

## J. P. EGGERS

40 West 4<sup>th</sup> Street, Tisch 715 • Leonard Stern School of Business • New York, NY 10012  
(212) 998-0874 • [jeggers@stern.nyu.edu](mailto:jeggers@stern.nyu.edu)  
<http://www.stern.nyu.edu/faculty/bio/jp-egggers>

### ACADEMIC APPOINTMENTS

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#### **New York University**, Stern School of Business

Vice Dean, MBA & Graduate Programs	2018 – Present
Peter Drucker Faculty Fellow	2018 – Present
Director, Andre Koo Technology & Entrepreneurship MBA Program	2016 – Present
Associate Professor (tenured), Management & Organizations	2016 – Present
Associate Professor (untenured), Management & Organizations	2014 – 2016
Assistant Professor, Management & Organizations	2008 – 2014

### EDUCATION

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<b>University of Pennsylvania</b> , Wharton School PhD (Management), MS (Management)	2003 – 2008
<b>Emory University</b> , Goizueta Business School MBA	1997 – 1999
<b>Amherst College</b> BA (History)	1989 – 1993

### RESEARCH INTERESTS

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- Impediments and enablers of innovation and new product creation by existing firms (both motivation and ability); focus on the evolution of technologies and industries
- Behavioral Theory of the Firm, including managerial cognition, decision making, organizational learning, and organizational structure
- Primarily large-scale empirical research (blend of high tech and low tech industries), but with multimethod interests in modeling, qualitative, conceptual, and experimental research

### PUBLICATIONS AND WORKS IN PROGRESS

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- J. P. Eggers, Michal Grajek, and Tobias Kretschmer, forthcoming. “Experience, Consumers, and Fit: Disentangling Performance Implications of Pre-Entry Technological and Market Experience in 2G Mobile Telephony”, conditionally accepted at *Organization Science*.
- J. P. Eggers and Jung-hyun Suh, forthcoming. “Experience & Behavior: How Failures in New and Experienced Domains Affect Firm Action and Performance”, *Academy of Management Journal*.
- Dongil D. Keum and J. P. Eggers, forthcoming. “Setting the Bar: The Evaluative and Allocative Aspects of Organizational Aspiration Level”, *Organization Science*.
- Violetta Bacon-Gerasymenko and J. P. Eggers, forthcoming. “The Dynamics of Advice-Giving by Venture Capital Firms: Antecedents of Managerial Cognitive Effort”, *Journal of Management*.
  - Best Papers Proceedings, Frontiers in Entrepreneurship Research BCERC, 2015
  - Best Papers Proceedings, Academy of Management Annual Meeting, 2014
- Oliver Baumann, J. P. Eggers, and Nils Stieglitz, forthcoming. “Colleagues and Competitors: How Internal Social Comparisons Shape Organizational Search and Adaptation”, *Administrative Science Quarterly*.

- Joost Rietveld and J. P. Eggers, 2018. “Demand Heterogeneity in Platform Markets: Implications for Complementors”, *Organization Science*, 29(2), 304-322.  
- Nominated for Gomory Industry Studies Award, 2019
- J. P. Eggers and Aseem Kaul, 2018. “Motivation and Ability? A Behavioral Perspective on the Pursuit of Radical Invention in Multi-Technology Incumbents”, *Academy of Management Journal*, 61(1), 67-93.
- J. P. Eggers and K. Francis Park, 2018. “Incumbent Adaptation to Technological Change: The Past, Present, and Future of Research on Heterogeneous Incumbent Response”, *Academy of Management Annals*, 12(1), 357-389.
- J. P. Eggers, 2016. “Reversing Course: IBM’s Strategic Reorientation in the Flat Panel Display Industry.” *Strategic Management Journal*, 37(8), 1578–1596.
- J. P. Eggers and Lin Song, 2015. “Dealing with Failure: Serial Entrepreneurs and the Costs of Changing Industries Between Ventures.” *Academy of Management Journal*, 58(6), 1785-1803.
- Karen Dye, J. P. Eggers, and Zur Shapira, 2014. “Tradeoffs in a Tempest: Stakeholder Influence on Hurricane Evacuation Decisions.” *Organization Science*, 25(4), 1009-1025.
- J. P. Eggers, 2014. “Competing Technologies and Industry Evolution: The Benefits of Making Mistakes in the Flat Panel Display Industry.” *Strategic Management Journal*, 35(2), 159-178.
- Felipe Csaszar and J. P. Eggers, 2013. “Organizational Decision Making: An Information Aggregation View.” *Management Science*, 59(10), 2257-2277.
- J. P. Eggers and Sarah Kaplan, 2013. “Cognition and Capabilities: A Multi-Level Perspective.” *Academy of Management Annals*, 7(1), 293-338.
- J. P. Eggers, 2012. “Falling Flat: Failed Investment and Technological Evolution.” *Administrative Science Quarterly*, 57(1), 47-80.  
– Best Papers Proceedings, Academy of Management Annual Meeting, 2007
- J. P. Eggers, 2012. “All Experience is Not Created Equal: Learning, Adapting and Focusing in Product Portfolio Management.” *Strategic Management Journal*, 33(3), 315-335.  
– Distinguished Student Paper Award, Business Policy & Strategy (BPS) Division, 2006  
– Best Papers Proceedings, Academy of Management Annual Meeting, 2006
- J. P. Eggers and Sarah Kaplan, 2009. “Cognition and Renewal: Comparing CEO and Organizational Effects on Incumbent Adaptation to Technical Change.” *Organization Science*, 20, 461-477.  
– Citation of Excellence, Emerald Management Review (Top 50 papers out of 15,000 in 2009)  
– Best Paper Award, Atlanta Competitive Advantage Conference, 2006

