

Vish Krishnan is an accomplished scholar and an award-winning educator with substantial industrial and academic experience. For over two decades, he has worked with the senior leadership at cutting-edge global firms, served in editorial positions at the top academic journals, and has been named the Most Valuable Professor multiple times by his students. Besides working in software and automotive companies, he has consulted with senior managers and executives at multi-national companies such as 3M, Dell, HP, Qualcomm, Sony, Ford, Nissan, Zeiss, and Microsoft. He has also been a visiting Professor at the Harvard Business School, and has been invited to deliver seminars at many major Universities including MIT, Harvard, Stanford, INSEAD, University of Chicago and UCLA.



Vish Krishnan received his doctorate degree from the Massachusetts Institute of Technology, and is currently Chaired Professor and a founding faculty at the University of California, San Diego's Rady School of Mgmt. He teaches and specializes on the topics of *Innovation & Entrepreneurship*, *Growth Strategy*, *New Product Development*, and *Supply Chain/Operations Mgmt*. He has developed and launched Rady's signature MBA curriculum, "Lab to Market".

Dr. Krishnan has co-authored some of the most cited articles on the topics of innovation and product development/ management, and has been asked to be the editor of prestigious Management journals. His work with Dell Computer and other companies has been documented as a Harvard Business School case study and taught at a number of top Universities. His work with 3M resulted in an appearance on the front page of the Wall Street Journal.

Dr. Krishnan is the winner of several major teaching and research awards including the **Most Valuable Professor award** in the Executive Education program at the University of California in 2009 and 2012. He also was part of a University of California team that won the National Institute of Health grant to spur life-science entrepreneurship through the formation of a Center for Accelerated Innovation. Vish Krishnan co-founded Acevea, Inc., which serves global companies with software and services - clients include German, Asian, and North-American firms. He has also served on the advisory board of companies in silicon valley and Texas. He lives in La Jolla, California, enjoys classical music, chess, tennis and social entrepreneurship, and learns everyday from his students, wife, and two sons.

**Viswanathan “Vish” Krishnan**

**Sheryl and Harvey White Endowed Chair in Managerial Leadership**

University of California, San Diego, Rady School of Management

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**EDUCATION**

Doctor of Science (Sc. D.)	Massachusetts Institute of Technology.
Master of Engineering (M. E.)	Carnegie Mellon University.
Bachelor of Technology (B. Tech)	Indian Institute of Technology, Madras.

**PRINCIPAL FIELDS OF SPECIALIZATION AND INTEREST**

Science and Technology Commercialization, New Product Innovation

**ACADEMIC EXPERIENCE**

Sep 2008-August 2010	Founding Faculty Lead of Rady Doctoral Program, UC, San Diego
July 2005-Current	Professor of Management, University of California, San Diego
Dec. 1998-June 2005	Associate Professor of Management, University of Texas at Austin
Aug 1993- 1998	Assistant Professor of Management, University of Texas at Austin

**PROFESSIONAL SERVICE**

Senior Editor, *INFORMS Journal M&SOM*, 2006-2013.

Associate Editor, *Management Science*, Design and Operations Department, Innovation and Entrepreneurship Nov 2001-Current.

Associate Editor, *Management Science*, Operations Management Department, July 2014-Current.

Department Editor, *Production and Operations Management (POM)*, Aug 2003-2010.

Member of the Editorial Review Board, *IEEE Transactions in Engg Management*, Oct 2001-2005.

Member of the Editorial Review Board, *Production and Operations Management*, April 1998-Aug 2003.

**ACADEMIC PUBLICATIONS**

Balasubramaniam, S. , S. Bhattacharya, and V. Krishnan, "Pricing Information Goods: A Strategic Analysis of the Selling and Pay-per-use Mechanisms", *Marketing Science*, Forthcoming, September 2014.

Krishnan, V., K. Maki, E. Castillo, and D. Guss, “Service Design for Improved Satisfaction: Adding Decoding the Mechanism for Impact of Patient Call Back in Emergency Healthcare”. *Service Science*, (INFORMS Journal), Conditionally Accepted.

Mueller, J., Wakslak, C.J., & Krishnan, V. “Construing creativity: The how and why of recognizing creative ideas,” *Journal of Experimental Social Psychology*, Forthcoming, November 2013.

Bala, R., V. Krishnan, and W. Zhu, “Distributed Development and Product Line Decision Making”, *Production and Operations Management*, Forthcoming, September 2013.

Bardhan, I. V. Krishnan, and S. Lin, " Business Value of Information Technology: Testing the Interaction Effect of IT and R&D on Tobin's Q", *Information Systems Research*, [Forthcoming](#), May 2013.

