

# Hila Lifshitz-Assaf

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Leonard N. Stern School of Business  
Kaufman Management Center  
44 West Fourth Street, 8-89  
New York NY 10012

[h@nyu.edu](mailto:h@nyu.edu)  
+1(617) 407-2377  
Citizenship: US and Israel

## EDUCATION

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**Harvard University, Harvard Business School** (2008–2014)  
Doctor of Business Administration, Management  
Committee: Michael L. Tushman (chair), Karim Lakhani, and Michel Anteby

**New York University, Stern School of Business** (2007–2008)  
MBA, Exchange program  
Research Assistant to Professor Zur Shapira, investigating the relationship between cooperative tendencies and innovation performance in startup network clusters

**Tel-Aviv University, Recanati Business School** (2004–2007)  
MBA, Major in Strategy & Entrepreneurship and Organizational Behavior Magna Cum Laude  
Research Assistant to Professor David Gilo, analyzing M&As from an antitrust perspective

**Tel-Aviv University, Buchman Law Faculty and Recanati Business School** (1997–2001)  
LLB in Law, Magna Cum Laude and BA in Management, Magna Cum Laude

**Tel-Aviv University and Tianjin University, China** (1996–1997)  
Exchange program of Chinese language and culture studies

## APPOINTMENTS

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**New York University, Stern School of Business** (2014–Present)  
Associate Professor (Sept 2020- present)  
Assistant Professor, Technology, Operations, and Statistics (2014–Sept 2020)

**Harvard University, Harvard Business School** (2019–Present)  
Faculty affiliate with Harvard Laboratory for Innovation Sciences (2019–Present)  
Visiting Scholar (2019–2020)  
Faculty Associate, Berkman Center for Internet and Society (2014–2018)

## RESEARCH INTERESTS

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Organizational theory, technological and scientific innovation processes, information and communication systems, technology, work and organizations, organizational and professional boundaries, knowledge theory of the firm, professionals, professional identity, and the sociology of expertise.

## DISSERTATION

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“Shifting Loci of Innovation: A Study of Knowledge Boundaries, Identity and Innovation at NASA,” 2014. Dissertation committee: Michael Tushman (Chair), Karim Lakhani, and Michel Anteby.

## SELECTED JOURNAL PUBLICATIONS

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Lebovitz S., **Lifshitz-Assaf H.**, and Levina N. 2022. “To incorporate or not to incorporate AI for critical judgments: The importance of ambiguity in professionals’ judgment process.” *Organization Science* (special issue on Technology in Organization). *Provisionally accepted*.

Lebovitz S., and Levina N. **Lifshitz-Assaf H.** 2021.” [Is AI ground truth really “true”?](#) [The dangers of training and evaluating AI tools based on experts’ know-what](#)”. *Management Information Systems Quarterly* (special issue on Managing AI), *Forthcoming*.

**Lifshitz-Assaf H.**, Lebovitz S., and Zalmanson L. 2021. “[Minimal and Adaptive Coordination: How Hackathons’ Projects Accelerate Innovation without Killing it](#).” *Academy of Management Journal*, *in- press*.

Gkerekakis M., **Lifshitz-Assaf H.**, and Barret M. 2021. [Crisis as opportunity, disruption and exposure: Exploring emergent responses to crisis through digital technology](#). *Information and Organization*, 31(1).

Kittur A., Yu L., Hope T., Chan J., **Lifshitz-Assaf H.**, Gilon K., Ng F., Kraut R.E., and Shahaf D. 2019. “[Scaling Up Analogical Innovation with Crowds and AI](#).” *Proceedings of the National Academy of Sciences*, 116(6), 1870–1877.

**Lifshitz-Assaf H.** 2018. “[Dismantling Knowledge Boundaries at NASA: The Critical Role of Professional Identity in Open Innovation](#).” *Administrative Science Quarterly*, 63(4), 746–782. (video: <https://www.youtube.com/watch?v=Lzw8kS1YJgM>)

Arazy O., **Lifshitz-Assaf H.**, and Balila A. 2018. “[Neither a Bazaar nor a Cathedral: The Interplay between Structure and Agency in Wikipedia’s Role System](#).” *Journal of the Association for Information Science and Technology*, 70(1), 3–15.