#### **Papers Under Review & Working Papers**

- "Alliances As Anchors: Why Alliances During An Era Of Ferment May Limit Incumbent Adaptation" (with Jung-hyun Suh), R&R at *Strategic Management Journal*.
- "Opportunity Identification at the Front Line: Do Stretch Goals Work, and if so, When?" (with Saeedeh Ahmadi), R&R at *Organization Science*.
- “Dodging Roadblocks: Enabling Strategic Change When the Former CEO Stays on the Board” (with Michael Cummings & Richard Wang), R&R at *Leadership Quarterly*.
- “Market Relatedness, Technological Relatedness, and the Dynamics of Organizational Growth” (with Sungyong Chang and Dongil D. Keum).  
– Best Papers Proceedings, Academy of Management Annual Meeting, 2014

- “Falling Leaders and Rising Laggards: Risk-Taking after Rank Change Depends on Initial Rank” (with Chris To, Nate Pettit).
- “Entry Logics: Resources, Attractiveness, and the Logic(s) of Product Portfolio Expansion” (with Nicolaj Siggelkow).
- "Uncomfortable truths about coastal protection after Sandy" (with So-Min Cheong).
- "The Problem You Know: An Empirical Examination of Firms’ Recombination Strategies" (with Aseem Kaul).
- "Under Pressure: CEOs’ Short-Term Responses to Employment Threat" (with Manv Raj).
- "Hitting Reset: How the Dynamics of Platform Evolution Affect the Value of Firm Experience" (with Hakan Ozalp and Franco Malerba).

### Projects in Development

- Empirical project on failure size/scope and organizational learning (Johanna Glauber)
- Empirical project on M&A, search behavior of technology firms (Elona Marcu, Chiara di Guardo)
- Empirical project on manipulation of expert ratings (Joost Rietveld)
- Empirical project on market evolution in baseball (Daniel Sands)
- Empirical project on #MeToo and the careers of movie stars (Johanna Glauber, Daniel Sands)
- Empirical project on reemergence of old technologies (Nathan Furr, Raphael Martins)
- Empirical project on search strategy response to competition, industry consolidation (Francis Park)
- Experimental project on vicarious learning and omission errors (Thorsten Wahle)
- Modeling project on resource allocation strategies and performance (Oliver Baumann, Songcui Hu)
- Theory project on cognition and mental models

