

MITZI M. MONTOYA

EDUCATION

Michigan State University, East Lansing, Michigan
Ph.D. (1995) Business (major: Marketing; minor: Statistics)
B.S. (1990) Applied Engineering Science, High honor

ACADEMIC APPOINTMENTS

Strategic Advisor

<i>Dean, Lundquist College of Business, University of Oregon</i>	Feb 2020 - present
<i>Dean, College of Business, Oregon State University</i>	Oct 2019 - present
<i>Dean, Isenberg School of Management, University of Massachusetts-Amherst</i>	Oct 2019 - present
<i>Dean, Carson College of Business, Washington State University</i>	Oct 2019 - present

Washington State University

<i>Provost and Executive Vice President</i>	Aug-Oct 2019
<i>Professor, Carson College of Business</i>	Aug 2019-present

Oregon State University

<i>Sara Hart Kimball Dean and Professor, College of Business</i>	2015-2019
<i>Executive Dean, OSU Business and Engineering Division</i>	2018-2019
<i>Senior Administrator, OSU Portland Operations</i>	2017-2019

Arizona State University

<i>Vice President and University Dean of Entrepreneurship & Innovation</i>	2014-2015
<i>Vice Provost –ASU Polytechnic Campus</i>	2011-2014
<i>Dean, College of Technology & Innovation (CTI)</i>	2011-2014
<i>Executive Dean, College of Technology & Innovation</i>	2010-2011
<i>Faculty Athletics Representative to NCAA and PAC-12</i>	2010-2011
<i>Professor, College of Technology & Innovation, W.P. Carey School of Business</i>	2010-2015

North Carolina State University

<i>Assistant Dean of Research, College of Management</i>	2009-2010
<i>Zelnak Professor of Marketing & Innovation, College of Management</i>	2006-2010
<i>Full Professor, College of Management</i>	2003-2010
<i>Associate Professor, College of Management</i>	1999- 2003
<i>Assistant Professor, College of Management</i>	1995-1999

University of Surrey - Guildford, England

<i>Visiting Lecturer</i>	Summer 2008, 2009
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Duke University

<i>Visiting Assistant Professor -- Fuqua School of Business</i>	1998
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Michigan State University

<i>Assistant Director, Industrial Development Institute</i>	1991-1992
<i>Research and Teaching Assistant, Eli Broad School of Business</i>	1991-1995

LEADERSHIP DEVELOPMENT

American Council on Education (ACE) Fellow

<i>Arizona State University – Mentored by the President and Provost</i>	2009-2010
<i>North Carolina State University – Mentored by the Vice Chancellor of Research</i>	2009-2010

Council for Advancement and Support of Education (CASE)

<i>Advanced Development for Deans and Academic Leaders</i>	2011
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Advancement Resources

<i>Development Leadership</i>	2017-2018
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LEADERSHIP ACCOMPLISHMENTS

Washington State University – Provost and Executive Vice President

- Managed 10 academic units plus Honors and Libraries with a \$1.1B operating budget, including nearly 7000 faculty (full and part-time), 31,700 students and \$356M in research expenditures.
- Created Vice Provost for System Innovation & Policy role to lead system redesign projects.
- Completed audit of the enrollment management function and plan for transitioning to an integrated system-wide enrollment management model.
- Launched academic financial planning process with the colleges to provide structured budget proposals to the CFO.
- Launched project with the CFO to analyze performance-based budget model options.
- Initiated an Academic Infrastructure Working Group to provide structured input from the colleges regarding academic unit infrastructure needs.
- Launched framework for a system-wide Corporate Engagement Office including all campuses, the foundation and select colleges.
- Launched project to develop a system-wide Professional and Continuing Education function in WSU Global Campus, including all campuses and select colleges.

Oregon State University – Dean, College of Business

- Managed \$57M budget (all funds), including 225 faculty and staff (full and part-time), 4800 students (graduate and undergraduate) in 3 locations (Corvallis, Portland, Bend) plus online.
- Managed the College's transition to the new university hybrid RCM model.
- Student Success Initiatives
 - o *Recruiting.* Developed a recruiting function in the college, including expansion of the marketing team and CRM tool set. Undergraduate enrollment grew 28% and graduate online and hybrid (MBA/MS) enrollment grew 47% in 3 years.
 - o *Retention.* Established student development committees at undergrad and grad levels. Worked through shared governance to redesign the undergrad and grad curricula (including innovative co-curricular components focused on student engagement) launched in 2016. Freshman retention improved from 78% to 90% in 3 years without changing admission requirements or retention standards. The 6-year graduation rate improved from 54% to 74% for the first affected cohort, primarily due to the elimination of a secondary admission process for juniors. Generated \$5.3M in gifts and grants to build and extend the student engagement model. Created scholarships for experiential learning, emergency aid and completion grants.
 - o *Placement.* Improved student job placement (6-months post-graduation) from 72% to 89% for undergraduates and from 84% to 100% for the part-time MBAs.
 - o *Program Ranking.* Advanced US News rankings of the MBA part-time program from “not ranked” to #57 in 2019 on US News & World Report, tied with Purdue, NC State University and Florida State University.
- Faculty Success Initiatives
 - o *Faculty Engagement.* Launched a new committee on faculty development to focus on community building and communication. The committee provides input on all college matters and it sources professional development opportunities for faculty.
 - o *Research Advancement.* Designed and implemented new hiring and compensation processes and policies to advance the caliber of the college research portfolio, including new market-based compensation policies, research awards/grants and refined performance evaluation processes. The changes led to a 51% increase in top-tier publications in 3 years (controlling for faculty size).
 - o *OSU-Cascades.* Redesigned the faculty role for business faculty at the OSU-Cascades to improve effectiveness. Outcomes included drastically improved faculty retention (from 0% to 85%), aligned programs to meet accreditation standards for staffing, grew enrollment 33%, and increased research publications fourfold.