**Lifshitz-Assaf H.**, Lebovitz S., and Zalmanson L. 2018. “[The Art of Balancing Autonomy and Control: What Managers Can Learn from Hackathon Organizers about Spurring Innovation](#).” *MIT Sloan Management Review*, 60(2), 1–6.(video: <https://www.youtube.com/watch?v=xfSTwM4NZ2c&feature=youtu.be&t=2s>)

Arazy O., Daxenberg J., **Lifshitz-Assaf H.**, Nov O., and Gurevych I. 2016. “[Turbulent Stability of Emergent Roles: The Dualistic Nature of Self-Organizing Knowledge Co-Production](#).” *Information Systems Research*, 27(4), 792–812.

Tushman, M., **Lifshitz-Assaf H.**, and Lakhani K. 2012 “[Open Innovation and Organization Design](#).” Special Issue on Future of Organizational Design, *Journal of Organization Design*, no.

1: 24–27. (SSRN's *Top Ten* download list for Organizational Structural Designs, Innovation & Product Development)

## OTHER PUBLICATIONS

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**Lifshitz-Assaf, H.** and Lebovitz S. 2020. “[Embrace a Little Chaos When Innovating Under Pressure](#)”. Harvard Business Review, 2020, Sept 15.

F. Nagle, D. A. Wheeler, **H. Lifshitz-Assaf**, H. Ham, and J. Hoffman. 2020. “[Report on the 2020 FOSS Contributor Survey](#).” The Linux Foundation Core Infrastructure Initiative.

Beck S., Bergenholz C. , Bogers M. , Brasseur T.M., Conradsen M.L. , Di Marco D. , Distel A. P. , Dobusch L. , Dörler D. , Effert A. , Fecher B. , Filiou D. , Frederiksen L., Gillier T. , Grimpe C. , Gruber M. , Haeussler C. , Heigl F. , Hoisl K. , Hyslop K. , Kokshagina O. , LaFlamme M. , Lawson C. , **Lifshitz-Assaf H.**<sup>1</sup> , Lukas W. , Nordberg M. , Norn M. T., Poetz M., Ponti M. , Pruschak G. , Priego L.P. , Radziwon A., Rafner J. , Romanova G. , Ruser A. , Sauermann H. , Shah S.K., Sherson J. F., Suess-Reyes J., Tucci C.L., Tuertscher P., Vedel J. B., Velden T., Verganti R., Wareham J., Wiggins A. & Xu S.M. 2020. [The Open Innovation in Science research field: a collaborative conceptualization approach](#). Industry and Innovation, 1-50.

**Lifshitz-Assaf H.**, Tushman M.L., Lakhani K.R. 2018. “[A Study of NASA Scientists Shows How to Overcome Barriers to Open Innovation](#).” Harvard Business Review, 2018, May 29.

Gilon K., Chan J., Ng F., **Lifshitz-Assaf H.**, Kittur A., and Shahaf D. 2018. “[Analogy Mining for Specific Design Needs](#).” CHI '18: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. New York, NY: ACM Press.

Arazy O., **Lifshitz-Assaf H.**, Nov O., Daxenberger J., Balestra M., and Cheshire C. 2017. “[On the How and Why of Temporal Dynamics of Emergent Roles in Wikipedia](#).” CSCW '17: Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing. New York, NY: ACM Press.

**Lifshitz-Assaf, H.** 2016. “[Where are the flying cars??](#)” XRDS: Crossroads, The ACM Magazine for Students—The Future of Work special issue, 23(2), 56–61. New York, NY: ACM Press.

Lakhani, K., **Lifshitz-Assaf H.**, and Tushman M. 2013. “[Open Innovation and Organizational Boundaries: Task Decomposition, Knowledge Distribution and the Locus of Innovation](#).” Chap. 19 in Handbook of Economic Organization: Integrating Economic and Organization Theory, edited by Anna Grandori, 355–382. Northampton, MA: Edward Elgar Publishing. (SSRN's *Top Ten* download list for Innovation & Strategy)

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<sup>1</sup> Authors appear in alphabetical order in this paper

## PAPERS UNDER REVIEW

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Lifshitz-Assaf, H., Szajnfarber Z and Tushman M. " What's your problem? Translating, Decontextualizing and Recontextualizing problems for cross boundary innovation" (Invited to third Revise& Resubmit to Strategic Management Journal)

Crosina E., Pratt M, and Lifshitz-Assaf H. "Toward a Model of Work Identity and Coping with Ongoing Organizational Challenges: The Case of First Time Founders" (Under first review in Organization Science)