Wu, Yaozhong, K. Ramachandran, and V. Krishnan, "Managing Cost Salience and Procrastination in Projects: Compensation and Team Composition", Production and Operations Management, Forthcoming, April 2013.

Bardhan, I. V. Krishnan, and S. Lin, "[Team Dispersion, Information Technology, and Project Performance](#)", Production and Operations Management, Forthcoming, August 2012 (Published online).

V. Krishnan, "Operations Management Opportunities in Technology Commercialization and Entrepreneurship", Production And Operations Management, [Forthcoming](#), March 2013.

Erat, S. and V. Krishnan, "[Managing Delegated Search Over Design Spaces](#)", Management Science, 58, (3), March 2012, 606–623, [Sep. 2011](#).

Krishnan, V. and Ramachandran, K., "Integrated Product Architecture and Pricing for Managing Sequential Innovation", Management Science, 57(11), 2040–2053, [Aug 2011](#).

Bhaskaran, S. and V. Krishnan, "Effort, Revenue, and Cost-Sharing in Contractual New Product Development", Management Science, Vol. 55, (7), 1152-1169, July 2009.

Ramachandran K. and V. Krishnan "Design Architecture and Introduction Timing for Rapidly Improving Industrial Products", Manufacturing and Service Operations Management, Vol. 10, (1), Winter 2008, 149-171.

Krishnan, V. and K. Ramachandran, "Economic Models of Product Family Design and Development", in Handbook of New Product Development Management, edited by C. H. Loch and S. Kavadias, Elsevier, 2007.

Bardhan, I. V. Krishnan, and S. Lin, "Project performance and the enabling role of information technology: An Exploratory study on the role of Alignment", Manufacturing and Service Operations Management, vol. 9, (3), 2007.

Krishnan, V. and W. Zhu, "Designing a Family of Development-Intensive Products" Management Science, Vol. 52, No. 6 (June 2006 Lead Article), 813-825.

Krishnan, V. and C. Loch, "A Retrospective Look at Production and Operations Management Articles on new Product Development", Production and Operations Management, Vol. 14 No. 4, (Winter 2005), 433-441.

Krishnan, V. and C. Loch "Introduction to the Special Issue: Management of Product Innovation, Production and Operations Management", Vol. 14, No. 3, Fall 2005, 269-271.

Sawhney, M., S. Balasubramanian and V. Krishnan, "Creating Growth with Services", Sloan Management Review, Vol. 45, No. 2, (Winter 2004), 34–43.

Krishnan, V. and S. Bhattacharya, "Technology Selection and Commitment: The Role of Uncertainty and Design Flexibility", Management Science, Vol. 48, No. 3, (March 2002), 313-327.

Bhattacharya, S., V. Krishnan, and V. Mahajan, "Capturing the Effect of Technology Improvements on Product Positioning and Introduction Sequence Decision Making", European Journal of Operations Research, Vol. 149, (2003) 102-130.

Krishnan, V. and S. Gupta, "Appropriateness and Impact of Platform-Based Product Development", Management Science, Vol. 47, No. 1, (January 2001), 52-68.

Krishnan, V. and K. Ulrich, "Product Development Decisions: A Review of the Literature", Management Science, Vol. 47, No. 1, (January 2001), 1-21.

Balasubramaniam, S., V. Krishnan, and M. Sawhney, "New Offering Realization in the Networked Digital Environment", in Digital Marketing, edited by V. Mahajan and J. Wind, John Wiley & Sons, December 2000.

Gupta, S. and V. Krishnan, "Integrated Component and Supplier Selection For a Product Family", Production and Operations Management, Vol. 8, No. 2, (1999), 163-181.

Krishnan, V., R. Singh, and D. Tirupati, "A Model-Based Approach For Developing a Family of Technology-Based Products", INFORMS Journal on Manufacturing and Service Operations Management, Vol. 1, No. 2, (1999), 132-156.

Krishnan, V., "Modeling Ordered Decision Making in Product Development", European Journal of Operations Research, Vol. 111, No. 2, (December 1998), 351-368.

Bhattacharya, S., V. Krishnan, and V. Mahajan, "Managing New Product Definition in Highly Dynamic Environments", Management Science, Vol. 44, No. 11, (Nov. 1998 Part 2 of 2), S50-S64.

Gupta, S. and V. Krishnan, "Product Family-Based Assembly Sequence Design Methodology", IIE Transactions, 30, (1998), 933-945.

Krishnan, V., S. D. Eppinger, and D. E. Whitney, "Simplifying Iterations in Cross-Functional Design Decision Making", ASME Journal of Mechanical Design, Vol. 119, (No. 4, December 1997), 485-493.

