

## CURRICULUM VITAE

### Dr. Helena Yli-Renko

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Orfalea Director's Chair in Entrepreneurship  
Professor of Clinical Entrepreneurship  
Director, Lloyd Greif Center for Entrepreneurial Studies  
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## EDUCATION

### **Doctor of Science in Technology**, *with distinction*, December 1999

Helsinki University of Technology, Institute of Strategy and International Business  
DISSERTATION: Dependence, social capital, and learning in key customer relationships: Effects on the performance of technology-based new firms  
RESEARCH at London Business School, September 1997 - December 1999  
ADVISERS AND EXAMINERS: Professor Erkki Autio (Helsinki University of Technology), Professor Michael Hay (London Business School), Professor Howard Aldrich (University of North Carolina), Professor Harry Sapienza (University of Minnesota), and Professor Vesa Routamaa (University of Vaasa)

### **Licentiate in Technology** (predoctoral degree), *with distinction*, August 1997

Helsinki University of Technology, Department of Industrial Management

### **Master of Science in Technology**, *with distinction*, December 1995

Helsinki University of Technology, Degree Program of Industrial Management  
MAJOR: Business Strategy and International Business  
MINOR: Industrial Automation and Production Systems  
STUDIES ABROAD: Royal Institute of Technology, Stockholm, spring term 1994

### **Matriculation Examination** (*Finnish National Examination in Grade 12*), May 1991

Töölön Yhteiskoulu High School; Grade Laudatur (highest grade) in all 6 subjects

## AWARDS AND HONORS

Knight, First Class, Order of the White Rose of Finland, 2017

Top 100 Leading Professor of Entrepreneurship (global list compiled by Hot Topics), 2015

CNBC Disruptor 50 Advisory Council (group of "leading academics in innovation and entrepreneurship"), 2015-

Gerald E. Hills Best Paper Award, American Marketing Association, 2010

Academy of Management NFIB Dissertation Award, 2000

Dissertation of the Year, Finnish Academy of Science, 2000

Outstanding Young Person Award, Junior Chamber, Finland, 2001

Paper of Distinction, Babson-Kauffman Entrepreneurship Research Conference, 1999

Best Empirical Paper, International Council for Small Business World Conference, 1997