Lifshitz-Assaf H., Ng F., Kittur A, and Kraut R.E. "Using Technology to Augment Professionals, instead of replacing them, for Innovative Problem Solving." (Invited to resubmit to Organization Science)

Szajnfarber Z., Topcu T., and Lifshitz-Assaf, H." Experts Innovating with the Crowd: Towards a Solver-Aware Systems Architecting Framework for the Design of Complex Systems" (Under first review in Design Science)

## WORKING PAPERS

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Lifshitz-Assaf H., and Nagle F. "The impact of professionals' contributions to online knowledge communities on their workplace knowledge work." (In preparation for submission to Management Science)

Min S., Lifshitz-Assaf H, and Levina N. "Contact tracing in COVID-19: the unique interplay between technologies and values" (In preparation for submission to Organization Science)

Szajnfarber Z., Lifshitz-Assaf, H., and Lakhani K. "Debunking the assumption that complex problems are "experts-only" problems: Combining Professionals, specialists and amateurs to innovate faster" (In preparation for submission to PNAS)

## RESEARCH IN PROGRESS

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Lifshitz-Assaf H., Randazzo S. and Jung O. "Breathing Fresh Air to a Broken System: Pushing for Disruptive Innovation in medical devices in times of crisis" (Data collection and analysis phase).

Lifshitz-Assaf H., Wolfson B., and Shachaf D. "Can we build helpful AI ideation tools for innovative problem solving?" (Machine learning model building and research design phase)

Randazzo S. and Lifshitz-Assaf H. From experimentation to diffusion: How AI is scaled in enterprise organizations" (Early Data collection)

Nagle F., Langburd Wright N., Lifshitz-Assaf H., and Greenstein S. "Open-Source contribution in Covid Pandemic" (Data collection and analysis phase)

## TEACHING MATERIAL PUBLICATIONS

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Tushman, Michael, Hila Lifshitz-Assaf, and Kerry Herman. "Houston We Have a Problem: NASA and Open Innovation (A)." Harvard Business School Case 414-044, May 2014. (Revised November 2014.) [View Details]

Tushman, Michael, Hila Lifshitz-Assaf, and Kerry Herman. "Houston We Have a Solution: NASA and Open Innovation (B)." Harvard Business School Supplement 414-057, May 2014. (Revised November 2014.) [View Details]

Tushman, Michael L., Hila Lifshitz-Assaf, and Kerry Herman. "Houston We Have a Problem: NASA and Open Innovation (A) and (B)." Harvard Business School Teaching Note 415-009, November 2014. [View Details]

## AWARDS AND HONORS

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### Grants

NSF INSPIRE grant, "INSPIRE: Expanding Open Innovation Methods to Complex Engineered Systems." Co-PI for \$1 million award (2015–2021)

### Awards

The inaugural winner of Administrative Science Quarterly Best Paper Award based on dissertation (2019)

Best Published Paper Award elected by OCIS (Organizational communication and information systems) division of Academy of Management (2019)

ITC Emerald Best International Symposium Award of Academy of Management (2018)

Industry Studies Association Frank Giarrantani Rising Star award (2017)

Best Paper Award, UC Davis Qualitative Conference (2016)

Best Dissertation Award, Grigor McClelland Award, EGOS (2015)

Best Dissertation Award, Honorary Finalist, INFORMS (2015)

Best Dissertation Award Finalist, Technology and Innovation Academy of Management Division (2015)

Industrial Research Institute Research on Research Award (2015–2017)

Best Keynote Speaker Award: "Managing R&D Change in the Digital Era," Industrial Research Institute (2014)

Harvard Business School Wyss Doctoral Fellowship (2008–2014)

Grade of "Excellence" on the Doctoral Qualifying Examination, Harvard Business School (2011)

First place in MBA Strategy Case Competition, Horowitz Strategy Management Institute (2006)

First in Dean's List, Recanati Business School (1999, 2001)

L'Oreal-Recanati Scholarship and Internship for International Management Award (2000)

First Israeli representative in Beta Gamma Sigma European Business Schools conference (1999)

First place in Junior Achievers Israel and candidate in JA worldwide (1997)

Israel Defense Forces officer course graduation with distinction (1996)

## PROFESSIONAL SERVICE

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Associate Editor, Management Information Systems Quarterly (Starting in 2022)

Editorial Board Member at Administrative Science Quarterly (2019–2022)

