2019)\*
- Austin Technology and Entrepreneurship Conference (Austin, TX) (2020)\*

“The Politics of Angels: The Impact of Political Ideology on Entrepreneurial Investment Decisions”

- Strategic Management Society Annual International Conference (Paris, FR) (2018)\*
- University of North Carolina (Charlotte, NC) (2020)\*
- Academy of Management Annual Meeting ENT Division (Online) (2020)

“Turning Lead into Gold: How do Entrepreneurs Mobilize Resources to Exploit Opportunities?”

- Academy of Management Annual Meeting ENT Division (Chicago, IL) (2018)
- University of British Columbia OBHR (Vancouver, BC) (2018)

“Social is the New Financial: How Startup Social Media Activities Influence Funding Outcomes”

- INFORMS Annual Meeting (Philadelphia, PA) (2015)\*
- Indiana University (Bloomington, IN) (2016)\*
- Arizona State University (Tempe, AZ) (2016)\*
- Hong Kong University of Science and Technology (Hong Kong, CN) (2016)\*
- Chinese University of Hong Kong (Hong Kong, CN) (2016)\*
- NBER Summer Institute Economics of IT and Digitization Workshop (Cambridge, MA) (2016)
- West Coast Research Symposium on Technology Entrepreneurship (Seattle, WA) (2016)
- Academy of Management Annual Meeting TIM Division (Atlanta, GA) (2017)

“Skilled Immigration and Firm-Level Innovation: Evidence from H-1B Lottery”

- Strategic Management Society Annual International Conference (Denver, CO) (2015)
- Academy of Management Annual Meeting TIM Division (Vancouver, BC) (2015)

“When Does the Train Run off the Track? The Sustainability of Social Capital under Dynamic Information”

- Industry Studies Association (Washington, DC) (2017)
- Ludwig-Maximilians-Universität München (Munich, DE) (2017)
- INSEAD Doriot Entrepreneurship Conference (Fontainebleau, FR) (2017)
- Tsinghua University and Centre for European Economic Research RCTI-ZEW Workshop (Mannheim, DE) (2017)\*
- Chinese University of Hong Kong, Shenzhen (Shenzhen, CN) (2017)\*
- BI Norwegian Business School (Oslo, NO) (2017)\*
- University of San Francisco (San Francisco, CA) (2017)\*
- University of Melbourne (Melbourne, AU) (2018)\*
- Austin Technology and Entrepreneurship Conference (Austin, TX) (2018)
- Academy of Management Annual Meeting STR Division (Chicago, IL) (2018)
- Strategic Management Society Annual International Conference (Paris, FR) (2018)

“Organizational Decision-Making and Information: Angel Investments by Venture Capital Partners”

- Strategic Management Society Annual International Conference (Denver, CO) (2015)
- INFORMS Annual Meeting (Philadelphia, PA) (2015)
- Academy of Management Annual Meeting ENT Division Symposium (Vancouver, BC) (2015)

- Social Enterprise @ Goizueta Research Colloquium (Atlanta, GA) (2015)
- London Business School TADC (London, UK) (2015)
- University College London (London, UK) (2015)
- University of Washington (Seattle, WA) (2015)
- Harvard University (Boston, MA) (2015)
- New York University (New York, NY) (2016)
- INSEAD (Singapore, SG) (2016)
- Kauffman Emerging Scholars Conference (Kansas City, MO) (2016)
- Economics of Entrepreneurship and Innovation Conference (Kington, ON) (2017)
- Ludwig-Maximilians-Universität München (Munich, DE) (2017)

“Organizing Knowledge Production Teams within Firms for Innovation”

- West Coast Research Symposium on Technology Entrepreneurship (Seattle, WA) (2015)
- DRUID15 Conference Rome on the Relevance of Innovation (Rome, IT) (2015)\*
- Strategic Management Society Annual International Conference (Madrid, ES) (2014)
- Academy of Management Annual Meeting TIM Division (Philadelphia, PA) (2014)
- London Business School TADC (London, UK) (2014)
- INFORMS Annual Meeting Strategy Science Track (Nashville, TN) (2016)

