GEOFFREY DESA

UNIVERSITY OF WASHINGTON BUSINESS SCHOOL
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EDUCATION

2003-present	University of Washington, Seattle, Washington **PhD** Business Administration Major: Technology Entrepreneurship, Strategic Management Minor: Public Affairs (Dissertation Proposal Defended in April 2007, Degree Expected Spring 2008)
2001	Stanford University, Stanford, California **MS**, Electrical Engineering, Honors
1999	Georgia Institute of Technology, Atlanta, Georgia **BS**, Electrical Engineering, Highest Honors, GPA 4.0

DISSERTATION

Title "Technology Social Ventures in the Absence of Markets: Mobilizing Resources in Penurious Environments"

My dissertation examines the effect of different methods of resource acquisition on a technology social venture's ability to innovate and expand into new markets. Technology social ventures develop and deploy technology to address social needs in the areas of healthcare, education, civic participation, environment and economic development. In the first stage of my dissertation I conduct an exploratory three-year comparative field study of eight technology social ventures within a single incubator. Building upon this research, I offer a contingency perspective to explain the effect of resource acquisition on market outcomes for technology ventures, in the context of varying technological, political and regulatory institutional regimes. I test my propositions using an independently evaluated database of technology social ventures from 23 countries.

Committee Suresh Kotha (Chair), Kevin Steensma, Mina Yoo, Steven R. Smith

HONORS AND FELLOWSHIPS

2007	WRF Capital/Gates Fellow, Technology Commercialization, Seattle WA
2007	Nancy Bell Evans Center Research Grant, UW School of Public Affairs
2007	Global Business Center Social Entrepreneurship Grant, UW Business School
2006	Center for International Business Education and Research (CIBER) Fellowship
2005-2004	Research Associate, Management and Organization, UW Business School
2003	Graduate School Top Scholar Award, University of Washington
2001-1999	Graduate Student Fellowship for Electrical Engineering, Stanford University
1999	ECE Senior Scholar Prize for excellence in electrical engineering, Georgia Tech
1998	Student Faculty Advisory Council for Electrical Engineering, Georgia Tech
1997	RCA Scholarship for the study of technology in American society, Georgia Tech
1999-1996	Dean's List with Faculty Honors for each year at Georgia Tech

RESEARCH INTERESTS

Resource Mobilization and Technology Innovation in Social Entrepreneurship, Entrepreneurship and Strategic Management

PUBLISHED WORK

Desa, G. & Kotha S. 2006, Ownership Mission and Environment: An exploratory analysis into the evolution of a technology social venture, in: Mair J., Robinson J. & Hockerts K. (Eds): Social Entrepreneurship, Palgrave, NY

Desa, G. & Kotha S. 2006 Technology Social Ventures and Innovation: Understanding the Innovation Process at Benetech, in: Perrini (Ed): The New Social Entrepreneurship, Edward Elgar, UK

Desa, G. & S. Kotha 2005 Bookshare.org: A Technology Social Venture, in Strategic Management: An Integrated Approach, by Charles Hill & Gareth Jones, 7th ed.

WORKING PAPERS

"Are Social Entrepreneurs Different? An analysis into the Ethical Predispositions and Cognitive Frameworks of Social Entrepreneurial Behavior", with Tara Ceranic and Tom Jones

"Technology Social Ventures and Innovation: The effect of Knowledge Bridging on Innovation in Resource Constrained Environments", with Suresh Kotha

"The creation of a dynamic capability: A longitudinal study of Amazon.com's development of new products and services", with Suresh Kotha and Sandip Basu

"Social Entrepreneurship: Snapshots of a Research Field in Emergence"

"Firm Differences and the Performance Effect: A Review and Synthesis"

CONFERENCE PRESENTATIONS

2007	3rd International Social Entrepreneurship Research Conference, CBS, Denmark
2006	Academy of Management (TIM Division), Atlanta GA
	Minnesota Conference on Ethics and Entrepreneurship, University of Minnesota
2005	3rd West Coast Research Symposium on Technology Entrepreneurship, University of Washington
	1st International Social Entrepreneurship Research Conference, IESE Barcelona