Member of the National Academies of Sciences, Engineering, and Medicine [committee on the role of Inducement Prizes for Innovation](#) (2019–2021)

Associate Editor for Information and Organizations special Issue on the role of digital technology in the COVID crisis (2020-2021)

Division Representative at Large of the Academy of Management TIM division (Technology and Innovation Management division) (2021-2023)

Division Representative at Large of the Academy of Management OCIS division (Organizational communication and information systems division) (2020-2022)

Academy of Management Subject Matter Expert in innovation (2021- present)

Associate Editor for International Conference on Information Systems (ICIS) (2017-2021)

Member of the Academy of Management TIM (Technology and Innovation Management) division best paper award committee (2019, 2020)

Member of the evaluation committee for the Department of Management, Technology and Economics at the ETH Zürich (2020-2021)

Ad-hoc reviewer to Information Systems Research, Organization Science, Management Information Systems Quarterly, Strategic Management Journal, Computer-Supported Cooperative Work, MIT Sloan Management Review, and California Management Review.

Ad-hoc reviewer to NSF Science of Science and Innovation Policy (SciSIP) program

Ph.D. students advising: Ph.D Candidates: Kevin Lee (NYU), Semi Ming (NYU), and Felicia Ng (Carnegie Mellon University). Graduated: Sarah Lebovitz (NYU), Eliana Crosina (Boston College).

Organized the 16<sup>th</sup> Open and User Innovation Conference at NYU (2018)

## TEACHING INTERESTS

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Digitizing innovation and entrepreneurship, Digital strategy, Leading organizational change, The future of work, Open innovation, Digitizing business.

## TEACHING EXPERIENCE

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Digital Strategy, Stern School of Business (2017–Present)

Digitizing Innovation, Stern School of Business (2018- Present)

The Digital Transformation & Future of Work, Executive education workshops (2018-Present)

Management and Organizations, Stern School of Business (2015–2016)

Leading Change and Organizational Renewal, executive education, Harvard Business School, Teaching fellow with Profs. Tushman and O'Reilly (2009–2012)

Digitizing Innovation, Harvard Business School, Teaching fellow with Prof. Lakhani (2010)

MBA courses teaching fellow, Recanati Business School: Organizational Behavioral, Organizational Theory, and Entrepreneurship (2004–2006)

## **INVITED CONFERENCES & PRESENTATIONS**

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### **Presentations at Academic Institutions**

Harvard University, 2021

Oxford University, 2021

McGill University, 2021

HEC Paris, 2021

University of Minnesota, Carlson School of Management, 2021

University of Pittsburgh, Katz School of Business, 2020

ETH, 2020

HEC Montreal School of Business, 2019

Harvard Law School, 2019

Stanford University, 2018

Harvard Business School, 2018

Cornell University, 2018

ESSEC Business School, 2018

Carnegie Mellon University, 2016

George Washington University, 2016

Stanford University, 2015

Columbia University, 2015, 2016

Harvard Law School, 2014, 2015

New York University, 2014

INSEAD, 2014

London Business School, 2014

Technion Institute of Technology, 2014

IESE Business School, 2014

University College of London, 2014

Bocconi University, 2014

Tel Aviv University, 2014

Hebrew University, 2014

### **Presentations at Conferences and Workshops**

ACM Collective intelligence Conference (2021)

- Keynote presentation: “Accelerating Collective innovation without Killing It”

Information and Organization journal special issue workshop: (2021)

- Paper presentation: Crisis as opportunity, disruption and exposure: Exploring emergent responses to crisis through digital technology

Open and User Innovation Conference (2021)

- Presentation: “Breathing Fresh Air into a Broken System: Accelerating the Innovation Process for New Medical Devices in the COVID 19 crisis”

International Conference on Organizational Learning, Knowledge and Capabilities (2021)

- Paper presentation: “To incorporate or not to incorporate AI for critical judgments: How professionals deal with the opacity of using AI for medical diagnosis”

Open Innovation in Science Research Conference (2021)

- Keynote presentation: “Openness and collaboration in scientific research: from NASA, to crowds and AI”

Psychology and Technology Institute (2020)

- Organizing an expert’s panel on “Accelerating innovation and Work”

International Conference on Information Systems (ICIS) (2020)

- Paper presentation: “To incorporate or not to incorporate AI for critical judgments: The importance of ambiguity in professionals’ judgment process.”