“The Structure of Board Committees”

- AAA Management Accounting Section (Dallas, TX) (2015)\*
- London Business School TADC (London, UK) (2016)
- WCAI Corporate Management Symposium (San Francisco, CA) (2016)
- Academy of Management Annual Meeting BPS Division (Anaheim, CA) (2016)
- Strategic Management Society Annual International Conference (Berlin, DE) (2016)

“Board Design and Governance Failures at Peer Firms”

- Dartmouth University (Hanover, NH) (2019)\*
- Northwestern University (Evanston, IL) (2019)\*
- University of California Riverside (Riverside, CA) (2019)\*
- University of Georgia (Athens, GA) (2019)\*
- Michigan State University (East Lansing, MI) (2019)\*
- Santa Clara University (Santa Clara, CA) (2019)\*
- Strategic Management Society Annual International Conference (Houston, TX) (2017)
- INSEAD Behavioral Perspectives on Corporate Governance (Fontainebleau, FR) (2017)\*
- Northwestern University Network Dynamics and Market Inequalities Lab (Evanston, IL) (2017)\*
- European Group for Organization Studies (Tallinn, EE) (2018)\*
- Academy of Management Annual Meeting STR Division (Chicago, IL) (2018)

“Do Incumbent Firms Have a Midas Touch for Startups? A Two-Sided Matching Model of Incumbent-Entrepreneur Alliances in the Biotechnology Industry”

- Academy of Management Annual Meeting ENT Division (Philadelphia, PA) (2014)

### **Symposium and Workshop Organizing**

2016 – 2022      Co-Organizer, Lean Startups and Innovation Strategy, Professional Development Workshop, Academy of Management Annual Meeting (2016, 2017, 2018, 2019, 2020, 2021, 2022)

### **Invited Discussions**

2024      Discussant, Austin Technology and Entrepreneurship Conference (Austin, TX)

2023	Speaker (Metaverse, Generative AI), INFORMS IT Teaching Workshop (Boston, MA)
2022	Speaker, University of Nevada, Las Vegas Troesh Center for Entrepreneurship and Innovation Research Conference (Las Vegas, NV)
2018	Discussant, Boston University Sixth Annual Platform Strategy Research Symposium (Boston, MA)

## PROFESSIONAL ACTIVITIES

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2022 – Present	Chair, Membership Engagement Committee, <i>STR Division, Academy of Management</i>
2022 – Present	Editorial Review Board, <i>Strategy Science</i>
2022 – Present	Editorial Review Board, <i>Organization Science</i>
2022 – Present	Book Reviewer: <i>MIT Press</i>
2021 – Present	Editorial Review Board, <i>Strategic Management Journal</i>
2021 – Present	Editorial Review Board, <i>Journal of Organization Design</i>
2020 – Present	Editorial Review Board, <i>Management and Business Review</i>
2018 – Present	Editorial Review Board, <i>Strategic Entrepreneurship Journal</i>
2013 – Present	Journal Reviewer: <i>Management Science, Organization Science, Strategy Science, Academy of Management Journal, Academy of Management Discoveries, Journal of Economics and Management Strategy, Research Policy, Journal of Management Studies, Journal of Small Business Management, Journal of Corporate Finance, Journal of the Academy of Marketing Science, Journal of Economic Behavior and Organization, Innovation: Organization &amp; Management, Energy Journal</i>
2013 – Present	Conference Reviewer: <i>Academy of Management Annual Meeting (STR, ENT, TIM), Strategic Management Society Annual International Meeting and Special Conferences (CS, KI, ES, PhD Paper Prize), INFORMS Organization Science Dissertation Proposal Competition</i>
2013 – Present	Member, <i>Strategic Management Society, Academy of Management, Institute for Operations Research and the Management Sciences</i>

## DOCTORAL ADVISING

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2023 – Present	Jaeho Kim (The Wharton School of the University of Pennsylvania), Dissertation Committee
2022 – Present	Jason Lee (The Wharton School of the University of Pennsylvania), Dissertation Committee
2022 – Present	Haiyang Zhang, Qualifying Paper Committee
2019 – Present	Aticus Peterson, Dissertation Committee (Chair)
2016 – 2022	Tommy Pan Fang, Dissertation Committee (Co-Chair) and Qualifying Paper Committee (Chair)
2021 – 2022	Meitong Li, Dissertation Committee