Best Paper, Entrepreneurship Development Centre World Conference, 1996

## ACADEMIC AND PROFESSIONAL EXPERIENCE

- July 2013- **Director, Lloyd Greif Center for Entrepreneurial Studies**  
**Orfalea Director's Chair in Entrepreneurship**  
**Marshall School of Business, University of Southern California**  
Lead the academic activities of the Center, including curriculum, faculty, and research; supervise the staff; manage budget and expenditures; oversee the co-curricular activities of the Center, e.g., venture competitions and incubator programs.
- 2003- **Professor of Clinical Entrepreneurship, 2017 -**  
**Associate Professor of Clinical Entrepreneurship, 2012 - 2017**  
**Assistant Professor of Clinical Entrepreneurship, 2003 - 2012**  
**Marshall School of Business, University of Southern California**  
Teach MBA and undergraduate courses in entrepreneurship. Research focusing on internationalization, growth, and performance of young, technology-based firms; governance and evolution of interfirm relationships; social capital and learning within and between organizations. Mentor and advise startup ventures.
- June 2018- **Member of the Board of Directors, OnRobot A/S**, a venture capital and private equity -backed global technology company headquartered in Denmark. OnRobot specializes in innovative end-of-arm tooling for industrial robots.
- 2011-2018 **Co-Founder and CFO, Perception Robotics**. Led the business development and fundraising activities of this technology startup that develops touch- and vision-based sensing solutions for modern industrial robots. Secured \$3M in external funding, including federal SBIR Phase 2 grants from NSF and NASA. Company was successfully sold to OnRobot A/S in June 2018.
- Summer 2011 **Visiting Professor, Aalto University**, Finland. Taught a month-long PhD seminar in entrepreneurship and worked on research projects. Aalto University is a leading university in Finland, formed in 2010 with the merger of The Helsinki School of Economics, Helsinki University of Technology and The University of Art and Design Helsinki.
- 2002-2003 **Engagement Manager, McKinsey & Company, Inc.**, Los Angeles office. Team leader in strategy engagements, focusing on software, electronics distribution, and healthcare IT. Managed joint McKinsey and client teams with 4-15 team members.
- 2000-2001 **Associate Consultant, McKinsey & Company, Inc.**, Los Angeles office. Strategy, business building and marketing engagements in a variety of industries, e.g., software, biotech, and business services.
- 1997-2000 **Research Fellow, London Business School**. Doctoral dissertation research; other projects on, e.g., the internationalization of young, technology-based firms and European venture capital.
- 1995-1997 **Lecturer and Research Fellow, Helsinki University of Technology**, Institute of Strategy and International Business. Taught courses in strategy, new venture development, marketing, and venture financing. Conducted research on Finnish technology clusters, innovation networks, and the growth of young technology-based firms. Supervised MBA and MSc theses. Project manager of European Union SME study and participated in EU Science Park Evaluation Project, Cambridge Science Park and St. John's Innovation Centre, Cambridge, UK.
- 1994-1995 **Program Director, Helsinki University of Technology**, International Business Linkage Program. Managed a full-time study program with 35 international participants; responsible for the strategic and financial planning, marketing, and operations of the program.
- 1992-1994 (project-based) **Junior Consultant, Mecrastor Oy**. Participated in strategic turn-around projects in the mechanical engineering, textile, energy, and transportation industries in Finland and Sweden; conducted business and industry analyses; interviews, data collection and analysis, and reporting.
- 1992-1994 (periodic) **Substitute Teacher, Töölön Yhteiskoulu High School**, Helsinki. Taught classes in English, Mathematics, Physics, Geography, and Biology.

## TEACHING EXPERIENCE

Courses taught at the University of Southern California, 2003-2019

- Introduction to New Ventures (elective course for full-time MBA students)
- Entrepreneurship (required core course for part-time MBA program)
- Feasibility Analysis (second-year elective MBA course)
- Cases in New Venture Management (elective MBA course)
- Leadership and Executive Development (elective MBA course)
- Management of New Ventures (undergraduate course)
- Technology Entrepreneurship (undergraduate course)

Course taught as Visiting Professor at Aalto University, Finland, in summer 2011

- PhD Seminar in Entrepreneurship

Courses taught at the Institute of Strategy and International Business, Helsinki University of Technology, 1995-1997

- Seminar in Business Strategy and International Business
- Advanced Case Seminar in Strategy
- Introduction to Technology-Based Venturing
- Special Module in Business Strategy, International Business Linkage Program
- Introduction to Marketing

Lectures in executive training programs

- YPO Entrepreneurial Energy program, July 2014 and July 2015: Introduction to Feasibility Analysis
- Global Software Executive Training Program, Los Angeles, January 2003: Developing Product-Market and Pricing Strategies
- Japanese Entrepreneur Development Program, August 2003: Industry and Competitive Analysis
- Innovation Management Program, organized by the Finnish National Fund for Research and Development (SITRA), Los Angeles, January 2003: Drivers of Entrepreneurship in Finland vs. the USA

## SERVICE

USC, University-level

- Educational Technology Advisory Committee, 2011-2015

USC, Marshall School of Business, school-level service

- Director (department chair equivalent), Lloyd Greif Center for Entrepreneurial Studies, 2013-
- GEMBA Committee, 2015
- APR process revision committee (to move to biannual performance reviews for senior faculty), 2014
- Research Committee, 2012-2013
- Clinical Faculty Committee, 2012-2013
- Graduate Instruction Committee, 2011-2012
- Undergraduate Program: Critical Thinking Initiative, 2011
- Dean's Strategic Planning Committee, 2005

USC, Marshall School of Business, Lloyd Greif Center for Entrepreneurial Studies, departmental service

- Director (department chair equivalent), 2013-
- Annual Performance Review Committee, 2013
- Faculty Search Committee, 2013
- Director Search Committee, 2012
- Organizer of the Greif Entrepreneurship Research Symposium, 2005, 2008
- Greif Center research initiatives, e.g., seminar series, web pages, Greif Research Impact Award, 2005-