Academy of Management (2020)

- Paper presentation: “How to accelerate innovation without killing it”
- Qualitative methods symposium presentation: “How to Track Accelerated Work Processes: Adapting our Methodological Toolkit to Different Temporal Paces in the Field”
- Paper presentation: “To incorporate or not to incorporate AI for critical judgments: The importance of ambiguity in professionals’ judgment process.”

World Open Innovation Conference (2020)

- Paper presentation: ”End Starting the Innovation Process”

European Commission for innovation (2020)

- Paper presentation and partnering in EU vs Virus hackathon: “ How to accelerate innovation without killing it”

Collective Intelligence (2020)

- Paper presentation: “To incorporate or not to incorporate AI for critical judgments: The importance of ambiguity in professionals’ judgment process”

Wharton Technology & Innovation Conference (2020)

- Paper presentation: “To incorporate or not to incorporate AI for critical judgments: The importance of ambiguity in professionals’ judgment process”

Academy of Management (2019)

- Co-organizing a symposium and presenting: “Is the Future of Work Already Here? The Changing Nature of Professionals' Work and Professionalism” (accepted by OCIS, OB and OMT divisions)
- Co-organizing a symposium and presenting: “Hacking Hackathons: What Can We Learn from the Burgeoning Phenomenon?” (accepted by OCIS, OMT and TIM divisions)
- Paper presentation: “Open Source Anytime, Anywhere: The Impact of Contributing to GitHub and StackOverflow While Working on Enterprise Software”

International Conference on Computer and Information Science and Technology (CIST 2019)

- Paper presentation: “Open Source Anytime, Anywhere: The Impact of Contributing to GitHub and StackOverflow While Working on Enterprise Software”

Open and User Innovation Conference (2019)

- Opening the Black Box of the Crowd’s Solving Process: How Does Problem Solvers’ Knowledge Distance Lead to Innovation?

International Process Symposium (2019)

- Presentation: Using Technology to Augment Professionals, instead of replacing them, for Innovative Problem Solving

Keynote Speaker at the Psychology and Technology Conference, Stanford University (2018)

- Presentation: “Dismantling Knowledge Boundaries at NASA: The Critical Role of Professional Identity to Open Innovation”

Academy of Management Specialized Conference: From Start-up to Scale-up Strategies: Coping with Organizational Challenges in a Volatile Business Environment (2018)

- Co-organizing the doctoral consortium
- Paper development workshop lead on online ventures and digitization

Future of Work workshop at Stanford University (2018)

Academy of Management (2018)

- Co-organizing a symposium, candidate for best Academy symposium award: “3D Printing and Beyond: Digital Innovation in a Physical World and Its Implications” (Won ITC Emerald Best International Symposium Award of Academy of Management)
- Presentation: “Navigating Through the Fog of Discovery in Accelerated R&D Processes: Course Setting or Continuous Tacking?”

16<sup>th</sup> Open and User Innovation Conference at NYU (2018)

- Keynote talk: “Towering over Babel: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space”
- Presentation: “Navigating Through the Fog of Discovery in Accelerated R&D Processes: Course Setting or Continuous Tacking?”

10<sup>th</sup> International Process symposium (2018)

- Presentation: “Shorter Does Not Mean Faster: The Importance of Breaking Instead of Compressing Time When Accelerating Innovation”

Strategy Science Conference (2018)

- Presentation: “Navigating Through the Fog of Discovery in Accelerated R&D Processes: Course Setting or Continuous Tacking?”

Israel Strategy Conference (2017)

- “Goldilocks and the Three Programmers: Unpacking the Relationship Between Online Contributions and Productivity at Work”

Organization Design Conference (2017)

- Co-organizing the conference on “What Is the Role of Hierarchy in Today’s and Tomorrow’s Organizations? New Forms and Modules of Organizing”

Academy of Management Annual Meeting (2017)

- Showcase Symposium paper presentation: “Dismantling Knowledge Boundaries at NASA: From Problem Solvers to Solution Seekers” (OMT and TIM divisions)
- Symposium paper presentation: “Goldilocks and the Three Programmers: Unpacking the Relationship Between Online Contributions and Productivity at Work” (TIM, BPS, and OCIS divisions)
- Symposium presentation: “Towering over Babel: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space” (All academy theme)

European Group for Organizational Studies (2017)