2016 – 2021      Surobh Ghosh, Dissertation Committee (Co-Chair) and Qualifying Paper Committee (Chair)

## **INSTITUTIONAL SERVICE**

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2023 – Present      Member, HBS Conduct Review Board  
2023 – Present      Co-Coordinator, HBS Strategy Doctoral Program  
2019                  Instructor, HBS Bridges  
2019                  Instructor, HBS Alumni Reunion  
2017 – Present      Faculty Mentor, HBS Program for Research in Markets & Organizations  
2016 – Present      Recruiting Committee & Seminar Committee, HBS Strategy Unit  
2013 – 2016        Representative, Trustees of the University of Pennsylvania (Committees:  
                                Academic Policy and Facilities and Campus Planning)  
2015 – 2016        Representative, Graduate Council of the Faculties, University of Pennsylvania  
2011 – 2016        Representative, Graduate and Professional Student Assembly, University of  
                                Pennsylvania  
2015 – 2016        Representative, Wharton Business Economics and Public Policy Quinquennial  
                                Review Committee

## **PATENTS**

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Welker, Bennett L. M., Richard Y. Zhang, Anna W. Yang, and Andy Wu. (2016). “Structure and Manufacturing Process for Unmanned Aerial Vehicle.” *U.S. Patent No. 9,963,229 B2*. Washington, DC: U.S. Patent and Trademark Office.

Zhang, Richard Y., Andy Wu, and Kelsey D. Duncombe-Smith. (2016). “Ground Survey and Obstacle Detection System.” *U.S. Patent No. 9,513,371 B2*. Washington, DC: U.S. Patent and Trademark Office.

Zhang, Richard Y., and Andy Wu. (2014). “Methods and Apparatus for Persistent Deployment of Aerial Vehicles.” *U.S. Patent No. 9,612,327 B2*. Washington, DC: U.S. Patent and Trademark Office.

Wu, Andy. (2013). “Single-Action Three-Dimensional Model Printing Methods.” *U.S. Patent No. 8,817,332 B2*. Washington, DC: U.S. Patent and Trademark Office.

Wu, Andy. (2011). “Single-Action Three-Dimensional Model Printing Methods.” *U.S. Patent No. 8,579,620 B2*. Washington, DC: U.S. Patent and Trademark Office.

Wu, Andy. (2014). “Single-Action Three-Dimensional Model Printing Methods.” *U.S. Patent Application No. 14/332,555*. Washington, DC: U.S. Patent and Trademark Office.

Wu, Andy. (2013). “On-Site Ordering System for Mobile Devices.” *U.S. Patent Application No. 13/762,838*. Washington, DC: U.S. Patent and Trademark Office.

Wu, Andy. (2012). “Methods and Apparatus for URL Handling” *U.S. Patent Application No. 13/524,198*. Washington, DC: U.S. Patent and Trademark Office.