- Alumni Engagement and Fundraising Initiatives. Built the first advancement team at OSU inside a college, including a Director of Advancement and team responsible for event planning, data analytics, marcomm and stewardship. Developed and executed a comprehensive engagement strategy, segmented by alumni audience, including the launch of multiple embedded alumni engagement platforms to facilitate partnership with the alumni association and foundation. Established strategic plan and \$110M goal for the current \$1B OSU Campaign (launched 2019) and raised \$24M from individual donors, corporations and foundations.
- Launched a new standing committee on Equity, Diversity and Inclusion (EDI) with representatives from the faculty, staff and students. The committee launched the EDI Advocates program to embed EDI representatives in all college functions. The committee led the development of new hiring, promotion and tenure requirements that incorporate EDI principles.
- Created two university-wide Centers: (1) the Advancement of Women in Leadership center, serving over 400 industry professionals annually, and (2) InnovationX, a center for the Advancement of Innovation and Entrepreneurship, serving all OSU students and the community (~1500 participants per year).
- Launched the corporate engagement function in the College to advance employer relations, corporate sponsorship and corporate education partnerships. Generated \$5M in corporate gifts, sponsorships, contracts and employee scholarships.

Oregon State University – Senior Administrator, Portland Center

- Led the design, opening and operation of the 40,000 sf OSU Portland Center in downtown Portland (opened Fall 2018). The OSU Portland Center is the new base for OSU's Portland operations housing the foundation, faculty/staff offices and classrooms.
- Facilitated development of new hybrid delivery model for Portland programs, including negotiation with the Oregon Higher Ed Commission for policy change and approval.
- Managed internal bridge fund grant program (\$250K) for the Provost Office and mentored the faculty and administrators leading hybrid programs launched in Portland, including computer science, psychology, public health and business programs.
- Advanced changes in OSU university marketing, enrollment marketing, recruiting and transfer processes to improve transfer student access.
- Led the development of new partnerships with Portland, Salem and Eugene metro community colleges, including onsite advising and streamlined transfer processes. Grew transfer enrollment in the College of Business by 28% over 3 years.
- Led university engagement with Portland metro area municipalities and economic development agencies to build partnerships.
- Developed scholarships for Portland hybrid program students to improve financial access for lower-income students.

Arizona State University – Vice President & University Dean, Entrepreneurship + Innovation

- Designed the E+I unit at ASU including a staff of 14 and a budget of \$10M (all funds). The mission of the new Office of E+I was to advance and scale engagement in entrepreneurship across all units at ASU, as well as in the external community. The unit worked as a partner to all colleges and in collaboration with the ASU technology commercialization.
- Designed and executed a comprehensive university-wide student engagement strategy for E+I
 - o Created Launch Days to drive student awareness of entrepreneurship-related opportunities and services. Achieved goal of reaching 10% of the student body in year 1 with 8000+ students reached, 700+ mentoring sessions delivered, 150+ students participating in open pitch sessions, and 54 faculty partners.
 - o Launched university-wide Innovation Challenge series -- competitions hosted by various colleges to engage students and faculty in solving problems posed by external sponsors. A total of 592 students participated from 75 majors with \$120K in sponsorships.

- Developed and launched ASU Startup School, a free open education resource (online), as the scalable curricular backbone of all E+I programs. Delivered 400+ hours of instruction in year one.
- Managed the Edson Student Entrepreneurship program, awarding \$250K annually in seed funds to student teams.
- Created pilot E+I First Year Fellows to recruit high school entrepreneurs to any major.
- Created women's entrepreneurship initiative to advance participation of women; awarded \$230K in grants/gifts to advance programming.
- Created veterans entrepreneurship initiative to advance participation of veterans; implemented entrepreneurship office hours in all Pat Tillman veterans' centers.
- Designed a comprehensive university-wide faculty engagement strategy for E+I
 - Created Startup School and bootcamp for faculty and graduate students, including weekly office hours; delivered 23 workshops to departments across the university.
 - Created a teaching and learning resource for faculty interested in teaching entrepreneurship modules in their classes.
 - Provided contract and grant support services with boilerplate E+I content, cost share options and collaborative contributions as requested. Supported 12 proposals – submitted \$9.3M, awarded \$5.7M.
- Designed a comprehensive community engagement strategy for the Phoenix metropolitan area
 - Created public-private partnership with the City of Chandler and the Silicon Valley based company TechShop to create the ASU Chandler Innovation Center, a 35K square foot open prototyping/fabrication facility and teaching facility. Performance in Year 1: 1680 members, 450 ASU student members and over 2500 K12 students engaged.
 - Created the Entrepreneurship Outreach Network, a collaboration with regional public libraries and economic development organizations to provide access to entrepreneurship resources in local communities. Awarded \$249K from IMLS to reach 20 AZ libraries.
 - Established Entrepreneurship Metro initiative to facilitate systematic collaboration with regional ecosystem partners. Active engagements include: Create Phoenix project, Phoenix StartupWeek, City of Mesa LaunchPoint accelerator, City of Tempe incubator plan, City of Chandler TechShop facility, City of Scottsdale McDowell Road revitalization plan, library network, Lake Havasu makerspace plan, Greater Phoenix Economic Council Velocity project, and the Arizona Commerce Authority small-medium enterprise (SME) project.
 - Rebuilt the Arizona Furnace accelerator program that is open to the community and focused on commercializing university intellectual property.
 - Co-PI on a \$1M Department of Defense grant to design and execute an accelerator program to transfer technology from army, navy and air force labs in New York, California and Massachusetts.
 - Designed and piloted the Arizona ScaleUp program focused on licensing technology to existing SMEs in Arizona.
 - Created the Teaching Innovation Fellows program to provide professional development training on embedding E+I content into the curriculum for high school educators. Implemented with cohorts in 4 regions of the country. Awarded \$1.5M grants from Verizon Foundation and Cisco Foundation.

