

# JOEL WOOTEN

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Moore School of Business  
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US Citizen

## POSITIONS

MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA  
*Assistant Professor* 2013-present

## EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA  
*PhD in Operations Management* 2013  
*Master of Business Administration, Honors* 2006

GEORGIA INSTITUTE OF TECHNOLOGY  
*Bachelor of Science in Industrial Engineering, Highest Honors* 2000

## RESEARCH

Wooten, J. and K. Ulrich (2017), "Idea Generation and the Role of Feedback: Evidence from Field Experiments with Innovation Tournaments," *Production and Operations Management*, 26(1), 80-99.

*Method:* Field experiment; 16,200 consumer ratings of 544 logos across 6 contests

Wooten, J. and K. Ulrich, "The Impact of Visibility in Innovation Tournaments: Evidence from Field Experiments with Innovation Tournaments," under review, March 2017.

*Method:* Field experiment, Lab; 11,480 consumer ratings of 676 logos, 16,793 pairwise similarity scores  
*Winner:* 2013 POMS Product Innovation and Technology Management Best Student Paper Award

Wooten, J., "Leaps in Innovation: The Effect of Discontinuous Progress in Algorithmic Tournaments," under review, October 2015.

*Method:* Observational data; 26,000 scored entries across 23 algorithm contests on Kaggle.com

Wooten, J., J. Donohue, K. Whitcomb, and T. Fry, "The Impact of Asymmetric Information in Sealed-Bid Procurement Auctions: An Experiment," work in progress.

*Method:* Lab experiment; 4,852 bids

Wooten, J. and S. Venkataraman, "Improving the New Product Development Pipeline: Evidence from the Pharmaceutical Industry," work in progress.

*Method:* Analytical model, Simulation; 36,000 simulation runs of pharmaceutical pipeline game

Wooten, J. and L. Kornish, "Developing Nascent Ideas: The Importance of Aesthetics in Innovation Pitches," work in progress.

*Method:* Observational data, Experiment; 528 new business idea pitches

Grushka-Cockayne, Y., S. Erat, and J. Wooten, "New Product Development and Project Management Decisions," work in progress.

*Method:* Review chapter

Wooten, J., “Implications and Validation of Innovation Tournaments: Assessing the Impact of XPRIZE,” work in progress.

*Method:* Observational data

Wooten, J., J. Donohue, K. Whitcomb, and T. Fry, “Overcoming Cost Disadvantages in Sealed-Bid Procurement Auctions: An Experiment,” work in progress.

*Method:* Lab experiment

Wooten, J., G. Georgiadis, and C. Tang, “Winning with Coalition: R&D Races and the Netflix Prize,” work in progress.

*Method:* Analytical model, Observational data; Top-20 daily leaderboard for Netflix Prize competition

## INVITED SEMINARS

2017 George Washington University – Washington, DC

2015 University of SC, Arnold School of Public Health – Columbia, SC

2015 XPRIZE – Los Angeles, CA

2014 McGill University – Montreal, Canada

## INVITED TALKS

2016 INFORMS Annual Meeting, “Panel: Emerging Themes in Technology Management”

2016 POMS Annual Meeting, “Idea Generation and the Role of Feedback”

2016 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”

2015 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”

2015 INFORMS Annual Meeting, “Optimal Shapes of Innovation Pipelines”

2015 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”

2014 INFORMS Annual Meeting, “Characterizing Ideal Funnel Shapes”

2014 HBS Open and User Innovation Conference, “Leaps in Innovation”

2014 POMS Annual Meeting, Open Innovation panelist and “Leaps in Innovation”

2014 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”

2014 Product and Service Innovation Conference, “Leaps in Innovation”

2013 INFORMS Annual Meeting, “Leaps in Innovation”

2013 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”

2013 POMS PITM Mini-conference, “The Impact of Visibility in Innovation Tournaments”

2013 Darden/Judge Entrepreneurship and Innovation Conference, “The Impact of Visibility...”

2013 POMS Annual Meeting, “Leaps in Innovation”

2013 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”

2012 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”

2012 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”

2012 INFORMS Annual Meeting, “Leaps in Innovation”

2011 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”