## INDUSTRY PRESENTATIONS

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2024	Young Presidents Organization (Bali, ID) (Scheduled)
2024	Gunung Sewu Group (Jakarta, ID) (Scheduled)
2024	Chief Executives Organization Global Leaders Forum (New York, NY) (Scheduled)
2024	BISSELL, Inc., Haworth, Inc., Autocam Medical (Grand Rapids, MI) (Scheduled)
2024	Young Presidents Organization (Johannesburg, ZA) (Scheduled)
2024	HBS Tech Conference (Boston, MA)
2024	MIT Sloan Gaming Conference (Boston, MA)
2024	HBS Asia Business Conference (Boston, MA)
2023	Coca-Cola FEMSA Leadership Summit (Mexico City, MX)
2023	Future of Education, Science and Culture International Organizations Forum (Riyadh, SA)
2023	QuidelOrtho Visioning Workshop (San Diego, CA)
2023	Coca-Cola FEMSA Leadership Retreat (San Francisco, CA)
2022	Real Colegio Complutense at Harvard Executive Program (Boston, MA)
2022	HBS Tech Conference (Boston, MA)
2022	HBS Tech and National Security Conference (Boston, MA)
2021	Coalition of Asian American MBAs (CAAMBA) Conference (Online)
2021	HBS Tech Conference (Online)
2021	Keynote Speaker, UNH Agile Summit: Spring into Agile (Online)
2020	Innovation Roundtable Virtual Workshop (Online)
2020	CLC Thought Leadership Breakfast Series (Online)
2020	Keynote Speaker, Jain Deemed-to-Be University (Online)
2020	HBS Asia Business Conference (Boston, MA)
2020	Harvard Project for Asian and International Relations (Cambridge, MA)
2020	MIT Sloan Sports Analytics Conference (Boston, MA)
2020	VietChallenge (Online)
2019	Keynote Speaker, Shohoz 5 <sup>th</sup> Anniversary (Dhaka, BD)
2019	CLC Thought Leader Breakfast Series (Waltham, MA)
2019	Penn Wharton China Summit (Philadelphia, PA)
2019	HBS Asia Business Conference (Boston, MA)
2019	HBS Annual Venture Capital and Private Equity Conference (Boston, MA)
2018	HBS Brand Summit (Boston, MA)
2018	HBS Entrepreneurship Conference (Boston, MA)
2018	HBS Moving the Future Conference (Boston, MA)
2017	Keynote Speaker, HBS Club of Atlanta Meeting (Atlanta, GA)
2017	HBS Research Symposium Singapore (Singapore, SG)
2017	Keynote Speaker, Google Firebase and Cloud Platform Hackathon (Boston, MA)
2017	Harvard Asia Business Conference (Boston, MA)
2017	Harvard Project for Asian and International Relations (Cambridge, MA)
2017	Keynote Speaker, MIT SmartLabs Entrepalooza (Cambridge, MA)
2016	Keynote Speaker, US Department of Veteran Affairs (Boston, MA)



## SELECTED MEDIA COVERAGE

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- “A New Meta Narrative,” *Economist*, October 26, 2023.
- “Lengthy Commutes Can Be Productive,” *Wall Street Journal*, October 31, 2023.
- “How Generative AI Changes Strategy,” *Harvard Business Review IdeaCast Podcast*, May 25, 2023.
- “SpaceX Successfully Launches Starship; It Explodes Before Orbit,” *Al Jazeera*, April 20, 2023.
- “Elon Musk’s Twitter Takeover: Lessons in Strategic Change,” *Harvard Business Review Cold Call Podcast*, June 20, 2023.
- “Some Predicted an Imminent Death for Twitter. It’s Still Here. Can Elon Musk Keep It Alive?” *Canadian Broadcasting Corporation CBC/Radio-Canada*, February 20, 2023.
- “Global Business: Elon Musk on Trial,” *CGTN America*, January 27, 2023.
- “What Kind of Leader Does Twitter Need?” *Voice of America*, December 21, 2022.
- “Will Elon Musk Save or Destroy Twitter?” *Voice of America*, December 19, 2022.
- “Alexa, Is the Voice-Assistant Industry Doomed?” *Canadian Broadcasting Corporation CBC/Radio-Canada*, November 30, 2022.
- “If Elon Musk Is the Richest Man in the World, How Can Twitter Declare Bankruptcy?” *Yahoo! Finance*, November 27, 2022.
- “Is There Method to Musk’s Madness on Twitter?” *Harvard Gazette*, November 22, 2022.
- “The Harvard Business School Professor Who Isn’t Counting Elon Musk Out,” *The Atlantic*, November 18, 2022.
- “Twitter Workers Faced with New Ultimatum,” *CNN*, November 17, 2022.
- “Why Companies Should Care About Their Employees’ Commute,” *Canadian Broadcast Corporation CBC/Radio-Canada*, November 13, 2022.
- “De Methode-Musk: Een Masterclass In Hoe Het Niet Moet,” *De Tijd*, November 11, 2022.
- “Chaos at Twitter Brings Up Doubts About Path Forward,” *The Hill*, November 8, 2022.
- “Elon Musk Is Overloaded,” *Wired*, November 7, 2022.
- “Elon Musk’s Leadership Style as Head Of Twitter,” *CBS News*, November 2, 2022.
- “What Happens to Your Twitter Data Now That Elon’s Taken Over,” *Vox*, October 28, 2022.
- “From Tesla to SpaceX, What Elon Musk Touches Turns to Gold. Twitter May Be Different,” *National Public Radio*, October 27, 2022.
- Elon Musk Grabs Twitter, But How Will He Manage His Growing Empire?” *MarketWatch*, October 6, 2022.
- “Elon Musk Changes His Position and Says He Wants to Buy Twitter After All,” *National Public Radio*, October 5, 2022.
- “AMC Appeals to Meme Stock Investors for its Financial Future,” *National Public Radio Marketplace*, August 26, 2022.
- “Meme Stocks Are Back. Are the Companies They Highlight Actually Benefitting?” *National Public Radio Marketplace*, August 18, 2022.
- “Biden Wants to Ban Noncompetes. What That Means for the Tech Sector,” *MarketWatch*, July 21, 2022.
- “How Will DC’s Revised Ban on Non-compete Clauses Impact Hiring and Innovation?” *Technical.ly*, July 20, 2022.
- “A Century of MBA Case Studies: Exacting Examples from Business Life,” *Financial Times*, February 13, 2022.
- “What’s Next for Nigerian Production Studio EbonyLife Media?” *Harvard Business Review Cold Call Podcast*, February 8, 2022.
- “The Pandemic Made Zoom a Household Name. Where Does it Go from Here?” *San Francisco Chronicle*, February 3, 2022.
- “Take-Two’s \$12.7 Billion Purchase of Zynga Will Combat Apple’s Privacy Changes,” *Yahoo! Finance*, January 12, 2022.