Arizona State University – Dean, College of Technology & Innovation (CTI)

- Managed \$42M budget (all funds) including 185 faculty and staff (full and part-time) and 3500 students.
- Led multiple major restructurings to develop a differentiated position for the campus and college; included navigating -23% budget cuts in the downturn to +39% budget expansion due to

- enrollment growth. Ultimately, designed and brokered the merger of CTI into the Ira A. Fulton Schools of Engineering and transitioned some programs to the W.P. Carey School of Business.
- Redesigned college budgeting to an activity-based model with resource allocation by plan; created faculty-led academic program planning and enrollment modeling functions which led to a reduction in the number of degree programs from 35 to 17 (with no loss of faculty).
 - Created the college development function and raised \$15.5M over 3 years.
 - Collaborated with central to transform ASU's enrollment marketing approach for small campuses. Grew total CTI enrollment by 57% (to 3500) in 3 years. Increased retention from 73% to 89% in 3 years without changing admission requirements or retention standards.
 - Established faculty development workshop series and established a research seed fund program.
 - Created research administration function in CTI which grew participation in proposal submissions from 64% to 86% of faculty and grew research awards 25% from \$16M to \$21M over 3 years.
 - Created Collaboratory model for industry-sponsored research and services. Awarded (co-PI) ASU's first USAID contract (\$10M) focused on alternative energy technology training; awarded (co-PI) the Aerospace & Defense Research Collaboratory by Science Foundation AZ in partnership with defense contractors (\$2M); lead college for the DOE national Algae Testbed Public-Private Partnership (\$35M).

Arizona State University - Vice Provost, Polytechnic Campus (Mesa, AZ)

- Managed 612 acre campus in Mesa, AZ that includes a range of partners: Chandler-Gilbert Community College, East Valley Institute of Technology (a public trade school), ASU K12 schools, several non-profit organizations, a commercial airport, multiple research facilities, programs from 6 ASU colleges, 8 residence halls plus other housing, dining and recreational facilities.
- Campus Student Life Initiatives:
 - o Launched multiple engagement initiatives with the Dean of Students to change the student culture at Poly from a commuter campus to a vibrant residential campus.
 - o Oversaw opening of a new residence hall, dining hall and student recreation center at the Polytechnic campus; coordinated with Dean of Students to embed educational activities in the residence hall including classes, tutoring and peer-mentoring.
 - o Designed and taught campus-wide MAKE Your Ideas Happen course series.
 - o Launched program to seed fund student venture projects.
 - o Created Startup Labs – open prototyping facility (makerspace).
- Cross-College and University Initiative Collaborations
 - o Served as the Polytechnic campus representative on multiple ASU advisory boards – Learning Sciences Institute, Security & Defense Systems Institute, Global Institute of Sustainability, BioDesign Institute, and Center for Science and the Imagination.
 - o Collaborated with Ira A. Fulton Schools of Engineering on joint recruiting efforts, cross-unit advising processes and engineering entrepreneurship courses. Ultimately transitioned CTI into the Ira A. Fulton Schools of Engineering.
 - o Collaborated with W.P. Carey School of Business on university-wide joint entrepreneurship certificate and the Technology concentration for a BA Business degrees. Ultimately transitioned CTI's agribusiness and entrepreneurship programs into W.P. Carey School of Business.
 - o Collaborated with Walter Cronkite School of Journalism on dual degree planning (Journalism and Graphic Information Technology).
 - o Collaborated with Herberger Institute for Design and the Arts on Global Resolve (social entrepreneurship) program, shared space for art/music at the Poly campus and planning for Product Development degree.