Academy of Management

- Entrepreneurship Division Dedication to Entrepreneurship Award Committee member, 2016, 2017, 2018

- Entrepreneurship Division Mentor Award Committee member, 2005, 2006, 2016, 2017, 2018
- NFIB Entrepreneurship Dissertation Award judge, 2005, 2007
- Conference paper reviewer, 2000, 2004, 2005, 2007, 2010, 2013, 2014, 2016

#### Editorial Review Board Memberships

- Academy of Management Review, 2017-
- Journal of Business Venturing, 2013-
- Journal of Management Studies, 2007-

#### Ad Hoc Reviewer

- Academy of Management Journal
- Entrepreneurship Theory and Practice
- International Marketing Review
- Journal of International Business Studies
- Small Business Economics
- Strategic Entrepreneurship Journal
- Strategic Management Journal
- IEEE Transactions on Engineering Management

Academy of Finland, Reviewer, Flagship Programme for Research and Impact Clusters, 2017

Helsinki City Council, Vice-representative, 1997-2001

#### JOURNAL ARTICLES

- 1 Grossman, E, Yli-Renko, H & Janakiraman, R. 2012. Resource Search, Interpersonal Similarity, and Network Tie Valuation in Nascent Entrepreneurs' Emerging Networks. *Journal of Management* 38(6), 1760-1787.
- 2 Edelman, L and Yli-Renko, H. 2010. The Impact of Environment and Entrepreneurial Perceptions on Venture-Creation Efforts: Bridging the Discovery and Creation Views of Entrepreneurship. *Entrepreneurship Theory and Practice*, 34(5): 833-856.
- 3 Bruneel, J, Yli-Renko, H, and Clarysse, B. 2010. Learning from Experience and Learning from Others: How Congenital and Interorganizational Learning Substitute for Experiential Learning in Young Firm Internationalization. *Strategic Entrepreneurship Journal*,4(2):164-182
- 4 Yli-Renko, H & Janakiraman, R. 2008. How Customer Portfolio Affects New Product Development in Technology-Based Entrepreneurial Firms. *Journal of Marketing*, 72 (September): 131–148.
- 5 Yli-Renko, H, Autio, E & Tontti, V. 2002. Social Capital, Knowledge, and the International Growth of Technology-Based New Firms. *International Business Review*, 11: 279-304.
- 6 Yli-Renko H, Autio E & Sapienza HJ. 2001. Social Capital, Knowledge Acquisition, and Knowledge Exploitation in Young Technology-Based Firms. *Strategic Management Journal* 22: 587-613.
- 7 Yli-Renko H, Sapienza HJ & Hay M. 2001. The Role of Contractual Governance Flexibility in Realizing the Outcomes of Key Customer Relationships. *Journal of Business Venturing* 16: 529-555.
- 8 Yli-Renko H & Autio E. 1998. The Network Embeddedness of New, Technology-Based Firms: Developing a Systemic Evolution Model. *Small Business Economics* 11:253-267.
- 9 Autio E & Yli-Renko H. 1998. New, Technology-Based Firms in Small Open Economies: An Analysis Based on the Finnish Experience. *Research Policy* 26(9):973-987.
- 10 Autio E & Yli-Renko H. 1998. New, Technology-Based Firms as Agents of Technological Rejuvenation. *Entrepreneurship and Regional Development* 10:71-92.
- 11 Autio E, Yli-Renko H & Salonen A. 1997. International Growth of Young Technology-Based Firms: Resource-Based Network Model. *Journal of Enterprising Culture*, April.

## WORKING PAPERS

- 1 Yli-Renko, H, & Janakiraman, R. If It Doesn't Kill You...? How Dependence on a Key Customer Affects Young Firm Survival and Growth. Revise and Resubmit at *Journal of Business Venturing*.
- 2 Renko, M, Yli-Renko, H, & Denoo, L. Sold, Not Bought: Market Orientation and Technology as Drivers of Acquisitions of Private Biotechnology Ventures.
- 3 Denoo, L, Yli-Renko, H, & Clarysse, B. Tweaks and Pivots: The Antecedents of New Ventures' Business Model Changes in an Emerging Industry.
- 4 Denoo L, Yli-Renko, H, & Belz, A. Translating Experience into Action: Business Models as Cognitive Frames in Nascent Technology Venture.

