

YIORGOS MYLONADIS

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London Business School
London NW1 4SA
ymylonadis@london.edu
+44 7818 04 29 04

EMPLOYMENT

2010 -	Adjunct Professor of Strategy and Entrepreneurship, London Business School
2009 – 2011	Adjunct Professor of Strategy and Int'l Management, London Business School
2008 – 2009	Adjunct Associate Professor of Strategy and Int'l Management, London Business School
2006 – 2008	Adjunct Assistant Professor of Strategy and Int'l Management, London Business School
2000 – 2006	Assistant Professor of Strategy and International Management, London Business School
1999 – 2000	Assistant Professor of Management & Academic Director of Executive MBA Programme, Athens Laboratory of Business Administration
1993 – 1999	Assistant Professor of Management, University of Pennsylvania
1992 – 1993	Douglas Vickers Lecturer in Management, University of Pennsylvania

EDUCATION

Ph.D.	1986 – 1992	Management, Massachusetts Institute of Technology, Cambridge, USA “The 'Green' Challenge to the Industrial Enterprise Mindset: Survival Threat or Strategic Opportunity?” Committee: Michael Piore (Chair), Eleanor Westney, John Ehrenfeld
M.A.	1985 – 1986	Economics, University of California, Los Angeles, USA,
Bachelor of Arts	1980 – 1985	Economics, Athens University, Athens, Greece
Bachelor of Arts	1980 – 1984	Sociology, American College in Greece, Athens, Greece

TEACHING AND PROGRAMME DEVELOPMENT

Teaching interests: Strategic & Entrepreneurial Management, Problem Solving, Environmental Management

LONDON BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAMME DEVELOPMENT

2002 –	Designer & Director, <i>Developing Strategy for Value Creation</i> . London Business School's first Open Enrolment Executive Education offering in the field of Business Strategy and currently the most popular open enrolment programme at the school. (800+ students.)
2008 – 2012	Designer & Director, Global Strategic Conversations Programme (IBM). Formulated original bid for account and grew the size of the business 2.5 times. (550+ students.)
2009	Director, Global Strategic Conversations Programme (IBM). Refined programme content by creating material for the analysis of strategy and value creation as it pertains to organisations in the public sector.
2007 – 2012	Academic Director & Faculty Lead, Global Business Consortium. Oversaw the longest period of stable membership in the 17-year history of the programme. (200+ students.)
•	Contributed to the design of the bids for: Ernst & Young, Mars, TDC, British Telecom.

LONDON BUSINESS SCHOOL EXECUTIVE EDUCATION TEACHING

- Developing Strategy for Value Creation (open enrolment)
- Global Business Consortium (Xstrata, SKF, GEA, Emirates, Oracle, Mars, NSN)
- Global Strategic Conversations (IBM)
- Business and Industry Insights (IBM)
- Strategy Value Creation (EDS)
- General Management Programme (Lufthansa)

LONDON BUSINESS SCHOOL DEGREE PROGRAMME TEACHING

- Strategic Management in an e-World (created course)
- Competitive Strategy (MBA core course)
- Strategic Problem Solving (MBA core course)
- Strategic Problem Solving (EMBA; created course)
- Capstone (MBA, EMBA core course)
- Understanding General Management (MBA, EMBA core course)
- Managing Corporate Turnarounds

ATHENS LABORATORY OF BUSINESS ADMINISTRATION EXECUTIVE MBA PROGRAMME DEVELOPMENT

- Redesigned Executive MBA curriculum; drastically shortened programme duration by consolidating core course material along thematic categories

ATHENS LABORATORY OF BUSINESS ADMINISTRATION DEGREE PROGRAMME TEACHING

- Competitive Strategy (MBA, EMBA core course)

UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL DEGREE PROGRAMME TEACHING

- Competitive Strategy (MBA core course)
- Learning Strategies (created course)
- Strategic Management in a Sustainable Society (created course)

FREELANCE & KEYNOTE SPEECHES

- **SIMI (Copenhagen, Denmark)**
Strategy Development & Implementation, Project Methodology, External Assessor
- **Mannaz (Copenhagen, Denmark; Paris, France)**
Core Strategy for: Business Insight, Mini-MBA, VL-82
- **Inoorero University (Nairobi, Kenya)**
Strategy Development & Implementation, Final Project Methodology & Assessment
- **Zurich Financial Services**
Strategic Innovation
- **Xstrata**
Competitive Advantage in Business Ecosystems (Speech to High Potential managers.)
- **IBM (Nice, France; London, UK; Zurich, Switzerland; Paris, France; Beijing, China; Prague, Czech Republic; Delhi, India; Madrid, Spain)** (600+ senior sales executives & major global account teams.)
Market Forces; Conversations with the C-Suite; Becoming a Trusted Advisor
- **GEA**
Strategic Conversations (Speech to top 400 executives.)

