

ANTHONY R. BRIGGS

Strategy, Entrepreneurship and Management, Alberta School of Business
University of Alberta, 3-23 Business Building, Edmonton, AB, Canada T6G 2R6
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ACADEMIC APPOINTMENT

Executive Professor, Strategy, Entrepreneurship & Management (July 2015 – Present)

Executive Director, eHUB Entrepreneurship Centre (2022 - Present)
Co-Founder, Entrepreneurship@UAlberta and eHUB (2013 - Present)
Executive Director, Technology Commercialization Centre (2015 - 2022)
Founding Advisory Board, UAlberta Venture Mentoring Service (2014 - 2020)
UNIVERSITY OF ALBERTA, Alberta School of Business

Assistant Professor, Strategic Management & Organization (July 2009 – July 2015)
Assistant Director, Technology Commercialization Centre (2014)
UNIVERSITY OF ALBERTA, Alberta School of Business

EDUCATION

BOSTON UNIVERSITY, Graduate School of Management
D.B.A., Management, January 2009

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Sloan School of Management
M.S., Technology Innovation & Entrepreneurship, June 2004

UNIVERSITY OF BRITISH COLUMBIA, Sauder School of Business
M.B.A., Specialization in Finance, June 1997

UNIVERSITY OF ALBERTA, Faculty of Science
B.Sc. (Hons.), Honors in Biochemistry, June 1995

DISSERTATION

Novelty Bound: Three Essays on the Sharing and Assessing of Knowledge in Entrepreneurial Discovery

Dissertation Committee: Paul Carlile (Chair), Nicholas Argyres and Jay Barney

RESEARCH INTERESTS

- Entrepreneurship, Strategy and Innovation
- Knowledge management under incomplete information
- Technology strategy, novelty, and competitive advantage
- Intellectual property, patents and information systems
- Inductive methods that identify new metrics and artifacts for statistical analysis

DISTINCTIONS AND AWARDS

- John Dobson Enactus Fellow, 2016 to present
- The Center for Innovation Studies Fellow, 2011 to 2018
- Donald and Margaret Mackenzie Distinguished Teaching Award, 2013-2014
- Boston University Doctoral Fellowship 2008, 2007, 2006
- MIT Sloan Research Fellowships 2004, 2003, Pappas Fellowship 2002, Rosenblith MIT Fellowship 2001
- AGT Award in Recognition of Leadership Excellence 1995
- Natural Sciences & Engineering Research Council of Canada Award 1994, 1995

GRANTS

- SSHRC Insight Development Grant -The Cultural Holes of Entrepreneurial Ecosystems (co-applicant with Tim Hannigan) – 2018, \$58,581
- University of Alberta, Provost's Fund – 2012-2014, \$110,000
- University of Alberta – Nova Management of Technology Faculty Fellowship, 2011-2013, \$12,000
- University of Alberta – New Faculty Grant, 2010-2012, \$15,000

PUBLICATIONS

Hannigan, T.R., Briggs, A.R., Valadao, R., Seidel, MD. L. and Jennings, P.D. (2022) A New Tool For Policymakers: Mapping Cultural Possibilities in an Emerging AI Entrepreneurial Ecosystem. Research Policy. 51 (9): 1-18.

Balachandra, L., Briggs, A.R., Edelson, K. and Brush, C. (2019) Don't Pitch Like a Girl: How Gender Stereotypes Affect Influence Investor Decisions. Entrepreneurship Theory and Practice. **43** (1): 116-137.

Scarbrough, H., Swan, J., Amaeshi, K. and Briggs, T. (2013) Exploring the Role of Trust in the Deal-Making Process for Early-Stage Technology Ventures. Entrepreneurship Theory and Practice. **37**: 1203-1228.

Balachandra, L., Briggs, A.R., Edelson, K. and Brush, C. (2013) Pitch Like a Man: Gender Stereotypes and Entrepreneur Pitch Success. Frontiers in Entrepreneurship Research. **33** (8): 1-15.