Krishnan, V., S. D. Eppinger, and D. E. Whitney, "A Model-Based Framework for Overlapping Product Development Activities", Management Science, April 1997, 437-451.

Kalyanaram, G. and V. Krishnan, "Deliberate Product Definition: Customizing the Product Definition Process", Journal of Marketing Research, April 1997, Vol. XXXIV, 276.

Krishnan, V., "Managing the Simultaneous Execution of Coupled Tasks in Concurrent Product Development", IEEE Transactions in Engineering Management, Vol. 43, (No. 2, May 1996), 210-217.

Krishnan, V., S. D. Eppinger, and D. E. Whitney, "Accelerating Product Development by the Exchange of Preliminary Information", ASME Journal of Mechanical Design, Vol. 117, (December 1995), 491-498.

#### PAPERS UNDER REVIEW OR IN PREPARATION FOR SUBMISSION

Krishnan, V. and P. Lacourbe, "Sustainable Innovation: Designing Product Lines That Improve Environmental Quality". Under review.

Maki, K. and V. Krishnan, "Collaborative Innovation and Knowledge Creation: Theory and Testing with a Natural Experiment in Japan". Under review.

Krishnan, V., O. Mnysheno, and H. Shin, "Inclusive Innovation: Broader Market coverage for Innovative New Products". Under review.

Chen, W., V. Krishnan and K. Zhu, "Release Early, Release Often"? An Empirical Analysis of Release Strategy in Open Source Software Co-Creation". Under review.

#### PUBLISHED (REFEREED) CONFERENCE PROCEEDINGS

Krishnan, V., S. D. Eppinger, and D. E. Whitney, "Iterative Overlapping: Accelerating Product Development by Advance Information Exchange", *Proceedings of ASME Design Theory and Methodology Conference*, Fall 1993.

Krishnan, V., S. D. Eppinger, and D. E. Whitney, "Towards a Cooperative Design Methodology: Analysis of Sequential Decision Strategies", *Proceedings of ASME Design Theory and Methodology Conference*, Fall 1991.

Rinderle, J. R. and V. Krishnan, "Constraint Reasoning in Concurrent Design, *Proceedings of ASME Design Theory and Methodology*, Fall 1990.

#### RECENT INVITED PRESENTATIONS

University of Chicago

University of Michigan

Stanford University (GSB)  
University of California, Los Angeles  
Harvard Business School  
University of Southern California  
University of California, Irvine  
University of California, Davis  
Massachusetts Institute of Technology  
INSEAD  
University of Virginia Darden School  
Indian School of Business  
Duke University  
University of Florida  
University of Texas (Dallas)  
Southern Methodist University  
Carnegie Mellon University

#### CONFERENCE PRESENTATIONS

2013 Annual INFORMS Conference, Minneapolis, October 2013.  
17th Pacific Asia Conference on Information Systems (PACIS 2013), Jeju Island, Korea  
University of Utah, Product and Service Innovation Conference, February 2013  
Marketing Science Conference, Boston MA, 2012.  
University of Utah, Product and Service Innovation Conference, February 2011  
2007 Annual INFORMS Conference, Seattle, WA.  
Seventeenth Annual POMS Conference 2006, Boston, MA.  
Seventeenth Annual POMS Conference 2006, Boston, MA.  
INFORMS Annual Meeting 2004, Denver, CO.  
M&SOM Conference 2004, Eindhoven, Netherlands.

#### CASE STUDIES AND BUSINESS ARTICLES

Krishnan, V., K. Ramachandran, and S. Prestrelski “Innovation-Driven Growth at Amylin Pharmaceuticals, Inc.” (2009), Case study used in classes.  
Krishnan, V. and K. Ramachandran “Project Management in the Knowledge Economy” (2006), Introductory unpublished teaching note.  
Krishnan, V. and I. Bardhan, “[Clearly Productive: Research using the CLEAR index finds effectiveness just as important as efficiency in improving productivity](#),” Optimize Magazine, Issue 39, January 2005  
Krishnan, V. and J. Skilbeck, “Cynosure technologies: E-Procurement Strategy”, The University of Texas at Austin Business School Case, June 1999, Rev. June 2000.

Krishnan, V., “E-Business Innovation at Golfsmith”, The University of Texas at Austin Business School Case, June 1999, Rev. June 2000.

Thomke, S, V. Krishnan, and A. Nimgade, “Product Development at Dell Computer Corporation”, Harvard Business School Case N9-698-113, June 1998 (currently on the Harvard Business School best-selling cases list).

### HONORS AND AWARDS

Most Valuable Professor, Executive MBA Program, University of California, San Diego 2012 (Also consistent recipient of good instructor ratings for the Lab to Market course)

Distinguished Fellow, Production and Operations Management College of Product Innovation & Technology Management, Charlotte NC 2012.