RESEARCH

PUBLICATIONS – REFERRED JOURNALS

"Strategic Maneuvering and Mass - Market Dynamics: The Triumph of VHS Over Beta", with Michael Cusumano and Richard Rosenbloom, Business History Review, Spring 1992. (570 citations.)

PUBLICATIONS – EDITED BOOKS

“Open-Sourcing Environmental Regulation: How to Make Firms Compete for the Natural Environment”.
Forthcoming in: Andrew Hoffman, & Marc Ventresca (Eds.) 2001. Organizations, Policy and the Natural Environment: Institutional and Strategic Perspectives. Stanford, CA: Stanford University Press.

PUBLICATIONS – CASES

“Mars, Inc.” November 2009, with Golestan Radwan.

“Nokia Siemens Networks in 2009: The Transition to Services”, November 2009, with Golestan Radwan.

“Emirates Airline 2009: Hub of the World”, November 2009, with Golestan Radwan (update of an earlier case authored by Felipe Monteiro, Don Sull, and Sumantra Ghoshal).

“Oracle Corporation – Claiming New Ground”, July 2009, with Golestan Radwan.

“Xstrata: Driving Business Model Innovation (A) & (B)”, June 2009, with Laura Winnig.

INVITED PAPERS – CONFERENCES

“Projective theorization: Immersion, mobilization, and judgment calls in institutional entrepreneurship”, paper submitted to European Group of Organization Studies (EGOS) meeting in Bergen, July 2006 and to American Sociological Association meeting in Montreal, August 2006.

“Dancing To Their Own Fiddler: How Actors Create Competitive Advantage in Highly Ambiguous Contexts”, paper presented at European Group of Organization Studies (EGOS) meeting in Lyon, July 2001.

“Competing for the Environment: Pragmatic Environmental Performance and Its Institutions”, paper presented at the research forum on “Organizations, Policy, and the Natural Environment: Institutional and Strategic Perspectives”, at Kellogg Environmental Research Center, Northwestern University, IL, April 2000.

“Other People’s Knowledge: Environmental Communities of Practice and Their Value to Firms”, paper presented at the Greening of Industry Network Conference, Santa Barbara, CA, November 1997 (with Harry Fatkin).

“Constructing a Sustainable Society: Managing and Regulating Firm-level Environmental Knowledge”, paper presented at the European Group of Organization Studies (EGOS) meeting in Budapest, July 1997.

“Negotiating Dominant Imageries in Ill-defined Industries”, paper presented at the Strategic Management Society meetings in Phoenix, Arizona, November 1996.

“Toward an Ecologically Sustainable Society: The Role of Firms”, paper presented at a symposium co-chaired by the author on “The Role of Business Organizations on Ecological Sustainability: A Reality Check” at the Academy of Management meetings in Cincinnati, Ohio, August 1996

“Neither Like a Technology nor Like an Issue? Ecology in Firms”, paper presented at a pre-convention meeting at the Academy of Management meetings in Cincinnati, Ohio, August 1996

“Virtual Fields: Organizational Ordering of Ill-defined Environments”, paper presented at a symposium on “The Application of Institutional Theory to Understanding Corporate Ecological Responses” at the Academy of Management meetings in Cincinnati, Ohio, August 1996

“Neither Like a Technology Nor Like an Issue? Ecology in Firms”, lecture in “Environmental Assessment, Management, and Strategy” course at Stern School of Business New York University, March 1996.

"Can We Get There from Here? The Temporal Basis of Strategy-Making" (with Ron Adner), paper presented at the Academy of Management meeting, Vancouver, August 1995.

"Organizing Change: Limits and Possibilities", paper presented at the Academy of Management meeting, Las Vegas, August 1994.

"Environmental Concerns as a Source of Organizational Learning", paper presented at the International Strategic Management Society Conference on *The Greening of Strategy - Sustaining Performance*, in Toronto, October 23-26 1991 and the International Research Conference on *The Greening of Industry: Research Needs and Policy Implications for a Sustainable Future*, in Amsterdam, November 17-19, 1991.