Briggs, A. R. (2008) Novelty and Appropriability: The Role of Entrepreneurial Knowledge in Sharing Information. Frontiers in Entrepreneurship Research. **28**(13): 1-14.

Briggs, A. R., Iyer, B., & Carlile, P. R. (2007) The Co-Evolution of Design and User Requirements in Knowledge Management Systems: The Case of Patent Management Systems. Proceedings of the 40th Annual Hawaiian International Conference on System Sciences.

RESEARCH REPORTS

Briggs, A.R. and Jennings, J.E. (2013) Uplifting the Whole People: The Impact of University of Alberta Alumni through Innovation and Entrepreneurship.

Briggs, A.R. and Jennings, J.E. (2012) The Economic Impact of the University of Alberta: A Comparative Approach

WORKING PAPERS

Briggs, A. R. and Carlile, P. R. Historical Assessment of IS Emergence: The U.S. Patent Information Management System.

Briggs, A. R. and Carlile, P.R. The Process of Identifying Breakthrough Opportunities: How Artifacts are used to Assess the Cultural and Temporal Structures of Entrepreneurial Information.

Briggs, A. R. & Greenwood, R. Disrupting Disruption: Entrepreneuring and the Pace of Technological Change.

Briggs, A. R., Huq, J.L. & Jennings, J. E. Wicked Hard: Problem Complexity and the Organization of Social Entrepreneurial Ventures.

Joo, Y., Jennings, J. E., & Briggs, A. R. Family Influence and Prosocial Missions: An Integration of Socioemotional Wealth and Stakeholder Theories.

Han, Q., Jennings, J. E., & Briggs, A. R. Paying it forward: Gender Differences in the Timing, Nature and Consequences of Social Enterprise Formation.

Briggs, A.R. (2012, July) Conquering the Creative: Unpacking the Roles of Design Freedom and Market Freedom on New Product Development Performance.

Briggs, A. R. (2008, April) Why Do Entrepreneurs Share Information (When Others Can Steal Their Ideas)?

Briggs, A. R. and Carlile, P. R. (2006, January) Pragmatics in Practice: Systemic Failures of Knowledge Representation in the US Patent System.

Briggs, A. R. (2005, December) Novelty and Consequence: A Dynamic Framework for Network Formation and Entrepreneurial Assembly.

Briggs, A. R. (2004, April) Fame and Fortune: Technological Transfer and Appropriability in Pioneer Biotechnologies.

REFEREED CONFERENCE PRESENTATIONS

Youngbin, J., Jennings, J. & Briggs, A.R. (2014, August) Pro-Social Missions in Family Firms: Testing Behavioral Agency vs. Stakeholder Theories. *Academy of Management*, Philadelphia, PA.

Briggs, A. R., Huq, J. & Jennings, J. (2014, June) The Wickedness of Doing Good: The Role of Problem Type on Social Entrepreneurial Founding and Performance. *Babson College Entrepreneurship Research Conference* London, ON.

Han, Q., Jennings, J. & Briggs, A.R. (2014, June) Paying it forward: Gender Differences in the Timing, Nature and Consequences of Social Entrepreneurial Organization Formation. *Diana International Research Conference*, Stockholm, Sweden

Huq, J., Briggs, A.R. & Jennings, J. (2014, March) Wicked Hard: Problem Complexity and the Organization of Social Entrepreneurial Ventures. *JMS Complexity Conference*, Cambridge, UK.

Balachandra, L., Briggs, A.R., Edelston, K. & Brush, C. (2013, June) Pitch Like a Man: Gender Stereotypes and Entrepreneur Pitch Success. *Babson College Entrepreneurship Research Conference* Emylon, France.

Joo, Y., Jennings, J. & Briggs, A.R. (2013, June) Corporate Social Performance in Family Firms: Integrating Socioemotional Wealth and Stakeholder Perspectives. *Administrative Sciences Association of Canada*, Calgary, Canada.

Huq, J., Briggs, A.R. & Jennings, J. (2013, April) The Value of Social Entrepreneurship: Performance and Measurement in a World of Wicked Problems. *Sustainability, Ethics and Entrepreneurship Conference*, Denver, CO.