- Paper presentation: “Course Setting or Continuous Tacking? Navigating Through the Fog of Discovery in Accelerated R&D Processes”

Collective Intelligence Conference (2017)

- Plenary panel speaker: “Dismantling Knowledge Boundaries: Opportunities & Challenges”
- Paper presentation: “Delineating Emergent Role Behaviors in Wikipedia”
- Poster presentation: “Goldilocks and the Three Programmers: Unpacking the Relationship Between Online Contributions and Productivity at Work”

Industry Studies Conference (2017)

- Paper presentation: “Dismantling Knowledge Boundaries at NASA: From Problem Solvers to Solution Seekers”

13<sup>th</sup> International Congress of Qualitative Inquiry (2017)

- Paper presentation: “Innovating Under Pressure with 3D Printing Technologies: The Importance of Hyper Experimental Practices”

Micro Meets Macro (2017)

- Paper presentation: “Dismantling Knowledge Boundaries at NASA: From Problem Solvers to Solution Seekers”

20<sup>th</sup> ACM Conference on Computer-Supported Cooperative Work and Social Computing (2017)

- Paper presentation: “On the How and Why of Temporal Dynamics of Emergent Roles in Wikipedia”

Israel Human Computer Interaction Conference (2016)

- Paper presentation: “Turbulent Stability of Emergent Roles: The Dualistic Nature of Self-Organizing Knowledge Co-Production”

International Conference on Information Systems, ICIS (2016)

- Session chair on Digital Innovation and Society

3rd World Open Innovation Conference (2016)

- Paper presentation: “Turbulent Stability of Emergent Roles: The Dualistic Nature of Self-Organizing Knowledge Co-Production”

Princeton’s Conference on Professionalism and Expertise Today (2016)

- Paper presentation: “Dismantling Knowledge Boundaries at NASA: From Problem Solvers to Solution Seekers”

8<sup>th</sup> International Symposium on Process Organizational Studies (2016)

- Paper presentation: “Turbulent Stability of Emergent Roles: The Dualistic Nature of Self-Organizing Knowledge Co-Production”

Collective Intelligence (2016)

- Paper presentation: “Turbulent Stability of Emergent Roles: The Dualistic Nature of Self-Organizing Knowledge Co-Production”

Industrial Research Institute (IRI) Members Summit (2016)

- Research on Research Award: R&D Collaboration in the Digital Age

UC Davis Qualitative Conference (2016)

- Paper presentation: “Towering over Babel: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space”

Organization Science Winter conference (2016)

- Paper presentation: “Towering over Babel: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space”

INFORMS (2015)

- Best Dissertation panel presentation (TIES division)

Academy of Management Annual Meeting (2015)

- Best Dissertation award panel presentation (TIM division)

- Paper presentation “From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA”

IRI Members Summit (2015)

- Research on Research Award: R&D Collaboration in the digital age

National Science Foundation Knowledge Conference, Wharton (2015)

- Panel organizing on Innovation and Communities

European Group for Organizational Studies (2015)

- Best Dissertation Award presentation, Grigor McClelland Award

7<sup>th</sup> International Symposium on Process Organizational Studies (2015)

- Paper presentation: “Towering over Babel: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space”

NYU Commons (2014)

- Paper presentation: “From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA”

IRI Members Summit (2014)

- Keynote speaker: “Managing Change in a Digital Era: From ‘The Lab Is My World’ to ‘The World Is My Lab’”

1st World Open Innovation Conference (2014)

- Panel discussion on “NASA and Open Innovation”

Duke Strategy Conference (2014)

- Paper presentation: “From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA”

Wharton People and Organizations Conference (2014)

- Paper discussion: “Unleashing Organizational Knowledge Work to the Public: How Open Q&A Platforms Impact Knowledge Work and Workers”

International Association for the Study of Commons Thematic Conference (2014)

- Paper presentation: “From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA”

Academy of Management Annual Meeting (2014)

- Symposium co-organizer and presenter: “Demystifying the Impact of Crowdsourcing Innovation: What Happens with ‘Not Invented Here’ Ideas?”
- Dissertation presentation in symposium on “Institutional Shifts, Scientific Professionals and the Direction of Technical Activity”

NYU Economic Sociology Workshop (2013)

- Paper discussion: “From Problem Solvers to Solution Seekers: The Co-evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”

Wharton People and Organizations Conference (2013)