### Other Publications

- Vincius Chagas Brasil and J. P. Eggers, 2019. "Portfolio Management." *Oxford Research Encyclopedia of Business & Management*, <http://dx.doi.org/10.1093/acrefore/9780190224851.013.28>.
- J. P. Eggers and Mahka Moeen, 2019. "Entry Strategy & Nascent Industries." *Strategic Management Journal*, Introduction for Virtual Special Issue, <https://doi.org/10.1002/smj.2994>.
- J. P. Eggers and Zur Shapira, 2017. “Hurricane evacuations should not rest with politicians.” *The Hill.com*, <http://thehill.com/opinion/energy-environment/351822-hurricane-evacuation-decisions-should-not-rest-with-politicians>.
- J. P. Eggers and Aseem Kaul, 2016. “When Big Firms are Most Likely to Innovate.” *Harvard Business Review* online, <https://hbr.org/2016/10/when-big-firms-are-most-likely-to-innovate>.
- J. P. Eggers, 2015. “Focus on the Customers You Want, Not the Ones You Have”. *Harvard Business Review* online, <https://hbr.org/2015/06/focus-on-the-customers-you-want-not-the-ones-you-have>.
- J. P. Eggers, 2014. “Getting Ahead by Betting Wrong”. *Harvard Business Review*, 92(7/8), 26.
- J. P. Eggers and Daniel Keum, 2014. “Cognition and Strategy”. *Oxford Bibliographies*.
- J. P. Eggers, 2007. “Knowledge Innovation”. Book review for *Innovation: Management Policy and Practice*, 9(3/4), 365-366.
- Research covered in *Harvard Business Review*, *MIT Sloan Management Review*, *Inc. Magazine*, *Strategy+Business*, and others.

### AWARDS & GRANTS

#### Research Awards

- Peter Drucker Faculty Fellow, NYU Stern (2018-Present)
- Paper nominated for Gomory Industry Studies Award by *Organization Science* (2019)
- Paper selected for the Babson Frontiers in Entrepreneurship Research BCERC Proceedings (2015)
- Papers selected for the Academy of Management’s Best Paper Proceedings (2006, 2007, 2014, 2014)

- Runner Up, Technology & Innovation Management (TIM) Division Past Chairs' Emerging Scholar Award (2013)
- Citation of Excellence, Emerald Management Review (Top 50 papers out of 15,000 in 2009), for "Cognition and Renewal" (2010)
- Finalist, Business Policy & Strategy (BPS) Division Blackwell Outstanding Dissertation (2009)
- Finalist, Technology & Innovation Management (TIM) Division Best Dissertation (2009)
- First Runner-Up, Organization Science/INFORMS Dissertation Proposal Competition (2007)
- Distinguished Student Paper Award for "All Experience is Not Created Equal", Business Policy & Strategy (BPS) Division (2006)
- Best Paper Award for "Cognition and Renewal", Atlanta Competitive Advantage Conference (2006)

#### Other Awards

- Faculty Leadership Award, NYU Stern (2018)
- Finalist, Best Reviewer Award, *Academy of Management Journal* (2016)
- Reviewer Appreciation Award, *Organization Science* (2012, 2013, 2014, 2015)
- Top 50 Most Influential Business Professors of 2013, *mbarankings.net* (2013)
- Top 40 Business Professors Under 40, *Poets & Quants* (2011)
- *Big Think* Delphi Fellow (2011-Present)
- Professor of the Year, NYU Stern MBA Program (2010)
- Best Reviewer Award, Business Policy & Strategy (BPS) Division (2010)
- Best Reviewer Award, Technology & Innovation Management (TIM) Division (2007, 2011)
- Penn Prize for Excellence in Teaching by a Graduate Student (2005)
- *Beta Gamma Sigma* International Business Honors Society (1999)
- Goizueta Business School Scholarship (MBA merit scholarship) (1997-1999)

#### Research Grants

- Mack Center for Technological Innovation Research Grant (2006, \$8,000)
- University of Pennsylvania Graduate and Professional Student Association Travel Grant (2005, \$500)

#### Short Term Visiting Scholar Positions

- Universita' di Cagliari (Italy) Visiting Scholar Program 2017
- Nucleo Milenio ESUU (Chile) Visiting Scholar Program 2016
- LMU (Germany) Center for Advanced Management Studies Program 2009, 2010, 2013

#### PRESENTATIONS AND CONFERENCES

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##### Invited Seminar Presentations

- 2019: George Washington University, Tulane University, University of Colorado Boulder, University of Georgia
- 2018: IE Business School, University of Illinois Urbana-Champaign, Temple University
- 2017: National University of Singapore, INSEAD, Boston College, Universita' di Cagliari
- 2016: University of Texas Austin, University of Pennsylvania, University of Oregon, Pontifical Catholic University of Chile / Nucleo Milenio ESUU
- 2015: University of Michigan, Columbia University, Temple University, University of Maryland, University of Southern California
- 2014: Stanford University, China Europe International Business School (CEIBS)
- 2013: Ohio State University, Ludwig Maximilians Universität, University of Bocconi, University of Chicago
- 2012: Imperial College, Cass at City University