## BOOKS, BOOK CHAPTERS, AND CASES

- 1 Denoo, L, & Yli-Renko, H. Forthcoming. Entrepreneurship in a New Digital Industry: The Emergence and Growth of Mobile Health. In Baierl, R., Behrens, J., & Brem, A. (Eds), *Interfaces between Digital Technologies and Entrepreneurship*, Springer Publishing.
- 2 Coviello, N, & Yli-Renko, H (editors). 2016. *Handbook of Measures for International Entrepreneurship Research: Multi-Item Scales Crossing Disciplines and Contexts*. Edward Elgar Publishing.
- 3 Dann, J, Yli-Renko, H, & Kim, E. 2014. Hive Lighting: The Green Solution for Hollywood? Case and Teaching Note, USCG Case #500-003.
- 4 Edelman, L & Yli-Renko, H. 2013. The Impact of Environment and Entrepreneurial Perceptions on Venture-Creation Efforts: Bridging the Discovery and Creation Views of Entrepreneurship. In: Kuratko, DF & Morris, M (eds), *Entrepreneurship and Leadership*. Edward Elgar Publishing. (Reprint of article published in *Entrepreneurship Theory and Practice*, 34(5): 833-856.)
- 5 Yli-Renko H. 2011. Preface. In: Masciarelli, F. *The Strategic Value of Social Capital: How Firms Capitalize on Social Assets*. Edward Elgar Publishing.
- 2 Yli-Renko H. 2007. Exchange Relationships in Technoentrepreneurship Research: Toward a Multi-Theoretic, Integrative View. In: Therin, F. (ed.), *Handbook of Research on Technoentrepreneurship*. Edward Elgar Publishing.
- 3 Yli-Renko H. 1999. Dependence, Social Capital, and Learning in Key Customer Relationships: Effects on the Performance of Technology-Based New Firms. *Acta Polytechnica Scandinavica, Industrial Management and Business Administration Series*, No. 5. Espoo, Finland: Finnish Academy of Technology.
- 4 Yli-Renko H & Hay M. 1999. European Venture Capital - An Overview. In: Bygrave B, Hay M & Peeters J (editors). *The Venture Capital Handbook: 1-22*. London: Financial Times Pitman Publishing.
- 5 Yli-Renko H & Hay M. 1999. The Major European Venture Capital Markets. In: Bygrave B, Hay M & Peeters J (editors). *The Venture Capital Handbook: 23-78*. London: Financial Times Pitman Publishing.
- 6 Yli-Renko H, Sapienza HJ, Autio E & Hay M. 1999. Social Capital, Relational Learning, and Knowledge Distinctiveness in Technology-Based New Firms. In: Bygrave B, Reynolds P & Sapienza H (editors). *Frontiers of Entrepreneurship Research*. Wellesley Park, MA: Babson College.
- 7 Yli-Renko H & Autio E. 1997. *New, Technology-Based Firms in Networks*. Technology Management Center, Research Publications, Helsinki University of Technology and Helsinki School of Economics and Business Administration, 1997:1.
- 8 Autio E, Yli-Renko H & Sapienza HJ. 1997. Leveraging Resources Under Threat of Opportunism: Predicting Networking in International Growth. Economic and Social Research Council and University of Cambridge Working Paper Series, Working Paper No 70.
- 9 Yli-Renko H & Autio E. 1996. The Catalyzing Impact of New, Technology-Based Firms in Industrial Technological Renewal. Technology Management Center, Research Publications, Helsinki University of Technology and Helsinki School of Economics and Business Administration, 1996:1.

- 10 Yli-Renko H. 1996. Teknologiaintensiivisen pk-yrityksen liiketoimintasuunnitelma (The business plan of a technology-based SME) In: Autio E & Virtanen M (editors). Teknologian kehittäminen pk-yrityksissä (Developing technology in SMEs): 97-122. Vantaa, Finland: Tekniikan akateemiset TEK.