- Collaborated with School of Sustainability on university-wide energy certificate, industry sponsored projects and Global Resolve program (social entrepreneurship).
- Collaborated with College of Health Solutions on Health Systems Management degree and partnership with Mayo Clinic for human factors projects.
- Collaborated with Barrett the Honors College on joint space planning and joint recruiting at the Poly campus.
- External Community Engagement
 - Established Chandler Innovation Center partnership with the City of Chandler and TechShop, a first-of-its-kind in the US, public-private partnership to create open (public and university-wide) access to a 35K square foot prototyping and fabrication facility with classrooms.
 - Established partnership with City of Mesa for LaunchPoint Accelerator at Poly, a public-private partnership for new venture acceleration.
 - Established annual Spark App League competition with Town of Gilbert, an open-data initiative focused on teaching high school students mobile app design.
 - Established Startup Village, a living-learning community for new venture launches, in the former Williams AFB officers' housing at the Polytechnic campus.
 - Established partnerships with Mesa Arts Center and Chandler Center for the Arts to provide art-related activities on the Polytechnic campus.
- Diversity and Pipeline Development Initiatives at Poly
 - Created Women's Council for Science and Engineering to develop scholarships and mentoring network for women students in science and engineering; sponsored Women in STEM and Women Entrepreneurs student organizations.
 - Established partnership leading to ongoing NSF and corporate sponsored grants with the Director of the Navajo Nation Office of Diné Science, Mathematics, and Technology (ODSMT) on collaborative STEM education initiatives.
 - Partnership with student affairs on Disability as a Catalyst for Innovation course.
 - Established recruiting partnership with the Society of Hispanic Professional Engineers.
 - Annual host for César E. Chávez Leadership Institute with lab tours and visits with faculty.
 - Annual host for Junior ROTC with lab tours and visits with veteran faculty.
 - Annual host for multiple events with multiple Arizona Dept of Education CTE organizations.
 - Annual host for Homeschool Association STEM Day.
 - Earned Google Diversity award (2013) for pipeline development and student services.
 - Proactively recruit and promote women faculty and staff leaders.
 - Created CTI Academy (K12 STEM camps and programs for students and educators) serving over 1500 K12 students annually, supported by various grants and partners.
 - Partnered with the ASU Poly Preparatory Academy (K12) to provide access to courses and labs for high school students.

North Carolina State University

- Established College of Management research administration unit and served as the inaugural Assistant Dean of Research; established internal seed fund for research grants to increase participation in federal grant submission (atypical for a b-school). Annual expenditures on grants and contracts increased from \$200-\$300k per year before this position was created to over \$1 million in most years since 2008-09.
- Created and managed university-wide Advanced Medical Technology industry cluster for Vice Chancellor of Extension and Engagement.
- Created and managed university-wide Health and Well-Being Strategic Research Initiative for Vice Chancellor of Research and Graduate Studies.

- Awarded grant from UNC-General Administration to implement system-wide research tool (REACH-NC, Elsevier/SciVal) for NCSU, UNC-Chapel Hill and Duke as initial partners.
- Designed and led the project-based Innovation Lab for 14 years with faculty and students from the Colleges of Management, Design, Engineering and Textiles, including 52 projects, 39 sponsors and over \$2M in project support. The Innovation Lab was recognized in *Business Week* as one of the top D-schools and one of *Forbes'* Most Innovative Business School courses in 2010. The Lab became the foundation of the MBA concentration in Innovation Management and resulted in cluster hire funding from the Provost as part of the "Design and Innovation" cluster.

PAPERS IN REFEREED JOURNALS Google Scholar Citations: 11,880 (accessed on 03/05/2020)

Bala, Hillol, Anne P. Massey and M. Montoya (2017), "The Effects of Process Orientations on Collaboration Technology Use and Outcomes in Product Development," *Journal of Management Information Systems*, 34 (2), 520-559.

Kang, Wooseong and M. Montoya (2013), "The Impact of Product Portfolio Strategy on Financial Performance: The Roles of Product Development and Market Entry Decisions," *Journal of Product Innovation Management*, 31 (3), 516-534.

Townsend, Janell D., Wooseong Kang and M. Montoya (2013), "Brand-Specific Design Effects: Form and Function," *Journal of Product Innovation Management*, 30 (5), 994-1008.

Im, Subin, M. Montoya and John Workman (2012) "Antecedents and Consequences of Creativity in Product Innovation Teams," *Journal of Product Innovation Management*, 30 (1), 170–185.

Townsend, Janell D., M. Montoya and Roger Calantone (2011), "Form and Function: A Matter of Perspective," *Journal of Product Innovation Management*, 28 (3), 374-377.

Montoya, M., Anne P. Massey and Nicholas S. Lockwood (2011), "3D Collaborative Virtual Environments: Exploring the Link between Collaborative Behaviors and Team Performance," *Decision Sciences Journal*, 42 (1), 451–476.

Montoya, Mitzi, Anne P. Massey, and Vijay Khatri (2010), "Connecting IT Service Operations to Service Marketing Practices," *Journal of Management Information Systems*, 26 (4), 2010, 65-85.

Schmidt, Jeffrey B., Kumar Sarangee, and M. Montoya (2009), "Exploring New Product Development Project Review Practices," *Journal of Product Innovation Management*, 26 (5), 520-635.

Montoya-Weiss, M., Anne P. Massey, Caisy Hung, and Brad Crisp (2009), "Can you Hear Me Now? Communication in Virtual Product Development Teams," *Journal of Product Innovation Management*, 26 (2), 139-155.

Massey, Anne P., Vijay Khatri and M. Montoya-Weiss (2007), "Usability of Online Services: The Role of Technology Readiness and Context," *Decision Sciences Journal*, 38 (2), 277-308.