INVITED PAPERS – SEMINARS & WORKSHOPS

"Firm Factories", presentation at the London Business School, November 1999.

"The Process of Organizational Change", paper presented at the Technology and Operations Management Seminar Series, School of Business, Carleton University, Ottawa, January 1996.

"Are Proactive Environmental Strategies an Endangered Species? Some Implications from a Case Study", paper presented at the Technology, Business, and the Environment Seminar Series at the Center for Technology Policy and Industrial Development, Massachusetts Institute of Technology, November 1993.

"From Economies of Scale to Economies of Mind", London Business School, November 21, 2003.

"What Would It Take To ___?" Environmental Strategy in Polaroid, 1983-87", paper presented at the Reginald Jones Center Workshop Series, Wharton School of the University of Pennsylvania, January 1998.

"The Negotiated Origin, Path Dependence, and Temporal Basis of Organizational Capabilities", paper presented at the Reginald Jones Center Workshop Series, Wharton School of the University of Pennsylvania, December 1995.

"Can We Get There from Here? The Temporal Basis of Strategy-Making", paper presented (with Ron Adner) at the Reginald Jones Center Workshop Series, Wharton School of the University of Pennsylvania, December 1994.

"Organizational Interpretation and Strategic Choice", presentation at the Reginald Jones Center Workshop Series, Wharton School of the University of Pennsylvania, November 1993.

WORKING PAPERS

"Projective theorization: Immersion, mobilization, and judgment calls in institutional entrepreneurship", 2006.

"How Organizations Think: Rhetorical Themes in Strategy Evolution", 2005

FIELDWORK

"Firm Factories". Exploratory study of global venture communities during June and July 1999 involving 110 interviews with key participants: Venture capitalists, entrepreneurs, incubator managers, and lawyers. Communities were studied at the following locations: Boston, New York, Philadelphia, Palo Alto, US; Santiago, Chile; Tokyo, Japan; Seoul, S. Korea; Shanghai, China; Taipei and Hsin-chu, Taiwan; Hong Kong, China; Kuala Lumpur, Malaysia; Singapore; and Mumbai, India.

MEDIA

- BBC World Service programme "In The Balance" on the economic crisis, 27/04/2013

- London Business School podcast “Is there hope for the planet?” on ways to avoid global warming, 14/03/2008

PROFESSIONAL ACTIVITIES

AD HOC REVIEWING

- *Management Science*
- *Strategic Management Journal*
- *Academy of Management Review*
- *Comparative Studies in Society and History*
- *Administration & Society*
- Academy of Management Divisions & Interest Groups:
 - Strategic Management
 - Organizational and Management Theory
 - Managerial and Organizational Cognition
 - Organizations and Natural Environment

SCHOOL ADMINISTRATION & COMMITTEE MEMBERSHIP

- *Wharton School Management Department Colloquium Committee, 1993-1994*
- *Developed and coordinated the Wharton Workshop on Organizational Knowledge & Learning, 1995-1997*
- Academic Director, Executive MBA, Athens Laboratory of Business Administration, 1999-2000.
- Organized London Business School Strategy & Entrepreneurship Department annual faculty retreat 2006, 2007, 2008, 2014
- Co-organized London Business School Sumantra Ghoshal conference 2006
- Coached of junior colleagues in teaching technique
- Coached doctoral students in professional presentation skills

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

- *Strategic Management Society*
- *Academy of Management*
- *INFORMS*

GRANTS, HONORS, AND AWARDS

2013 -	Chair of the Board of Trustees, Reload Greece
2008	Case study writing: Xstrata Corporation. Amount awarded: £15,000
2008	Case study writing, “Global Industry Safari”. Partial support: Ingram foundation. Amount awarded: £1,000.
2005	“Solution providers”: RAMD award. Amount awarded: £14,000
2002	“Innovation in Learning” award, London Business School.
2001	“Competing in ecosystems of firms”: Awarded by the Global Mobile Innovation Initiative (Boston University, London Business School, and INSEAD). Amount awarded: 25 points buy-out
1997	“Learning to protect the natural environment: A cross-national study of the relationship between firms and communities of practice”. Awarded by The University Research Foundation. Amount awarded: \$10,500.

- 1997 Coalition for Environmentally Responsible Economies (CERES) Academic Advisory Council.
- 1996 Recognized as an “outstanding Management and Organization Cognition Interest Group” reviewer at the Academy of Management
- 1990 – 1992 Scholarship, The Latsis Fund, MIT
- 1991, 1992 MacArthur Scholar Awards