

Simon Wakeman

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Current employment

Associate Professor, September 2010–present;
Assistant Professor, September 2007–2010;
ESMT European School of Management and Technology, Berlin, Germany.

Education

PhD in Business Administration, Haas Business School, University of California, Berkeley, CA, USA, 2007.

MA in Economics, University of California, Berkeley, CA, USA, 2004.

BA (Hons) in Economics with First Class Honors, University of Otago, Dunedin, New Zealand, 1997.

LLB (Hons) in Law with First Class Honors, University of Otago, Dunedin, New Zealand, 1996.

Past employment

Research Fellow, Center for Law & Biosciences, Stanford Law School, Stanford University, California, USA, August 2006–May 2007.

Law & Economics Consulting Group (LECG) LLC, Emeryville, California: Senior Associate in Antitrust Group, March 2001–July 2001.

Network Economics Consulting Group, Canberra, Australia: Senior Consultant (working remotely in Wellington, New Zealand), July 1999–October 2000.

Law & Economics Consulting Group (LECG) Ltd, Wellington, New Zealand: Associate, July 1998–July 1999;

Law & Economics Consulting Group (LECG) LLC, Emeryville: Research Analyst in Antitrust Group, Sept 1997–May 1998.

New Zealand Treasury, Wellington, New Zealand, Summer Intern in Social Policy and Government Services Branch, November 1995–February 1996.

Russell McVeagh McKenzie Bartleet & Co., Barristers & Solicitors, Auckland, New Zealand: Summer Law Clerk, Litigation Department, November 1994–February 1995.

Academic publications

Somaya, D., D. Teece, and S. Wakeman (2011). Innovation in multi-invention contexts: Mapping solutions to technological and intellectual property complexity. *California Management Review*, 53(4), Summer 2011

Wakeman, S. (2008). A dynamic theory of technology commercialization strategy. *Academy of Management 2008 Annual meeting best paper proceedings*.

Wakeman, S. (2006). Chapter 18: The value of patent protection in technology development alliances. In *Strategic alliances: Governance and contracts*, ed. A. Arino and J. Reuer, 196–205. London: Palgrave Macmillan.

White papers

Tosini, N., H. W. Friederiszick, F. de Véricourt, and S. Wakeman (2009). *An economic assessment of the relationship between price regulation and incentives to innovate in the pharmaceutical industry*. ESMT White Paper No. WP–109–03.

Other publications

Wakeman, S. (2010). Smart innovation, *The Wall Street Journal Europe*, September 3, 2010.

Wakeman, S. (2010). Handeln, damit nicht andere profitieren. *Manager Magazin*, November 2, 2010.

Working papers

Hsu, D.H., and S. Wakeman (2011). [Costs and Benefits of Learning through Alliances for Entrepreneurial Firms](#). ESMT Working Paper No. 11–02 (R1).

Wakeman, S. (2010). [Profiting from technological capabilities: Technology commercialization strategy in a dynamic context](#). ESMT Working Paper No. 08–008 (R2).

Wakeman, S. (2012) [How Does Obtaining Intellectual Property Rights Impact Technology Commercialization Strategy? Reconciling the Competing Effects on Licensing vs. Financing](#). ESMT Working Paper No. 12–03.

Work in progress

Patent issues and product commercialization: Evidence from the pharmaceutical industry. (with S. Wagner)

The evolution of biotech alliance structure (1978–2008).

What drives equity participation in alliances? Evidence from biotechnology.

Media appearances

CNBC Europe “Good Entrepreneur” competition (advising finalist Craig White on intellectual property & licensing strategy), broadcast November 2009.

Honors and awards

California Management Review Best Article Award 2012 (awarded to the best article published in the journal in 2011).

President’s Honor Roll for Teaching Excellence, MBA 2010 course on Business Strategy, European School of Management and Technology, Berlin, Germany.

President’s Honor Roll for Teaching Excellence, EMBA 2008–10 course on Capturing Value from Innovation, European School of Management and Technology, Berlin, Germany.

Research Fellowship in Law & the Biosciences, Stanford Law School, 2006–2007.

Research Fellowship under Kauffman Foundation Grant to Professor Robert Merges, 2005–2006.

Bradley Fellowship, Haas Business School, University of California, Berkeley, California, USA, 2002–2003 & 2004–2005.

California Management Review Fellowship, Haas Business School, University of California, Berkeley, California, USA, 2003–2004.

John M. Olin Foundation Fellowship, School of Law, University of California, Berkeley, California, USA 2002–2005.

Haas Business School PhD Fellowship, University of California, Berkeley, California, USA, 2001–2002.

Tower Corporation Scholarship in Economics, University of Otago, Dunedin, New Zealand, 1992–1995.

Beverly Undergraduate Scholarship in Mathematics, University of Otago, Dunedin, New Zealand, 1992.

Teaching experience in business schools and universities

Business Strategy, Full-time MBA Program, European School of Management & Technology, April–May 2008, April–May 2009, April–May 2010, & May–June 2011.

Business Strategy, Executive MBA Program, European School of Management & Technology, March–June 2008, March–June 2009, February–June 2010, & April–May 2011.

Capturing Value from Innovation, Full-time MBA Program, European School of Management & Technology, September 2009, September 2010, & September 2011.

Capturing Value from Innovation, Executive MBA Program, European School of Management & Technology, October 2008, November 2009, November 2010, & September 2011.