Voss, Glenn B., M. Montoya-Weiss, and Zannie Voss (2006), "Aligning Innovation with Market Characteristics in the Nonprofit Professional Theater Industry," *Journal of Marketing Research*, 43 (2), 296-302.

- Massey, Anne P. and M. Montoya-Weiss (2006), "Unraveling the Temporal Fabric of the Knowledge Conversion Process: A Dynamic Theory of Media Selection and Use," *MIS Quarterly*, 30 (1), 99-114.
- Schmidt, Jeffrey B., Roger Calantone, Abbie Griffin, M. Montoya-Weiss, (2005), "Do Certified Mail Third Wave Follow-Ups Really Boost Response Rates and Quality?" *Marketing Letters*, 16 (2), 129-141.
- Massey, Anne P., M. Montoya-Weiss, Tony O'Driscoll (2005), "Human Performance Technology and Knowledge Management: A Case Study," *Performance Improvement Quarterly*, 18 (2), 37-55.
- Montoya-Weiss, M., Glenn B Voss, Dhruv Grewal (2003), "Determinants of Online Channel Use and Overall Satisfaction with a Relational, Multichannel Service Provider," *Journal of the Academy of Marketing Science*, 31 (4), 448-458.
- Massey, Anne P., M. Montoya-Weiss, Yu-Ting Hung (2003), "Because Time Matters: Temporal Coordination in Global Virtual Project Teams," *Journal of Management Information Systems*, 19 (4), 129-156.
- Di Benedetto, C. Anthony, Roger J Calantone, Erik VanAllen, M. Montoya-Weiss (2003), "Purchasing Joins the NPD Team," *Research-Technology Management*, 46 (4), 45-51.
- Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Performance-centered Design of Knowledge-intensive Processes," *Journal of Management Information Systems*, 18 (4), 37-59.
- Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Knowledge Management in Pursuit of Performance: Insights from Nortel Networks," *MIS Quarterly*, 26 (3), 269-290.
- Patrick Y K Chau, Melissa Cole, Anne P Massey, Mitzi Montoya-Weiss, Robert M. O'Keefe (2002), "Cultural Differences in the Online Behavior of Consumers," *Communications of the ACM*, 45 (10), 138-143.
- Brown, Susan A., Anne P. Massey, M. Montoya-Weiss, James R. Burkman (2002), "Do I Really Have To? User Acceptance of Mandated Technology," *European Journal of Information Systems*, 11 (4), 283-295.
- Schmidt, Jeffrey B., Montoya-Weiss, M., Anne Massey (2001), "New Product Development Decision-Making Effectiveness: Comparing Individuals, Face-to-Face Teams, and Virtual Teams," *Decision Sciences*, 32 (4), 575-601.
- Montoya-Weiss, M., Anne P Massey, Michael Song (2001), "Getting it Together: Temporal Coordination and Conflict Management in Global Virtual Teams," *Academy of Management Journal*, 44 (6), 1251-1263.
- Tatikonda, Mohan V. and M. Montoya-Weiss (2001), "The Influence of Project Execution Factors on Operational and Market Outcomes in New Product Development," *Management Science*, 47 (1), 151-172.
- Tatikonda, Mohan V. and M. Montoya-Weiss (2001) [reprint in French], "SÉLECTION INTERNATIONALE; De l'intégration des perspectives opérationnelles et marketing sur l'innovation produit: l'influence des facteurs portant sur les processus organisationnels et des compétences sur le développement de la performance" *Recherche et Applications en.*, 16 (4), 71-97.

Massey, Anne P., Mitzi Montoya-Weiss, and Kent Holcom (2001), "Reengineering the Customer Relationship: Leveraging Knowledge Assets at IBM," *Decision Support Systems*, 32 (2), 155-170.

Massey, Anne P., M. Montoya-Weiss, Caisy Hung, V. Ramesh (2001), "Cultural Perceptions of Task-Technology Fit," *Communications of the ACM*, 44 (12), 83-84.

Song, X. Michael and M. Montoya-Weiss (2001), "An Examination of the Effect of Perceived Technological Uncertainty on Japanese New Product Development," *Academy of Management Journal*, 44 (1), 61-80.

Massey, Anne P., M. Montoya-Weiss, and Sue Brown (2001), "Reaping the Benefits of Innovative IT: The Long and Winding Road," *IEEE Transactions on Engineering Management*, 48 (3), 348-357.

Montoya-Weiss, M. and Tony O'Driscoll (2000), "From Experience: Applying Performance Support Technology in the Fuzzy Front End of NPD," *Journal of Product Innovation Management*, 17 (2), 143-161.

O'Keefe, R.M., Cole, M., Chau, P., Massey, A.P., Montoya-Weiss, M., and Perry, M. (2000), "From the User Interface to the Customer Interface: Results from a Global Experiment," *International Journal of Human Computer Studies*, 53 (4), 611-628.

Montoya-Weiss, M. and Roger Calantone (1999), "A Model for Segment Selection in Industrial Product-Markets," *Marketing Science*, 18 (3), 373-395.

Song, X. Michael and M. Montoya-Weiss (1998), "Critical Development Activities for Really New versus Incremental Products," *Journal of Product Innovation Management*, 15:2 (March), 124-135.

Montoya-Weiss, M. and Anne P. Massey, Danial Clapper (1998), "On-Line Focus Groups: Conceptual Issues and A Research Tool," *European Journal of Marketing*, 32:7/8, 45-54.