Han, Q., Jennings, J. & Briggs, A.R. (2013, April) Paying it forward: Gender Differences in the Timing, Nature and Consequences of Social Entrepreneurial Organization Formation. *Sustainability, Ethics and Entrepreneurship Conference*, Denver, CO.

Briggs, A.R. (2012, August) Sociomateriality in Practice: Considering Consequences in Organizational Life and Research. Presenter/participant OMT, SAP and OCIS Professional Development Workshop (PDW). *Academy of Management*, Boston, MA.

Briggs, A.R. (2012, July) Conquering the Creative: Unpacking the Roles of Design Freedom and Market Freedom on New Product Development Performance. *European Group for Organization Studies*, Helsinki, Finland.

Briggs, A. R. and Balachandra, L. (2010, August) Pitch Perfect: Affective Content vs. Style in Entrepreneur Pitch Presentations. *West Coast Research Symposium on Technology Entrepreneurship*, Eugene, OR.

Balachandra, L. and Briggs, A. R. (2010, August) Passionate Pleas or Precise Pitches? Affective Content versus Style in Entrepreneur Presentations. *Academy of Management*, Montreal, Canada.

Briggs, A.R. and Balachandra, L. (2010, August) Fair Play: An Analysis of Sex and Gender Differences in the Presentation of Early Stage Business Ideas. *Diana International Conference on Women's Entrepreneurship*, Banff, Canada.

Briggs, A. R. (2009 June) Bounding Novelty: The Role of Selective Learning. *Babson College Entrepreneurship Research Conference*, Wellesley, MA.

Balachandra, L. and Briggs, A.R. (2009, June) The Secrets of Success: The Role of Idea Sharing in Early Stage Entrepreneurship. *Babson College Entrepreneurship Research Conference*, Wellesley, MA.

Briggs, A. R. (2008, June) Novelty and Economic Performance: The Role of Entrepreneurial Knowledge in Creating New Markets. *Babson College Entrepreneurship Research Conference*, Chapel Hill, NC.

Briggs, A.R., Scarbrough, H., Carlile, P.R., & Amaeshi, K. (2007, August) The Social Life of Complementary Assets: The Roles of Trust in Networked Innovation, *Academy of Management*, Philadelphia, PA.

Carlile, P. R. & Briggs, A.R. (2007, August) Learning Not to Fall: Venture Selection and the Transformation Heuristic, *Academy of Management*, Philadelphia, PA.

Briggs, A. R., Iyer, B. & Carlile, P.R. (2007, January) The Co-Evolution of Design and User Requirements in Knowledge Management Systems: The Case of Patent Management Systems. *Hawaii Intl. Conference on System Sciences*, Waikoloa, HI.

Briggs, A.R., Carlile, P.R., Scarbrough, H., & Amaeshi, K. (2006, March) Learning Not to Fall: Venturing in Highly Novel Environments, *International Conference on Organizational Learning, Knowledge and Capabilities*, Warwick, England.

Briggs, A. R. (2004) Technological Change through Patent Strategy: Freedom to Operate and Adaptive Behavior in the Photolithographic Aligner Industry, *International Conference on the Management of Technology*, Washington, DC.

INVITED TALKS/ WORKSHOPS

Briggs, A.R. (2019, May) How to Develop your Business Pitch. *GreenSTEM*, Government of Alberta. Edmonton, AB.

Briggs, A.R. (2017, December) Innovation Regions Keynote. *City of Edmonton Mayor's Conference*. Edmonton, AB.

Briggs, A.R. (2017, June) Entrepreneurship for Engineers. *Engineering Graduate Research Symposium, UAlberta Faculty of Engineering*. Edmonton, AB.

Briggs, A.R. (2016, November) Ethical Entrepreneurship. *ATB Financial Speaker Series*. Edmonton, AB.

Briggs, A.R. (2016, November) Making a Pitch. *Peter Lougheed Leadership College*. Edmonton, AB.

