

# Andrew Hargadon

Assoc. Professor, Technology Management & Entrepreneurship

Director, UC Davis Center for Entrepreneurship

Director, UC Davis Energy Efficiency Center

Chancellor's Fellow, UC Davis

Visiting Fellow, Imperial College of London

## Profile

Professor Hargadon researches, lectures, and consults on processes of innovation and entrepreneurship. He is the author of *How Breakthroughs Happen: The Surprising Truth about How Companies Innovate* (Harvard Business School Press, 2003) as well as over 40 publications in his field.

His current work focuses on the intersection between entrepreneurship and the commercialization of sustainable technologies. He founded the Center for Entrepreneurship as well as the Energy Efficiency Center at UC Davis, and serves on the advisory boards of numerous organizations and start-ups and is co-founder of two nascent and intriguing ventures.

## Experience

### **Director, Center for Entrepreneurship, UC Davis — 2004-present**

Developed and grew academic programs in entrepreneurship that bring doctoral and postdoc researchers in science and engineering into collaboration with business students and provide networking and mentoring with entrepreneurs, venture investors, and related professional service firms. Secured initial funding (\$1.25M) and built team to grow the Center's offerings from one program to six.

### **Director, Energy Efficiency Center, UC Davis — 2006-present**

Established the nation's first university Energy Efficiency Center focused on the identification, development and launch of new ventures promoting energy efficiency. Secured \$2.5M in core funding from state and private sources to establish and grow the program.

### **Associate Professor, Graduate School of Management — 2001-present**

Researched and taught the management of innovation and entrepreneurship. Published in scholarly journals such as *Administrative Science Quarterly*, *Harvard Business Review*, *California Management Review*, and *Organization Science*. Taught graduate and executive courses in managing innovation and technology.

### **Principal, The Hargadon Group, Davis, CA — 2003-present**

Advises a range of companies, from Fortune 500 firms to start-ups, on the rapid creation of value in new ventures, utilizing a set of well-developed tools and processes for moving rapidly between ideation, testing, and execution of new ventures and for exploring network strategies for exploring and enhancing business models around core offerings. Clients include Mattel, Inc., Mars/Masterfoods, and Avery-Dennison.

#### **Andrew Hargadon**

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**Assistant Professor, Warrington College of Business, U. of Florida — 1997-2001**

Lectured and conducted research in innovation and entrepreneurship.

**Product Design Engineer, Apple Computer, Cupertino, CA — 1990-1993**

Designed, engineered, and oversaw the manufacturing ramp-up of new portable computer components and peripherals for 3 generations of Apple Powerbooks. Participated in the exploration of new computing environments and opportunities as part of the initial RISC computing design group.

**Education**

**Stanford University**, Stanford, CA — PhD, Management Science & Engineering, 1998

**Stanford University**, Stanford, CA — MS, Mechanical Engineering-Product Design, 1990

**Stanford University**, Stanford, CA — MS, Mechanical Engineering-Product Design, 1986

**Skills**

Professor Hargadon advises a range of companies, from Fortune 500 firms to start-ups, on the rapid creation of value in new ventures.

He works with a well-developed set of evaluative tools and processes for moving rapidly between ideation, testing, and execution of new ventures and for exploring network strategies to develop new business models around core offerings.

He is comfortable in simultaneously engaging the technical, market, and business potential and limitations of new business ventures. This is especially useful in mentoring new ventures in green technology.

He frequently lectures and keynotes corporate seminars and workshops on the topics of innovation, design, and green technology entrepreneurship.

**Referrals**

Available on request.

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