- 2011: MIT Sloan, Southern Denmark University, European School of Management and Technology (ESMT), University of Minnesota, University of Delaware, CUNY Baruch  
2010: Harvard Business School, Ludwig Maximilians Universität, University of Warwick  
2009: Ludwig Maximilians Universität

### **Invited Speaking Engagements**

- Keynote, NYU PubTechConnect, New York (2017)
- Keynote, Ratio Colloquium for Social Scientists, Stockholm (2016)
- Keynote, NYU Stern Business Analytics Symposium (2015)
- Webinar, International Institute of Business Analytics (2013)
- Keynote, NYU Advanced Publishing Institute Studies in Digital Book Strategy (2012)

### **Invited Conference Activities**

- Judge, Organization Science Dissertation Proposal Competition, INFORMS, Phoenix (2018)
- Facilitator, STR Junior Faculty Paper Development Workshop, Boston (2019)
- Facilitator, Strategy Science Doctoral Workshop, Philadelphia (2018), Utah (2019)
- Facilitator, SMS Building a Research Identity Workshop, Paris (2018)
- Facilitator, SMS Junior Faculty Research PDW, Houston (2017), Paris (2018)
- Facilitator, TIM Doctoral Research Workshop, AOM (2015, 2018)
- Facilitator, ISB Strategy Research Camp, Atlanta (2017)
- Facilitator, OMT Junior Faculty Consortium, AOM, Anaheim (2016)
- Facilitator, SMS Doctoral Consortium, SMS, Denver (2015)
- Facilitator, Early Career Development Workshop, Industry Studies Association, Kansas City (2015)
- Facilitator, MidAtlantic Strategy Colloquium PhD Student Consortium (2013)
- Facilitator, Atlanta Competitive Advantage Conference PhD Student Research Workshop (2012)
- Facilitator, BPS Managing Your Dissertation Workshop, AOM, Montreal (2010)
- Participant, PRISM Business Strategy Interfaces and Frontiers Conference, New York (2015)
- Participant, Strategy Junior Faculty Summer Camp @Tuck, Hanover NH (2013-2016)
- Participant, New Interdisciplinary Innovation Research Conference, Fontainebleau, France (2012)
- Participant, Strategy Research Initiative-ASQ Paper Development Workshop (2011)
- Participant, BPS Dissertation Consortium, AOM, Philadelphia (2007)
- Participant, Consortium on Competitiveness and Cooperation (CCC), Atlanta (2007)
- Participant, TIM Doctoral Consortium, AOM, Honolulu (2005)
- Discussant: Consortium for Research in Strategy (2017), Strategy Research Forum (2013), Columbia Strategy (2011), Atlanta Competitive Advantage (2011), ICT & Economic Growth (2010, 2012), NYU-Columbia PhD (2009-2010, 2012, 2014, 2017), DRUID (2009, 2011-2012, 2014), AOM (2006, 2014)

### **Conference Leadership & Organization**

- Track Co-Chair (Innovation), Strategic Management Society Conference (Frankfurt, 2019)
- Doctoral Workshop Co-Organizer, Strategy Science Conference (2018, 2019)
- Organizing Committee, Consortium for Research in Strategy (CRS), New York (2019)
- Organizing Committee, Strategy Junior Faculty Summer Camp @Tuck (2017-2018)
- Organizing Committee, DRUID (2017 NY)
- Organizing Committee, Consortium on Competitiveness & Cooperation (CCC, 2015 NY)
- Organizing Committee, Strategy Research Forum (2012 Charleston, 2014 Santa Fe)
- Scientific Committee, ICT & Economic Growth Conference, Munich (2010, 2012, 2013)
- Symposium organizer (with John Joseph), “Organizational Structure and Individual Cognition”, AOM, Lake Buena Vista (2013) – selected as a showcase symposium

- Symposium organizer (with Isin Guler), “Understanding How Organizations Respond to Failure”, AOM, Chicago (2009)