Song, X. Michael, M. Montoya-Weiss, And Jeffrey B. Schmidt (1997), "The Role of Marketing in Developing Successful New Products in South Korea And Taiwan," *Journal of International Marketing*, 5:3, 47-69.

Song, X. Michael, M. Montoya-Weiss, and Jeffrey B. Schmidt (1997), "Antecedents and Consequences of Cross-Functional Cooperation: A Comparison of Marketing, R&D, and Manufacturing Perspectives," *Journal of Product Innovation Management*, 14:1 (January), 35-47.

Montoya-Weiss, M. and Roger Calantone (1994), "Determinants of New Product Performance: A Review and Meta-Analysis," *Journal of Product Innovation Management*, 11:5 (November), 397-417.

BOOKS & CHAPTERS

Lockwood, Nick, M. Montoya, A. Massey (2013), "Virtual Teams in New Product Development: Characteristics and Challenges". In Kahn, K. and R. Slotegraaf (Ed.), *PDMA Handbook of New Product Development*, 3rd edition.

Massey, Anne P., M. Montoya-Weiss and V. Ramesh. (2007) "A Multi-level Performance Framework for Knowledge Management". In Jennex, M. (Ed.), *Knowledge Management in Modern Organizations*, Idea Group, Inc.

Massey, A.P. and Montoya-Weiss M (2003). Enhancing performance through knowledge management: A checklist for action. *2003 Handbook of Business Strategy*, New York, NY: Thomson, 137-141.

Montoya-Weiss, M. (1998), Book Review of *Innovation Management: Strategies, Implementation, and Profits* (A. Allufah), *Journal of Product Innovation Management*, 15:6 (November), 578-580.

Calantone, Roger, and M. Montoya (1994), "Product Launch and Follow On," in *Managing New Technology Development*, W.J. Souder and J. D. Sherman (Eds.), New York: McGraw-Hill, Inc.

Calantone, Roger, Daniel L. Wardlow, Glenn S. Omura, M. Montoya-Weiss, Madhu Agrawal (1993), *A Selected Bibliography of Entrepreneurship Literature*, Michigan State University Press: East Lansing, MI.

Ted Haggblom, M. Montoya-Weiss, Roger J. Calantone, and C. Anthony diBenedetto (1993), *Instructor's Manual to Accompany the Product Manager's Toolbox*, NY: McGraw-Hill, Inc.

TEACHING EXPERIENCE

Strategic Management of Technology and Innovation (Graduate)
Product & Brand Management (Graduate and Undergraduate)
Product & Service Innovation Lab (Graduate and Undergraduate)
Innovation & Technology Management (Graduate)
Marketing Management and Strategy (Graduate)
Marketing Principles (Undergraduate)
Freshman Seminar (Undergraduate)
Executive Courses (domestic and international) – Innovation Strategy, Marketing Strategy

RESEARCH FUNDING

Montoya, M., Werner Dahn and Glenn Hoeker, "Pracademic Center of Excellence for Technology Transfer (PACE/T2)", Funded by *Department of Defense*. \$1 million: 1/14-4/16.

Govindasamy Tamizhmani and M. Montoya, "Vocational Training and Education for Clean Energy (VOCTEC)", Funded by *USAID*. \$10M leader award with associates Cooperative Agreement. 11/11 – 11/16.

Massey, Anne, J. Johnston and M. Montoya, "Measuring Presence in Virtual Environments," Funded by *National Science Foundation*. Total funding \$300,000: 4/11 – 4/13.

Montoya, M. and Werner Dahm, "Aerospace and Defense Initiative Research Collaboratory," Funded by *Science Foundation of Arizona* and corporate partners. \$2 million: 11/10-11/11.

Johns, Andy and M. Montoya, "NC Expertise and Research Network Visualization for Collaboration," Funded by *UNC General Administration*. Total funding \$582,000: 1/10-1/12.

Montoya, M. and A. Massey, "Linking Collaborative Virtual Presence and Performance: Scale Development and Validation," Funded by *National Science Foundation*. Total funding \$252,000: 9/09-9/10.

Montoya, M. D. Hinks and R.M. Young, “IC-CRIME: Interdisciplinary Cyber-Enabled Crime Reconstruction through Innovative Methodology and Engagement,” Funded by the *National Science Foundation*. Total funding \$1.4 million: 9/09-9/12.

Montoya, M. and M. Devetsikiotis, “Networked 3D Virtual Computing for Collaborative Environment: Towards VCL 3.0,” Funded by *IBM Faculty Award*. \$30,000: 8/09-7/10.

Kang, Woosong and M. Montoya, “Dynamic Value-Based Service Pricing”. Funded by *Xerox Corporation*. Total funding \$30,000: 5/09-6/10.

Service & Product Innovation Initiative Research Competition Gift. Funded by *Xerox Corporation*. Total funding \$40,000: 9/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *John Deere*. Total funding \$15,000: 9/08-6/09

Montoya-Weiss, M and Marian McCord. “Advanced Medical Technology Portal”. Funded by *NCSU Extension, Engagement, and Economic Development* and *Wake County Economic Development*. Total funding \$20,000: 9/08-6/09.