2011 Wharton Workshop on Empirical Research in OM, “Idea Generation and ... Feedback”

2011 Product and Service Innovation Conference, “Idea Generation and the Role of Feedback”

## TEACHING

### MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA

- MGSC 779 – Innovation and Design: S14, S15, S16
- MGSC 291 – Statistics for Business and Economics: S17 (pilot)
- MGSC 291 – Statistics for Business and Economics: S14, S14, S15, S15, S16, S16, S17, S17
- MKTG 717 – Spreadsheet Modeling: F16, S17

### CORPU

- Charles Schwab Executive Leadership Program – Managing Innovation: S14, S15, S16
- Aetna GM and P&L Program – Managing Innovation: S15, S16, F16
- Merck Europe and Canada – Identifying Opportunities for Innovation: F15
- Lincoln Financial Group – Managing Innovation: S15
- SunGard Capital Markets University – Identifying Opportunities for Innovation: S15

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

#### *Teaching Assistant, Wharton Teacher Development Program*

- OPIM 654 – Product Design and Development: W09, W10, S11, W12, W13
- OPIM 651 – Innovation, Problem Solving, and Design: F09, F10, S11, F11, F11
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 632 – Supply Chain Management: S10
- OPIM 631 – Quality and Productivity: S10
- OPIM 621 – Decision Models and Uncertainty: F09
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 416 – Design and Development of Web-based Products and Services: M11
- OPIM 415 – Product Design: S13
- MGT 654 – Competitive Strategy: S05, M05, S06
- MGT 652 – Foundations of Leadership: F05

## AWARDS

Most Outstanding Elective Professor – PMBA Program, 2014  
POMS Product Innovation and Technology Management Best Student Paper Award, 2013  
Mack Center for Technological Innovation and Wharton Entrepreneurship Fellowship, 2010-2012  
Wharton-INSEAD Center for Global Research and Education Research Award, 2010  
Wharton Risk Management Center Russell Ackoff Fellowship, 2009-2011  
Wharton Doctoral Fellowship, 2008-2012  
Joseph P. Wharton Award for Leadership and Innovation, 2006  
Georgia Tech President's Scholarship, 1996-2000  
Governor's Scholarship, 1996  
Georgia Tech Distinguished Science Scholar Award, 1995

## GRANTS

Merck research grant (with the supervision of Karl T. Ulrich) to support research on R&D portfolio management, \$128k (2007), \$255k (2008)

The Darla Moore School of Business Research Grant Program (2013, 2015, 2016)

## PROFESSIONAL ACTIVITIES

White House Frontiers Conference attendee, Interplanetary Track – 2016  
Product and Service Innovation Conference Program Chair – 2014, 2015, 2016, 2017  
POMS College of PITM, VP Outreach and Collaboration – 2016, 2017  
INFORMS Annual Meeting Cluster Chair (New Product Development) – 2016, 2017  
INFORMS Annual Meeting Invited Session Chair – 2013, 2013, 2014  
POMS Annual Meeting Invited Session Chair – 2016  
Reviewer for *Management Science* (Entrepreneurship and Innovation department)  
Reviewer for *POMS* (New Product Development, R&D, & Project Management department  
and Management of Technology department)  
Reviewer for *MSOM*  
Reviewer for *Decision Sciences*  
Reviewer for *Journal of Operations Management*  
Reviewer for *Information Systems Research*  
Moore School Faculty Advisory Committee – 2015-2018  
Moore School Graduate Program Committee, PMBA – 2014-2016

## EXPERIENCE

EASY EATS, LLC. <i>CEO</i>	2011-2013
SMATCHY, INC. <i>President and CEO</i>	2006-2009
BAIN & COMPANY <i>Senior Associate Consultant, Associate Consultant</i>	2001-2004
SOUTHERN COMPANY ENERGY MARKETING <i>Associate – Texas Region, Structuring</i>	1998, 2000

## OTHER

Ultimate Frisbee – National Champion, World Champion  
DIG Camp – Co-founder, Innovation Summer Camp, 2016, 2017  
Wharton Leadership Office – Venture Fellow, Leadership Fellow, Board presenter  
University City Hospitality Corporation – Treasurer and Board Member, 2005-2006  
Georgia Tech President's Scholarship – Regional Interviewer, 2002-2005; Retreat Fellow, 2009  
Eagle Scout