**Conference Presentations & Attendance** (excluding coauthor presentations)

- Academy of Management Annual Meeting (2005-Present)
- Atlanta Competitive Advantage Conference (ACAC) (2006, 2007, 2009, 2011, 2012, 2014)
- Behavioral Strategy Conference (2015, 2018)
- BYU-Utah Winter Strategy Conference (2014)
- Consortium on Competitiveness & Cooperation (CCC) (2007, 2013-2015, 2017-2018)
- Consortium for Research in Strategy (CRS) (2017-2018)
- DRUID Summer Conference (2009, 2011-2012, 2014, 2017)
- Duke Strategy Conference (2013)
- MidAtlantic Strategy Colloquium (2013)
- NYU Economics of Strategy Conference (2009-2012, 2014-2018)
- Organization Science Winter Conference (2009, 2015-2016)
- Organization Theory Junior Faculty Workshop (2013-2014)
- Strategic Management Society (2014 Microfoundations, 2015, 2017-2018)
- Strategy Research Forum (2011-2013, 2016)
- Strategy Science Conference (2018)
- West Coast Research Symposium on Technology Entrepreneurship (2013)
- Wharton Corporate Strategy & Innovation Conference (2018)
- Wharton Technology Conference (2006-2009, 2011-2014, 2018)

**TEACHING EXPERIENCE (\*=NEW COURSE)**

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Sabbatical: 2017-2018

**Core Strategy**

- NYU Full-Time Two Year MBA (2012-2016)
- NYU Part-Time MBA (2008-2012, 2017)
- NYU Online MS in Quantitative Management (2019-Present)

**Advanced Strategy elective (integrative & analytical strategic decision making)**

- NYU Executive MBA (2015-2016)\*
- NYU Full-Time and Part-Time MBA Programs (2011-2016, 2018-Present)\*

**Business Analytics & Organizations**

- Strategy, Change & Analytics, NYU Masters in Business Analytics (2013-Present)\*
- Capstone project adviser, NYU Masters in Business Analytics (2015-Present)
- Business Analytics for Executives (executive open enrollment course, 2017-Present)\*
- Multiple, short-form classes around analytics & organizations for TRIUM EMBA, custom executive education programs, NYU International Leadership Program in Visual Arts Management (2016-Present)\*

**Experiential Learning Courses**

- NYC Immersion, Tech MBA (2018-Present)\*
- Tech Solutions: Leading Innovation, Tech MBA & Full-Time MBA (2018-Present)\*
- Global Study Tour, EMBA (Vietnam 2018)

**PhD Teaching**

- Strategy Seminar, NYU PhD Program (2009, 2016-2017)

- Innovation & Creativity Seminar, NYU PhD Program (2013)\*
- Strategy, Technology & Innovation Seminar, LMU Munich (2013)\*

#### **Undergraduate Teaching**

- Management 101, Wharton (Head Teaching Assistant, 2005-2008) (Instructor, 2004-2006)

#### **Online and Virtual Teaching**

- Virtual instructor on strategy and decision making, CrossKnowledge (2011-Present)

### **PROFESSIONAL ACTIVITIES & SERVICE**

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#### **External Service**

- Strategic Management (STR) Division, Academy of Management
  - Executive Committee Member (2015-2017): Assistant to the Program Chair
  - Research Committee (2011-2013)
- Technology & Innovation Management (TIM) Division, Academy of Management
  - Representative-at-Large (2014-2016): Assistant to the Program Chair, Doctoral Research Development Workshop Coordinator, Membership Task Force
  - Paper Award Selection Committee (2013)
- Strategic Management Society (SMS)
  - Representative-at-Large, Behavioral Strategy Interest Group (2016-2018)
- Academy of Management (AOM)
  - Newman Award Committee (2017)
  - All Academy Theme Committee (2016, Making Organizations Meaningful)

#### **Editorial Contributions**

- *Strategic Management Journal*, Associate Editor (2017-Present)
- *Academy of Management Annals*, Associate Editor (2016-2019)
- *Administrative Science Quarterly*, Editorial Review Board (2014-Present)
- *Organization Science*, Editorial Review Board (2011-Present)
- *Strategic Management Journal*, Editorial Review Board (2013-2017)
- *Academy of Management Journal*, Editorial Review Board (2013-2016)
- Recent *ad hoc* reviews include *Management Science*, *Research Policy*, *Industry & Corporate Change*, *California Management Review*, MIT Press, Sage Publishing
- Reviewer for Organization Science Dissertation Proposal Competition (2008, 2009, 2013, 2014)
- Frequent reviewer for Academy of Management Annual Meetings (BPS, TIM, OMT), DRUID Summer Conference, Strategic Management Society Annual and Special Conferences