ENGINEERING RESEARCH PUBLICATIONS

"Architecture and Protocols for HORNET: A Novel Packet-over-WDM Multiple-Access MAN" in Globecom, 2000, with I. M. White, K. Shrikhande, M. S. Rogge, S. M. Gemelos, D. Wonglumsom, Y. Fukashiro, L. G. Kazovksy

"MOSAIC: A Multiwavelength Optical Subcarrier Multiplexed Controlled Network", in IEEE JSAC, 1998 with R. Gaudino, M. Len, M. Shell, D. J. Blumenthal

ENGINEERING RESEARCH EXPERIENCE

2001	MEMS mirror surface and curvature measurement, Stanford University
2000	Metro optical network equalization architecture, Stanford University
2000	Non-linear wavelength conversion measurement, Stanford University
1999	Liquid crystal display and micro-electronic drive circuitry simulation, Georgia Tech
1998	RF, fiber optic and laser system design and evaluation, Georgia Tech

TEACHING INTERESTS

Entrepreneurship, Strategic Management, Social Entrepreneurship, Technology Innovation

INVITED LECTURES

2006	Technology and Social Entrepreneurship, MBA program, New York University, NY
2006	Social Entrepreneurship, Global Executive MBA program, National Chengchi University, Taiwan & University of Washington
2005	Northwest International Business Educators Network, University of Washington
2005	Social Ventures and Information Technology, MBA program, Indian School of Business

UNDERGRADUATE COURSES

2007 Developed the Master Teaching Portfolio for Instructors of Strategic Management at the request of the Department of Management and Organization

Instructor, University of Washington – Seattle Average student rating: 4.13/5

2005 Strategic Management (2 sections – MGMT430 capstone course)

Developed and independently taught a course on strategic management that included business-unit strategy, corporate strategy, governance and social responsibility

2004, 2005 Introduction to Entrepreneurship (3 sections – ENTRE 370 undergraduate course)

Developed and independently taught the introductory entrepreneurship course that included opportunity recognition, new venture analysis, business plan development and social entrepreneurship

Instructor, University of Washington – Bothell Average student rating: 4.14/5

2005 Business Policy and Strategic Management (2 sections – BBUS 470 capstone course)

Developed and independently taught a course on strategic management that included business-unit and corporate strategy, governance and international business

EXECUTIVE MBA COURSES

Teaching Associate, Executive MBA Program University of Washington

2006, 2007 Corporate Entrepreneurship (4 sections –EMBA 553 Executive capstone course)
Conducted sessions and provided feedback on Business Plan development

2004 Technology Management (1 section – TMMBA 525 practicum)
Advised executive MBA students on managing new product development

PROFESSIONAL SERVICE

2006	Invited Session Chair, Industry Dynamics: Market Entry and the Check-Out Line Academy of Management (BPS division) Atlanta, GA
2006	Invited Session Chair, International Social Entrepreneurship Research Conference, New York University, New York
2006	Ad-Hoc reviewer for the European Academy of Business in Society
2006, 2005	Selection Committee, Global Social Entrepreneurship Competition, UW Business School
2006, 2005	Co-organizer, West Coast Research Symposium on Technology Entrepreneurship
2004, 2003	Selection Committee MBA Business Plan Competition, UW Business School

PROFESSIONAL EXPERIENCE

2000-2002 Novera Optics Inc, San Jose CA – Optical Applications Engineer

Product: Dynamic acousto-optic gain equalizer that provides spectral flattening in optical networks.

Applications Development
Visited and trained customers in Europe and the U.S on device performance
Supported the sales and marketing team through analysis and feedback of customer data
Presented periodic technical reports to the executive management and engineering teams
Led research efforts to understand device applications in customer systems
Conducted on-site installations of hardware and software in customer systems

Product Definition
Defined and wrote engineering specifications for active opto-electronic monitors and equalizers
Evaluated product functionality and reliability through extensive simulation and measurement

Project management
Managed and scheduled hardware and software teams to design and build optical prototypes
Enabled the transfer of technology from R&D to final test and production
Organized prototype development and transfer from the research team in Korea to the U.S.

1999, 2000 Agilent Technologies, Optical Measurements Division, Palo Alto CA
Designed an optical receiver for a very high-resolution optical spectrum analyzer

1998 Hewlett-Packard, Palo Alto CA
Independently designed and built a high speed 2.5 GB/s opto-electronic loop test-bed

REFERENCES

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