Briggs, A.R. (2016, October) Building a Creative and Entrepreneurial Canada, Panelist. *Startup Canada, Google Canada and Social Sciences and Humanities Research Council*. Calgary, AB.

Briggs, AR. (2016, September) Emerging Business Issues in Precision Medicine. *Alberta Provincial Precision Medicine and Precision Public Health Working Group*. Calgary, AB.

Briggs, A. R. (2014, May) Research Trends in Innovation and Entrepreneurship, *International Perspectives on the Development of Entrepreneurship: From Education to Ecosystem*, Edmonton, AB.

Briggs, A.R. and Jennings, J. (2013, October) The Economic Role of the University. *Economic Society of Northern Alberta*, Edmonton, AB.

Briggs, A. R. (2013, May). *GLEN Research Conference*, Columbus, OH.

Briggs, A. R. (2012, November) Identifying Breakthrough Opportunities. *Ohio State University*, Columbus, OH.

Briggs, A. R. (2012, May) Pitch Perfect: Selling Your Business (or Research) in One Minute or Less. *Alberta Graduate Council*, Edmonton, AB.

Briggs, A.R. (2012, March) Participant, Carbon Capture Emissions Management Corporation Open Innovation Workshop.

Briggs, A. R. (2011, November) Research Trends in Innovation and Entrepreneurship, *The Center Innovation Studies*, Edmonton, AB.

Briggs, A. R. (2011, October) Research Trends in Technology Commercialization and Entrepreneurship, *Center for International Business Studies*, Edmonton, AB.

Briggs, A. R. (2011, June) Alberta in the Context of Global R&D, *Center for International Business Studies*, Edmonton, AB

Briggs, A. R. (2011, February) Selling Novel Business Relationships (to People You Don't Know!) *Licensing Executive Society Seminar*, Edmonton, AB

Briggs, A. R. (2008, November) Novelty and Appropriability: The Role of Entrepreneurial Knowledge in Sharing Information. *INFORMS Annual Meeting*, Washington DC.

Carlile, P.R. & Briggs, A. R. (2007, December) Novelty and the Discovery Heuristic: The Role for Artifacts in Venture Selection. Presentation to the *Technology, Innovation and Entrepreneurship Seminar*, MIT-Sloan, Cambridge, MA.

Carlile, P.R. & Briggs, A. R. (2007, November) Learning Not to Fall: Novelty, Venture Selection, and the Discovery Heuristic. *INFORMS Annual Meeting*, Seattle, WA.

Briggs, A. R., Carlile, P.R. & Scarbrough, H. (2007, August) Measuring Trust: How Experienced Entrepreneurs Overcome Information Asymmetries in Creating Novel Ventures. *Society of Entrepreneurship Scholars Manuscript Boot Camp*, Columbus, OH.

Briggs, A. R., & Carlile, P.R. (2006, November) Pragmatics in Practice: Systemic Failures of Knowledge Representation in the US Patent System. *INFORMS Annual Meeting*, Pittsburg, PA.

Briggs, A. R., & Carlile, P.R. (2006, April) Pragmatics in Practice: Systemic Failures of Knowledge Representation in the US Patent System. *Annual Conference of the Production and Operations Management Society (POMS)*, Boston, MA.

TEACHING EXPERIENCE

Alberta School of Business Executive MBA

BUS 880 – Capstone Strategy Project (2015 – Present)

BUS 860 – Management of Innovation (2015 – 2017)

Alberta School of Business

SEM 641 – MBA Strategy Capstone (2016 – Present)

SEM 659 - Strategic Management of Innovation and Entrepreneurship (2011 - Present)

SEM 331 – Innovation and Entrepreneurship Certificate Capstone (2023 – Present)

SMO 330 – Entrepreneurship 101 (Innovation, Creativity and Entrepreneurship 2018)

SMO 600 – Technology Commercialization, From Science to Business (2016)

SMO 502 – Business Strategy (2015)

SMO 441 – Capstone Business Strategy (2010 – 2015)

MIT Sloan

15.369 - Corporate Entrepreneurship (Teaching Assistant to Prof. Edward Roberts)
(2001 – 2003, three sections)