#### **Doctoral Advising**

- Saeedeh Ahmadi (RSM Erasmus 2019, Committee; placement: Amsterdam Business School)
- Daniel Keum (NYU 2017, Advisor, Chair; placement: Columbia Business School)
- Jung-hyun Suh (NYU 2016, Advisor, Chair; placement: Chinese University of Hong Kong)
- Joost Rietveld (Cass City Univ. 2015, Co-Advisor; placement: RSM Erasmus)
- Elad Green (NYU 2015, Co-Chair; placement: Google Analytics)

#### **NYU Stern School Service**

- Vice Dean, MBA and Graduate Programs (2018-Present)
- Director, Andre Koo Technology & Entrepreneurship MBA Program (2016-Present)
- Faculty Advisor, Stern Healthcare MBA Association (2014-2018)
- Faculty Advisor, Stern Adventures MBA Association (2016-2018)

- 9 Speaker (2015 LAUNCH, 2017 Reunion, 2017 LAUNCH, 2018 Reunion)
- Speaker at NYU Stern Alumni Events (Seattle/San Francisco 2017)
- Strategy Representative, NYU Stern Core Curriculum Committee (2013-2016)
- School Sponsor, USC Global Consulting Challenge (2015)
- School Sponsor, Nespresso MBA Sustainability Challenge (2014 [Honorable Mention])
- Facilitator, LAUNCH MBA Student Orientation (2012, 2013, 2014, 2015, 2018)
- Mock Class instructor, Pre-View for admitted MBA students (2012, 2014, 2015, 2016, 2017)
- Stern Consulting Corps (SCC): Workshop Facilitator (2012-2013), Program Advisor (2012-2013), Project Mentor (2012)
- Invited Faculty Participant, Recruiter Conversations (2013-Present)
- Panelist, New Faculty Orientation (2010)
- Panelist/Moderator/Judge for MBA and undergraduate events including: Strategy & Operations Conference (2015, 2016, 2017); Healthcare Conference (2014, 2015, 2016); Luxury & Retail Conference (2014); Global Strategy Practicum (2014); Stern Leadership Case Competition (2013); Consulting in the Social Sector panel (2012); International Studies Program Finals (2010, 2011, 2015)
- Frequently field media inquiries on company news and current events for outlets such as Bloomberg TV, CNN, CNBC, Nightly Business Report, NPR's Marketplace, Financial Times, Reuters TV, Huffington Post, and others, typically related to technology/innovation, retail/consumer products, organizational change, and corporate governance

#### **NYU Management & Organizations Departmental Service**

- Strategy Coordinator, Departmental Doctoral Program Committee (2010-2018)
- Core Course Coordinator, MBA Strategy (2013-2017)
- Co-Supervisor, Departmental PhD Student Brown Bag Series (2011-2014)
- Member, Departmental Strategy Curriculum Review Committee (2011)
- Speaker, Departmental First-Year PhD Seminar & Proseminar Series (2008, 2010, 2011, 2012, 2018)
- Member, Departmental Annual Review Committee (2010-2011)
- Member, Departmental Curriculum Committee (2009-2010)

#### **Wharton PhD Program Service**

- Coordinator, PhD Research Seminar Series at the Wharton Management department (2006-2007)

#### **INDUSTRY EXPERIENCE**

<b>ConnectedHealth.com:</b> Strategic Advisor (New York, NY)	2016-2017
<b>Kurt Salmon Associates:</b> Strategy Consultant (Atlanta, GA)	1999-2000, 2003
<b>Viant:</b> Strategy Consultant (Atlanta, GA)	2000-2002
<b>ETHICON (Johnson &amp; Johnson):</b> Product Marketing Intern (Sommerville, NJ)	1998
<b>Style Magazine:</b> Production Assistant (Atlanta, GA)	1997
<b>Sinsheimer Group:</b> Political Consultant (Raleigh, NC)	1994-1997
<b>Jennifer Laszlo for Congress:</b> Campaign Staff (Durham, NC)	1993-1994