Alternative strategies for commercializing breakthrough innovation, Open Enrolment Program, European School of Management & Technology, October 2010 & April 2011.

International Business, Haas Business School, University of California, Berkeley, Summer 2006 (Teaching Assistant).

Competitive Strategy, Haas Business School, University of California, Berkeley, Fall 2005 (Teaching Assistant).

Microeconomics for Business Decision Making, Haas Business School, University of California, Berkeley, Fall 2003 & Fall 2004 (Teaching Assistant).

Introductory Economics, Economics Department, University of California, Berkeley, Spring 1997 (Teaching Assistant).

Intermediate Microeconomics, Dept of Economics, University of Otago, February–June 1996 (Teaching Assistant).

Introduction to the Legal System, Faculty of Law, University of Otago, February 1995–June 1996 (Teaching Assistant).

Statistical Methods, Department of Mathematics & Statistics, University of Otago, February 1992–November 1992 (Teaching Assistant).

Invited presentations

Darden Entrepreneurship and Innovation Research Conference, Charlottesville, VA, USA, May 2012.

IPRIA Seminar, Melbourne, Brisbane, & Sydney, Australia, February 2012.

IPRIA lunchtime research workshop, University of Melbourne, Australia, February 2012.

European Policy for Intellectual Property (EPIP) Annual Conference, Brussels, Belgium, September 2011.

European Association for Research in Industrial Economics (EARIE) Annual Conference, Stockholm, Sweden, September 2011.

Technical University Munich, Department of Management, August 2011.

DRUID Summer Conference 2011, Copenhagen, Denmark, June 2011.

Strategy Research Initiative-Administrative Science Quarterly Paper Development Workshop, Annapolis, MD, USA, June 2011.

Darden Entrepreneurship and Innovation Research Conference, Charlottesville, VA, USA, May 2011.

DRUID-DIME Winter Conference 2011, Aalborg, Denmark, January 2011.

Innovation and Institutions Conference, Harvard Business School, Boston, MA, USA, November 2010.

University of Lausanne, Lausanne, Switzerland, November 2010.

European Policy for Intellectual Property (EPIP) Annual Conference, Maastricht, The Netherlands, September 2010.

Innovation seminar, Haas Business School, University of California, Berkeley, CA, USA, September 2010.

West Coast Research Symposium on Technology Entrepreneurship, University of Oregon, Eugene, OR, USA, August 2010.

DIW, Berlin, Germany, June 2010.

Pacific Rim Innovation Conference, Melbourne, Australia, January 2010.

Innovation and Institutions Conference, Harvard Business School, Boston, MA, USA, November 2009.

Academy of Management Annual Conference, Chicago, IL, USA, August 2009.

International Society for New Institutional Economics (ISNIE) Annual Conference, Berkeley, CA, USA, June 2009.

Strategic & International Management seminar, London Business School, London, UK, April 2009.

Innovation and Institutions Conference, Harvard Business School, Boston, MA, USA, November 2008.

Strategic Management Society Conference, Cologne, Germany, October 2008.

Academy of Management Annual Conference, Anaheim, CA, USA, August 2008.

DRUID Celebration Conference 2008, Copenhagen Business School, Copenhagen, Denmark, June 2008.

Wharton Technology Conference, Philadelphia, PA, USA, April 2008.

Department of Managerial Economics, Strategy and Innovation, Faculty of Business & Economics, Katholieke Universiteit Leuven, Leuven, Belgium, April 2008.

Duke Strategy Conference, Durham, NC, USA, April 2008.

Research in Intellectual Property Economics and Strategy Conference, Copenhagen, Denmark, December 2007.

Strategic Organization Design seminar, Department of Marketing and Management, University of Southern Denmark, December 2007.

Innovation and Institutions Conference, Harvard Business School, Boston, MA, USA, November 2007.

Technology Transfer Society Annual Conference, University of California at Riverside, Palm Desert, CA, USA, October 2007.

Center for Advanced Management Studies, Ludwig-Maximilians-University, Munich, October 2007.

European Policy for Intellectual Property (EPIP) Annual Conference, Lund, Sweden, September 2007.

Legal Environment of Business Unit, McCombs School of Business, University of Texas, Austin, TX, USA, February 2007.

Melbourne Business School, University of Melbourne, Melbourne, Australia, February 2007.

European School of Management & Technology, Berlin, Germany, January 2007.

Graduate School of Management, University of California, Davis, CA, USA, January 2007.

Strategy and Business Policy Department, HEC School of Management, Paris, France, January 2007.

Roundtable for Engineering Entrepreneurship Research (REER) Conference, Georgia Tech, Atlanta, GA, USA, December 2006.

University of San Diego School of Law, CA, USA, November 2006.

International Society for New Institutional Economics (ISNIE) Annual Conference, Boulder, CO, USA, September 2006.

Academy of Management Annual Conference, Honolulu, HI, USA, August 2005.

Strategic Alliances: Governance and Contracts Conference, IESE Business School, Barcelona, Spain, June 2005.

Colloquium on Competition & Cooperation (CCC) Haas Business School, in Berkeley, CA, USA, April 2005.

Management Strategy in its Business Environment Conference, Harvard Business School, Boston, MA, USA, March 2003.

Australasian Sports Law Association Conference, Sydney, Australia, August 1999.

Australasian Law Students Association Conference, Hobart, Australia, July 1995.

Affiliations and memberships

American Economics Association

Strategic Management Society

Academy of Management

Languages

English (native) and French (conversational).

Updated: May 2012