## CONFERENCE PAPERS

- 1 Denoo, L, Yli-Renko, H, & Clarysse, B. 2018. Tweaks and Pivots: The Impact of Customer Ties on Young Firms' Business Model Adaptation in an Emerging Industry. AMJ Idea & Paper Development Workshop (Paris, September 2018). From Start-Up to Scale-Up AOM Specialized conference (Tel Aviv, December 2018).
- 2 Denoo, L, Yli-Renko, H, & Belz, A. 2018 and 2017. Translating Experience into Action: The Role of Business Models in Nascent Technology Ventures. Academy of Management Annual Meeting 2018: Cognition in the Rough PDW & Designing Innovative Firms PDW. Academy of Management Annual Meeting 2017: New Business Models and Cognition showcase symposium, nominated for the Emerald Best International Symposium award.
- 3 Denoo, L, Belz, A, & Yli-Renko, H. 2017. The Role of Advisors in Nascent Technology Ventures. Babson College Entrepreneurship Research Conference, Norman OK.
- 4 Denoo, L, Belz, A, & Yli-Renko, H. 2017. Is Any Advice Good Advice? The Impact of Business and Technology Advisors on Venture Emergence. Academy of Management Annual Meeting, Atlanta, GA.
- 5 Denoo, L, Yli-Renko, H, & Belz, A. 2016. Business Models as Cognitive Frames in Nascent Technology Ventures. Strategic Management Society Special Conference, Rome, Italy.
- 6 Denoo, L, Yli-Renko, H, & Clarysse, B. 2015. Tweaks and Pivots: The Antecedents of New Ventures' Business Model Changes in an Emerging Industry. Strategic Management Society Conference, Denver, CO, and Babson College Entrepreneurship Research Conference, Boston, MA.
- 7 Denoo, L, Yli-Renko, H, & Clarysse, B. 2014. The More the Merrier? How Additions to New Ventures' Alliance Portfolios Affect Business Model Change. Babson Entrepreneurship Research Conference, London, Ontario, Canada.
- 8 Renko, M, & Yli-Renko, H. 2013. Sold, Not Bought: How Market Orientation Drives Acquisitions of Private Biotechnology Ventures. Academy of Management Conference, Orlando, FL.
- 9 Yli-Renko, H, Sapienza, H, Janakiraman, R, Mani, D. 2012. The Effect of International Intensity on the Survival of Young Firms: The Moderating Roles of Firm Age and Social Capital. West Coast Entrepreneurship Research Conference, Los Angeles, CA.
- 10 Yli-Renko, H, Martín-de Castro, G., Delgado-Verde, M., and Navas-López, J.E. 2012. The Effects of Intellectual Capital on Radical and Incremental Product Innovation: A Configurational Approach. EGOS, European Group for Organization Studies, Helsinki, Finland.
- 11 Renko, M, & Yli-Renko, H. 2012. Designed to be Acquired? The Case of Private Technology Ventures. EGOS, European Group for Organization Studies, Helsinki, Finland.
- 12 Yli-Renko, H, Janakiraman, R. 2010. If It Doesn't Kill You...? How Dependence on a Key Customer Affects the Survival and Growth of Entrepreneurial Firms. Academy of Management Meeting, Montreal.
- 13 Grossman, E, Yli-Renko, H, Janakiraman, R. 2009. Resource Search, Psychological Distance, and Network Tie Formation: A Study of Network Emergence. Academy of Management Meeting, Chicago.
- 14 Yli-Renko, H, Sapienza, H, Janakiraman, R, Mani, D, and. 2009. Liabilities of Foreignness, Liabilities of Newness, and Social Capital: A Study of Exporting in Young, Technology-Based Firms. Academy of International Business Annual Meeting, San Diego.
- 15 Yli-Renko, H and Janakiraman, R. 2007. Learning from Customers for New Product Development: Effects of Customer Portfolio Size, Balance, and Relational Embeddedness. Academy of Management Meeting, Philadelphia.