Most Valuable Professor, Executive MBA Program, University of California, San Diego 2009

CBA Foundation Research Excellence Award for Assistant Professors, University of Texas Graduate School of Business, 1997.

Best Instructor in the Executive Masters Program at the IC2 Institute, The University of Texas at Austin. 1997, 1998.

Graduate Business Council Outstanding Elective Instruction Recognition, The University of Texas Graduate School of Business, Fall 2002.

Trammell/CBA Foundation Teaching Excellence Award for Assistant Professors, The University of Texas Graduate School of Business, 1997.

Teaching Excellence Award from the University of Texas Graduate Business Council in recognition of excellence in teaching in the MBA core curriculum, 1993. Business school nominee for the teaching award for the “Best Assistant Professor in Core teaching” in 1995 and 1996.

Invited as an expert lecturer in Round Table Group’s bootcamp on New Product and Business Innovation.

Chaired invited sessions on Managing Product Development in ORSA-TIMS conferences in Fall 1992, Spring 1994, Spring 1995, and Spring 1997 conferences. Invited to chair a cluster of sessions on product development for the Fall 1997 conference in Dallas and Fall 2002 conference in San Diego.

Cited in numerous business publications including the Wall Street Journal and the San Jose Mercury.

### GRANTS

Co-PI on a \$12 Million NIH grant “Center for Accelerating Innovation”, 2013 with UCLA, UCSF, UCI and UC-Davis Medical Schools.

Curriculum Development Grant from University of California Office of the President (UCOP) to develop an online course titled, “New Service Innovation”.

Research grant from UCOP to organize a Center for Service Science (April 2013).

PI or Co-PI in Proposals currently under review at NIH and NSF, involving substantial time commitment.

Research grant from Ford Foundation to identify methods to improve new product development.

Grant from IBM to prepare teaching material on the impact of e-business on operations.

Research grant from Dell Computer Corporation to study the impact of information technology on new product development.

Research grant From Ford Motor Company to study product development flexibility.

Research grant From National Instruments for research on product family development.

Research grants from the International Motor Vehicle Program at MIT for research on product development and supply chain management, 1995.

Research award from the Marketing Sciences Institute - one of six nationally selected proposals, co-authored with R. Singh and Vijay Mahajan, April 1995.

### **Doctoral Student Advising (2010-2013)**

Kanetaka Maki (Rady, Committee Chair)

Lakshmi Nittala (Committee Chair)

Deborah Anne (Economics, Committee Member)

Wei Chen (Rady, Committee Member)

### **Internal (Rady) Service Contributions**

Chaired ad hoc committees for numerous Rady colleagues (not named to keep information confidential)

Lab to Market curriculum faculty coordinator involving weekly meetings with adjunct faculty and MBA students in flex and full time program to discuss project ideas.

Participation/Presenter in MBA Student Orientation and Outreach Programs; Regular Attendee in Graduation Dinners and Commencement Ceremonies

ITO area seminar, recruitment, and PhD admissions coordination

Represented Rady School in central campus committees (undergraduate minor program approval committee, Chairs council, Health Sciences MBA presentation to the Chairs, etc.)

### **University and Rady School Service Contributions**

Campus Education Initiative Member Appointed By Executive Vice Chancellor (August 2012-Current)- About 50 Hours of Service, including the main committee, transferable skills subcommittee, and the graduate students skills subcommittee (with Dean Kim Barrett)

Subcommittee on “Real-World Preparedness/Transferable Skills/Career Competencies” (1 hour meeting for 4-5 months and editing of documents)

Campus Design Initiative Committee Member, Appointed By Rady Dean and Executive Vice Chancellor, 2011-2012. (1-2 hour meeting every week for 6 months; About 40 hours of meetings).

Campus Design Initiative Special All-day Conference Co-Organizer, Jan 2012.

Campus Design Initiative Steering Committee Member, Feb-May 2012.

Campus Energy Initiative Select Committee (August 2011-May 2012) – About 20 hours of service

Strategic Planning Focus Groups Participation organized by McKinsey on Online Education and Environment

Vice Chancellor for Research Informal Group on Technology Transfer and Innovation (Aug 2012-Current)

Health Sciences MAS in Clinical Research advisory council service (Quarterly Meetings)

Health Sciences CTRI advisory council presentation in front of Deans of Medical Schools from around the country

SIO MAS in Marine Biology and Conservation Advisory Council

SIO Strategic Planning Weekend Faculty Retreat

Cal-IT2 Funding Proposal Review Panel

Professional Service Contributions

INFORMS, POM, Service Science, AACSB