- Paper discussion: “From Problem Solvers to Solution Seekers: The Co-Evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”
- Doctoral Consortium (TIM): invited participant

Academy of Management Annual Meeting (2013)

- Paper presentation and co-organizer of a showcase symposium: “From Problem Solvers to Solution Seekers: The Co-Evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”

National Science Foundation Knowledge Conference (2013)

- Paper presentation: “From Problem Solvers to Solution Seekers: The Co-Evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”

The Structure and Structuring of Work Within and Across Organizations Workshop (2013)

- Paper discussion: “From Problem Solvers to Solution Seekers: The Co- Evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”

Mack Institute for Innovation Management Emerging Scholars Workshop: Evolutionary

Perspectives on Strategic Management, The Wharton School (2013)

Wharton Innovation and Technology Conference (2013)

- Paper presentation with Mike Tushman and Karim Lakhani: “Open Innovation and Firm Boundaries”

MIT Innovation Lab (2013)

- Paper presentation: “Problem Storming: Decoupling Problem Formulation from Problem Solving and Opening the Solution Space”

Organization Science Conference: Facilitating the Creation and Transfer of Knowledge (2013)

- Paper presentation: “From Problem Solvers to Solution Seekers: The Co-Evolving Knowledge Boundary and Professional Identity Work of R&D Organizational Members at NASA”

Academy of Management Annual Meeting (2012)

- Paper presentation with Mike Tushman and Karim Lakhani: “Innovation Streams, Shifting Loci of Innovation, and Organizational Architectures”
- Co-organized Ethnography PDW: “Being There/Being Them: Producing Ethnographies”; participating: John Van Maanen, Daniel Beunza, Karen Ho, Paul Leonardi, Michael Pratt, and Ofer Sharone

Open and User Innovation, MIT-Harvard (2010, 2012)

- Paper presentation on “Houston We Have a Solution! From Solvers to Solution Seekers”

Academy of Management Annual Meeting (2011)

- Co-organized Academy-wide symposium: “Enabling Innovation Outside the Firm” [with Gary Dushnitsky, Jason Davis, Kapoor Rahul, and Karim Lakhani]
- Paper presentation: “Shifting Loci of Innovation and Implications for Incumbents”
- Co-organized Ethnography PDW: “Being There/Being Them: Ethnography Beyond Single Organizations” [with Siobhan O’Mahoney, Alexandra Michel, Tammar Zilber, and Graham Jones]

## PROFESSIONAL EXPERIENCE

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**Bank Hapoalim** [The leading bank in Israel, TASE: POLI], (2005–2007)

Group Manager, Corporate Strategy Unit

- Managed corporate innovation process and researched its effectiveness; initiatives included new product development and organizational restructuring
- Designed and implemented the bank’s Balanced Score Card to manage and oversee strategic planning
- Formulated the international growth strategy of the retail banking division, including assessing M&A opportunities

**Cellcom** [The largest mobile provider in Israel, NYSE:CEL], (2003–2005)

Strategy Consultant

- Led market research team of four data analysts and two market researchers to investigate marketing opportunities
- Developed predictive statistical model used to significantly reduce customer churn rates
- Initiated a partnership with NTT-Docomo. Formulated the strategy for the partnership, negotiated and managed the JV

- Developed contingency strategies in response to emerging technology threats and opportunities (e.g., VoIP)

**Rotem Strategy** [Strategy consulting group, partner of Booz Allen Hamilton], (2002–2003)

Strategy Consultant

- Developed M&A plan for Ernest & Young Israel, resulting in its becoming the largest accounting firm in Israel. Designed post-merger strategy and organizational structure
- Analyzed Strauss Group's competitive positioning, resulting in Strauss creating a new niche and blocking competition

**Israel Antitrust Authority**, (2001–2002)

Legal Intern

- Led the research and drafted the IAA's first case in Israel's Supreme Court. Resulted in a decision in our favor
- Performed legal analysis of the largest media merger in Israel's history

**L'oreal**, (2000)

International Management Intern

- Participated in the launch of a new cosmetic brand in the Israeli market

**Israeli Defense Forces**, (1994–1997)

First Lieutenant

- Served as an officer in an elite unit, training officers in the use of new technologies

## **PROFESSIONAL CERTIFICATIONS**

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Israeli Bar Exam (2002)

## **LANGUAGES**

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Trilingual in English, Hebrew, and French; basic level of Spanish, Chinese, and Italian.