- 16 Grossman, E, Yli-Renko, H, Janakiraman, R. 2007. Homophily and Resource-Seeking Behavior in New Venture Network Formation. Babson College Entrepreneurship Research Conference, Madrid, Spain. **Published in Best Paper Proceedings.**
- 17 Bruneel, J, Yli-Renko, H, Clarysse, B. 2006. How Key Partners Shape the Extent of Internationalization of Young, Technology-Based Firms. Babson-Kauffman Entrepreneurship Research Conference.
- 18 Yli-Renko, H. 2005. All your eggs in one basket? Key customer dependence of young, technology-based firms. Babson-Kauffman Entrepreneurship Research Conference. **Published in Best Paper Proceedings.**
- 19 Yli-Renko, H, Mani, D, and Sapienza, H. 2005. Exporting, Social Capital, and the Survival of Young, Technology-Based Firms. Academy of Management Meeting, Honolulu.
- 20 Yli-Renko H. 2004. Exchange Relationships in Entrepreneurship Research: A Multi-Theoretic, Integrative View. Academy of Management Meeting, New Orleans.
- 21 Yli-Renko, H, Sapienza, H, and Mani, D. 2004. Early internationalization and social capital: Effects on the survival and performance of young, technology-based firms. Babson-Kauffman Entrepreneurship Research Conference, Glasgow.
- 22 Edelman, L.F., Friga, P., Mishina, Y, Yli-Renko, H. 2004. Is What You See, What You Get? The Impact of Entrepreneurial Cognition and Resource Accumulation on New Venture Creation. Babson-Kauffman Entrepreneurship Research Conference, Glasgow. **Published in Best Paper Proceedings.**
- 23 Yli-Renko H, Autio E & Tontti V. 2000. Social Capital, Knowledge, and International Growth in Technology-Based New Firms. Strategic Management Society Annual International Conference, Vancouver.
- 24 Yli-Renko H, Sapienza H & Hay M, 1999. The Role of Relational Contracting in Realizing the Benefits of Key Customer Relationships. Academy of Management Meeting, Chicago.
- 25 Yli-Renko H, Sapienza H, Autio E & Hay, M. 1999. Social Capital, Relational Learning, and Knowledge Distinctiveness in Technology-Based New Firms. Babson – Kauffman Entrepreneurship Research Conference, University of South Carolina. **Paper of Distinction Award.**
- 26 Yli-Renko H & Autio E. 1996. The Catalyzing Impact of New, Technology-Based Firms in Industrial Technological Renewal: Developing a Systemic Evolution Model. 41st World Conference of the International Council for Small Business ICSB, Stockholm. **Third Best Paper Award.**
- 27 Yli-Renko H & Autio E. 1997. International Growth of Young, Technology-Based Firms. Proceedings of the Finnish SME Research Forum. Turku School of Economics and Business Administration, Small Business Institute.
- 28 Autio E, Yli-Renko H & Sapienza H. 1997. Leveraging Resources Under Threat of Opportunism: Predicting Networking in International Growth. USASBE (United States Association for Small Business and Entrepreneurship) Annual National Conference, San Francisco. **Best Empirical Paper Award.**
- 29 Autio E, Yli-Renko, H & Salonen A. 1996. International Growth of Young Technology-Based Firms: Resource-Based Network Model. Proceedings, 7th Entrepreneurship Development Centre World Conference, Nanyang Technological University, Singapore. **Best Paper Award.**
- 30 Autio E & Yli-Renko H. 1996. Technology Flows Catalyzed by New, Technology-Based Firms Between Industry Clusters. 4th International High-Technology Small Firms Conference, University of Twente, Netherlands.

#### **OTHER ACHIEVEMENTS AND QUALIFICATIONS**

Finnish Champion, Ladies' Team Championship in Golf, 1996

European Champion, Case Tournament in Management and Engineering Skills, Stockholm, Sweden, April 1995

Language Proficiency: Finnish (native), English (excellent), Swedish (good), German (basic)

#### **PROFESSIONAL AFFILIATIONS**

Academy of Management; Strategic Management Society; American Association of University Women