15.351 – Managing the Innovation Process (Teaching Assistant to Prof. Jonathon Cummings, Fall 2002 (2 sections)

ACADEMIC SERVICE

Alberta School of Business ATS Evaluation Committee (2021 – Present)
Alberta School of Business Online Teaching Committee (2020 -2022)
UAlberta Innovation Network (2019 – Present)
UAlberta VPRI, Mentorship (COVID innovation) Task Force (2019 - Present)
UAlberta Vice-President of Research, Innovation Task Force (2019)
UAlberta Faculty of Medicine, Innovation Sub-Committee (2017 - 2018)

PROFESSIONAL RESEARCH EXPERIENCE

Research Consultant to Prof. Paul Carlile (BU) – Fall 2005 to Fall 2006
Research Assistant for Prof. Iain Cockburn (BU) – Fall 2002 and Summer 2003
Research Assistant for Prof. Rebecca Henderson (MIT) – Summer 2001, Fall 2002

NON-ACADEMIC ACTIVITIES

KHEPRION INC , San Diego, CA Co-Founder and Director	2019 - Present
EDMONTON SCREEN INDUSTRIES ORGANIZATION Founding Board Member, Chair Strategy Committee Chair, Edmonton Screen Media Fund Investment Committee	2017 - 2022
PROMINENT MEDICAL INC , Edmonton, AB Co-Founder and Director	2014 - 2019
OR SCIENCE , Edmonton, AB Founding Advisory Board	2014 - 2019
DOW AGROSCIENCES , Indianapolis, IN Post-Doctoral Associate, Open Innovation Projects	Spring 2009
FORESIGHT SCIENCE AND TECHNOLOGY , Providence, RI Licensing and Technology Strategy Consultant, SBIR Projects	2004-2005
HARVARD MEDICAL SCHOOL , Boston, MA Licensing Associate, Office of Technology Licensing	1998-2000
UNIVERSITY OF ALBERTA , Edmonton, AB Technology Development Assistant, Industry Liaison Office	1997-1998
VANCOUVER STOCK EXCHANGE , Vancouver, BC Assistant Analyst, Biotechnology and Technology Ventures	Summer 1996
BIOMIRA RESEARCH CANADA , Edmonton, AB Research Student, Cancer Therapy, Product Development	Summer 1995

MONSANTO CANADA, Edmonton, AB

Summer 1994, 1993

Research Student, GMO Trials and Chemical Product Development

STUDENT LEADERSHIP/ COMMUNITY EXPERIENCE

HARVARD GRADUATE SCHOOL BIOTECHNOLOGY CLUB

2000-2003

Director of Start-Up Program and Business Plan Competition

UNIVERSITY OF BRITISH COLUMBIA

1996-1997

Student Member UBC Senate, Representative Graduate Student Society

Graduate Representative to the Alma Mater Society

UNIVERSITY OF ALBERTA

1993-1995

President 4,500 member UA Science Undergraduate Society,

Graduating class representative, numerous other elected and volunteer activities

REVIEWING ACTIVITY

Journals (Ad Hoc): Administrative Science Quarterly, Academy of Management Journal, Management Science, Organization Science, Journal of Business Venturing, Entrepreneurship Theory and Practice, British Journal of Industrial Relations, Journal of Strategy and Management, Strategic Entrepreneurship Journal

Conferences: Academy of Management (2004, 2006-current), Babson College Entrepreneurship Research Conference (2008-2010), Hawaii International Conference on System Sciences (2006, 2011), International Conference on Information Systems (2006, 2008), Administrative Sciences Association of Canada (2010)

PROFESSIONAL AFFILIATIONS

- Academy of Management Member (2001, 2006 – present), Entrepreneurship and OMT Divisions
- INFORMS Member (2006 – 2010)
- International Association for the Management of Technology (2003 – 2005)
- Licensing Executives Society Member (1997-2001)
- Association of University Technology Managers (1997-2001)

WORK STATUS

- Citizen of Canada and United States of America

Revised: March 2023