“Harvard Business School to Teach Case Study on EbonyLife,” *The Guardian*, November 19, 2021  
 “La Huida Hacia Adelante de Mark Zuckerberg,” *El Pais*, November 6, 2021  
 “Facebook’s Change to Meta [Translated],” *Europe 1*, October 21, 2021.  
 “Commuting’s Impact on Creativity,” *Harvard Magazine*, August 26, 2021.  
 “Rethinking Commuter Benefits for a Hybrid-Work World,” *SHRM*, May 27, 2021.  
 “Apple Will Spend More Than \$1 Billion on New Campus in North Carolina’s Triangle,” *National Public Radio Marketplace*, April 26, 2021.  
 “Harvard Business School Professor Andy Wu Talks About His study on Commuting Hurting Productivity,” *Bloomberg Radio*, April 20, 2021.  
 “The GameStop Stock Situation Isn’t About Populism. It’s About Whether the Market is ‘Real.’,” *Washington Post*, February 1, 2021.  
 “Stand Up Meetings May Not Have Some of the Benefits You Think They Do,” *NASDAQ*, February 1, 2021.  
 “Why Apple’s App Store Is Under Siege,” *Variety*, October 16, 2020.  
 “A Virtual Reality Check for Publishing,” *Publishers Weekly*, August 21, 2020.  
 “P&Q’s 2019 Best 40 Under 40 MBA Professors,” *Poets & Quants*, April 22, 2019.  
 “Fortnite Was a Blockbuster for Epic Games, What’s the Encore?” *Harvard Business Review Cold Call Podcast*, April 14, 2020.  
 “Andy Wu, Harvard Business School, Talks About Their Fortnite Case Study,” *Bloomberg Radio*, November 11, 2019.  
 “Fortnite Creator Epic Games Is Now a Harvard B-School Case Study,” *Bloomberg*, October 21, 2019.

## **PERSONAL ACTIVITIES**

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2018 – Present      Justice of the Peace of the Commonwealth of Massachusetts
 

- Judicial officer appointed by Governor with the advice and consent of the Executive Council
- Member of the Massachusetts Justices of the Peace Association, Inc.