Montoya, M. and M. Devetsikiotis, “Collaboration for Innovation in Virtual Environments”. Funded by *CACC at NCSU*. Total funding \$50,000: 6/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *Xerox Corporation*. Total funding \$105,000: 9/07-6/08.

Montoya-Weiss, M. and Anne P. Massey, “Collaboration for Innovation in Virtual Worlds”. Funded by *Xerox*. Total funding \$20,000: 12/07-12/08.

Montoya-Weiss, M., John McCreery and Harry Perros, “Service Innovation Lab at NCSU: Course Sponsorship”. Funded by the *IBM Corporation*. Total funding \$30,000: 1/08-5/08.

Montoya-Weiss, M and Marian McCord. “Advanced Medical Technology Sector: Developing a Virtual Innovation Portal”. Funded by *NCSU Extension, Engagement, and Economic Development*. Total funding \$80,000: 8/07-6/08.

Montoya-Weiss, M., “Service Acceptance: Drivers of New Service Adoption and Success”. Funded by *Nortel Networks*. Total funding \$50,000: 8/07-7/08.

Montoya-Weiss, M. and Anne P. Massey, “Adoption of Integrated Collaboration Environments and the Effects on Productivity”. Funded by the *Eli Lilly Corporation*. Total funding \$80,000: 1/06 to 12/07.

Montoya-Weiss, M. and Harry Perros, “Service Management Introduction at NCSU: New Course Development”. Funded by the *IBM Corporation*. Total funding \$30,000: 8/06-12/06.

Kang, Woosong and M. Montoya-Weiss, “Portfolio Balance and Financial Performance”. Funded by the *Center for Innovation Management Studies (CIMS)*. Total funding \$10,000: 10/06 to 10/07.

Voss, Glenn B., M. Montoya-Weiss, Zannie Voss, “Investigating the Effects on Firm Performance of Product Portfolio Innovativeness and Organizational Learning through Experimentation”. Funded by the *National Science Foundation (NSF)*. Total funding \$83,000: 9/03-9/04.

Montoya-Weiss, M. and Anne P. Massey, “Global Virtual Teams: Overcoming Temporal Challenges and Managing Conflict Effectively”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)*. Total funding \$40,000: 1/1/01 to 1/31/02.

Winchester, Samuel, Padmini Hands, and M. Montoya-Weiss, “Constraint Based Coordination of New Product Development in the Textiles Supply Chain,”. Funded by the *National Textiles Center (NTC)*. Total funding \$153,000: 9/00-6/02.

Center for Universal Design. “Promoting the Practice of Universal Design”. Funded by the National Institute on Disability and Rehabilitation Research, *US Department of Education*. Total funding \$374,920: 1/1/98 to 12/31/00.

O’Keefe, Bob, Anne Massey, and M. Montoya-Weiss, “From User Interface to Consumer Interface”. Funded by *NCR Financial Services Knowledge Lab*. Total funding \$50,000: 10/98 to 3/99.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in Technological Innovation”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)* at Lehigh University (NSF Center). Total funding \$40,000: 3/1/96 to 12/31/98.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in New Product Development”. Funded through a competitive research award by the *Product Development and Management Association (PDMA)*. Total funding \$2,500: 6/1/96 to 7/1/97.

Massey, Anne P. and M. Montoya-Weiss, “Knowledge Management: Linking Business Processes and IT”. Funded through a competitive research award by the *Advanced Practices Council of the Society of Information Management International*. Total funding \$50,000: 9/96 to 12/98.

Montoya-Weiss, M. “Escalation of Commitment in New Product Development Teams”. Funded through the competitive research award by the Faculty Research and Professional Development fund at *North Carolina State University*. Total funding \$5,000: 1/1/97 to 1/1/98.

NCSU Innovation Lab Project Sponsors (1995-2009):

IBM, Nortel, Glaxo-Wellcome, K2, WorldCat, Martin Marietta, ToastMaster, John Deere, DaimlerChrysler, Levolor, Altec, Square D, Michelin Tire, Caterpillar, MeadWestvaco, Guilford Mills, WakeMed Hospital, Advanced Energy, Progress Energy, Medline, Medicab, Andersen Sterilizers, UNC Children’s Hospital, Needlepoint.com, Oriol Therapeutics, Inc.

HONORS & AWARDS

Product Development & Management Association	
Inaugural Doctoral Consortium Faculty Scholar	2011
American Council on Education (ACE) Fellowship	2009
NCSU Outstanding Extension Service Award	2005
Best Conference paper - Annual Hawaii International Conference on System Sciences	2001
Best Paper - AMA Summer Educators’ Conference	2000
Best Paper - Society for Information Management International Conference	1999
Best Paper - AMA Summer Educators’ Conference	1998
NCSU University Research Award	1998
Best Paper - International PDMA Conference	1996

AMA Doctoral Consortium Fellow	1994
ISBM Doctoral Dissertation Competition Finalist	1995
Eli Broad Graduate School Fellow	1994-1995

PROFESSIONAL MEMBERSHIPS & REVIEWER ACTIVITY

American Marketing Association (AMA)
Product Development and Management Association (PDMA)

Scholarly Journal Reviewer Activities

Management Science, Decision Sciences, Journal of Marketing, Journal of Product Innovation Management, Journal of the Academy of Marketing Sciences, IEEE Transactions on Engineering Management, American Marketing Association Conferences, PDMA Conferences and Dissertation Competitions.

INDUSTRY EXPERIENCE

Industry Consulting and Training

Eli Lilly, Center for Creative Leadership, Raytheon Corporation, Martin Marietta Materials, SquareD Electric, ABB, Cotton Incorporated, DaimlerChrysler, Fusion Ventures, Menasha Corporation, IBM, Xerox, Syngenta, MeadWestvaco, Dow Chemical Company, Nortel, Ixia, Raytheon Corporation, McCain Foods, EQUATE - Kuwait, Spirent Communications, COTEC - Portugal.

Higher Education Consulting and Training

Florida Polytechnic University, University of California System, Gates Foundation – NC New Schools Project, EDUCAUSE, North Carolina Triangle Research Libraries, Frye Leadership Institute.

SERVICE & ADMINISTRATIVE ACTIVITIES

Board Service and Public Service

Member, Board of Trustees, Portland Pioneer Courthouse Square, (2018-2019)
Member, Arlington Club, Portland, OR (2015-2019)
Member, Corvallis, Oregon Economic Vitality Partnership (2015-2019)
Member, Kauffman Foundation advisory board (2015)
Advisor, US Office of Science and Technology Policy -- maker movement (2015)
Member, STEM Connector board and STEM Innovation Task Force (2013-2015)
Member, Girl Scouts Arizona, STEM advisor (2010-2015)
Member, 360vantage Board of Advisors (2012); startup – acquired
Member, KnowledgeNet Board of Advisors (2012-2015); startup – acquired
Member, Exsomed Board of Advisors (2013-2015); startup
Member, Tesseract Board of Trustees (2013-2015); private school K12
Member, Launchpoint Mesa Accelerator Board of Advisors (2013-2015)
Member, TechShop Board of Advisors (2012-2015); startup
Member, PHX-Mesa Gateway Airport Authority Community Board (2011-2014)
Member, Mesa United Way Board of Advisors (2012-2014)
Member, Mesa Economic Development Advisory Board (2011-2014)
Member, Chandler Economic Development Advisory Board (2012-2014)
Member, Executive Team, Arizona Commerce Authority – UAS project (2011)
Member, East Valley Partnership Board of Advisors (2011 – 2012)
Member, East Valley Think Tank (2011-2013)

Member, East Valley Aviation Alliance Board of Advisors (2011 – 2012)
National Blue Ribbon Judge, National Real World Design Challenge (2012, 2013)
Panelist, President's Council of Advisors on Science and Technology (service science) (2011)

OSU Service

Member, OSU Search Committee for VP Enrollment Management (2019)
Member, OSU Search Committee for VP Information Technology (2019)
Member, OSU Infrastructure Working Group (2016 – 2019)
Member, OSU Foundation Investment Committee (2016)
Member, OSU Search Committees for VP Finance and Administration (2016, 2017)
Member, OSU Business Center Audit team (2017-2018)
Member, OSU Accelerator board member (2015 – present)

ASU Service

Faculty Athletics Representative to NCAA and PAC-10/12 (2010 – 2011)
Member, ASU Intercollegiate Athletics Board (2010 – 2011)
Provost Taskforce, Educational Innovation (2010 – 2011)
Provost Taskforce, Women in Science and Engineering (2012-2013)
Member, ASU East Valley Community Board (2011-2014)

NCSU Service and Administrative Appointments

Member, NCSU Strategic Research Initiatives planning team (2009-2010)
Founder and Co-Coordinator, NCSU Health & Well-Being Strategic Research Initiative (2009-2010)
Chair, College of Management Research Committee (2009-2010)
Member, Economic Development Industry Cluster planning team (2006-2010)
Founder and Co-Director, NC Advanced Medical Technology industry cluster (2006-2010)
Member, University Research Operations Council (2009-2010)
Member, University Extension Operations Council (2009-2010)
Assistant Department Head, Business Management Department (2004-2005)
Marketing Program Coordinator, Business Management Department (2003-2009)
Founder and Director, Innovation Management program (1998-2010)
Member, NCSU University Intellectual Property Committee (2002-2008)
Member, MBA Curriculum Committee (1995-2009)
Chair, MBA Curriculum Committee (2001, 2004, 2005)
University Park Faculty Scholar (2003-2007)
Member, University Park Scholars Research Grant Committee (2009-2010)
Member, University Park Scholar Advisory Committee (1996-2010)

Service to the Profession

Review Panelist, National Science Foundation (2003 – 2010)
Special Issue Editor, 2010 Special Issue of *Decision Sciences Journal*
Session Chair, 2007 Hawaii International Conference on Systems Science
Session Chair, 2005 Summer AMA Educators' Conference
Track Chair, 2004 Winter AMA Educators' Conference
Session Chair, 2002 Winter AMA Educators' Conference
Track Chair, 2001 AMS International Conference, Miami, Florida. Product Innovation Track.
Track Chair, 2000 AMA International Educators' Conference, Marketing and Technology Track
International Research Conference Chair, 2000 PDMA International Conference, New Orleans, LA
Co-Chair, 1999 PDMA Dissertation Competition
Session Chair, 1999 PDMA International Conference, Marco Island, Florida
Workshop Leader, 1997 AMA Summer Marketing Educators' Conference
Workshop Leader, 1995 Midwest DSI Annual Meeting
Workshop Leader, 1992 National DSI Conference