

## CARL VIeregger

Zimpleman College of Business • Drake University  
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### ACADEMIC POSITIONS

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**Associate Professor of Strategic Management** (with tenure), 2021–Present  
Zimpleman College of Business, Drake University

**Assistant Professor of Strategic Management**, 2015–2021  
Zimpleman College of Business, Drake University

**Postdoctoral Fellow in Strategy & Entrepreneurship**, 2013–2015  
Gies College of Business, University of Illinois at Urbana-Champaign

### EDUCATIONAL BACKGROUND

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**PhD** Olin Business School, Washington University in St. Louis, 2013

**MBA** Columbia Business School, 2006

**BA** Northwestern University, 1997

### PHD DISSERTATION

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“Three Essays in Strategic Capital Allocation”

Winner for Lead Paper of *Best Paper Prize for Practice Implications*, Strategic Management Society, 2012

Co-chairs: Anne Marie Knott and Todd Zenger

Committee: Nick Argyres, Dan Elfenbein, Radha Gopalan, Bruce Petersen

### PRIOR PROFESSIONAL EXPERIENCE

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**McCarthy Capital**, Omaha  
Private Equity Associate, 2005–2008

**IBM Software Group**, Americas  
Senior Consultant, Competitive Research Group, 2004–2005

**Price Waterhouse Management Consulting Services**, EMEA  
(subsequently PWC and IBM BCS)  
Principal Consultant, European Centre of Expertise, 1998–2004

**Andersen Consulting**, Chicago  
Consultant, 1997–1998

## **PEER-REVIEWED PUBLICATIONS**

1. “Top Management Team Structure and Resource Reallocation within the Multibusiness Firm,” Lead Author with Eric Larson and Phil Anderson, *Journal of Management*, 2017  
Winner, Business Excellence Research Grant from University of Illinois, 2013–2014  
Presented at Peer-Reviewed Conferences:  
AOM Annual Conference Symposium, August 2015
2. “Strategic Actions in a Platform Context - What Should Facebook Do Next,” including Case Teaching Notes, with Eric Larson, *Journal of Information Systems Education*, 2018  
Downloaded for classroom use more than 500 times
3. “Reconciling the Firm Size and Innovation Puzzle,” with Anne Marie Knott, *Organization Science*, 2019  
Funded by NSF Award #1246893 to work with U.S. Census Data  
Presented at Peer-Reviewed Conferences:  
SMS Annual Conference, September 2016  
Sumantra Ghoshal Conference on Managerially Relevant Research, June 2016  
Darden/Cambridge Judge Entrepreneurship and Innovation Conference, May 2016  
Census Data Research Conference, September 2015  
DRUID15 Conference, July 2015
4. “Student-Alumni Mentoring in the Business Capstone: An Opportunity to Both Cap and Bridge the Undergraduate Experience,” Lead Author with Andrew Bryant, *Journal of Education for Business*, 2019  
Recipient of *Innovation in Business in Business Education Award* from the MidAmerican Business Deans Association, 2019
5. “The Strategic Dilemma of Counter-Cyclical Capital Investment,” with Eric Larson, *Global Business and Economics Review*, 2021  
Presented at Peer-Reviewed Conferences:  
AOM Annual Conference, September 2018  
College of Organization Science Conference, October 2017

## **PAPERS AND PROJECTS UNDER REVIEW OR PREPARING FOR RESUBMISSION**

6. “Corporate Social Media Engagement: New Measures and Strategic Implications,” with Eric Larson, under review at *Communications of the Association for Information Systems*
7. “Managing the capital allocation process in large organizations: a case study at Wells Fargo,”  
Lead Author with Peter Cephlecha and Floyd Bates, employees at Wells Fargo  
Awaiting corporate approval for submission from the Wells Fargo legal review team

## **OTHER PUBLICATIONS**

8. “Maybe you shouldn’t always ‘start with why’ when making strategic decisions,” Des Moines *Business Record*, April 2022

9. “Maybe try shaking up your teams with an outsider to inspire innovation,” Des Moines *Business Record*, May 2022
10. “Maybe your corporate sustainability strategy can be more than just a cost of doing business,” Des Moines *Business Record*, June 2022

#### **STUDENT-LED RESEARCH PROJECTS**

11. “The Use of Virtual Teams: What Can We Learn from Popular Media?” by Lauren Ceplecha
12. “Analyst Report on Dollar General: Fast and Steady Wins the Race,” by James Pistillo
13. “A Comparison of Entrepreneurship in the United States and Germany,” by Sarah Ghaussy
14. “Case Studies of Nike and Lululemon,” by Grace Lipscomb

#### **INTELLECTUAL PROPERTY – PATENT**

15. Title: “Labels with Limited, Reversible Transparency,” U.S.P.P. Serial No. 62/509,462  
Co-inventor with Jacob Schnackenberg (MBA 2017, PharmD 2018)

#### **EARLY STAGE PROJECTS W/ PRELIMINARY TITLES**

16. “Signposts toward Greater Knowledge: Communicating Research Results to Managers”
17. “Sweet Strategy: Case Studies from the Chocolate Industry”
18. “The Strategy Capstone: One Course to Rule Them All”
19. “Student Engagement in Online Business Courses: A Quantitative Perspective”
20. “Sustainability Contests to Inspire Sustainability Thinking”

#### **ACADEMIC SERVICE**

Undergraduate Curriculum Committee, ZCB, Drake University, 2024–Present

Promotion & Tenure Committee, ZCB, Drake University, 2024–Present

Graduate Curriculum Committee, ZCB, Drake University, 2015–2022

Member of Editorial Board of *Journal of Education for Business*, 2019–Present

Reviewer for SMS & AOM Annual Conferences, 2012–Present

Ad Hoc Reviewer: *Strategic Management Journal*, *Economic Inquiry*, *Journal of Management*

## **HONORS AND AWARDS**

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**Winner:** Harry I. Wolk Research Award, 2021–2022

**Winner:** Outstanding Graduate Teacher of the Year Award, 2019–2020

**Winner:** Innovation in Business Education Award (2nd place), MidAmerican Business Deans Association, 2019

**Winner:** Business Excellence Grant from College of Business, University of Illinois, 2014–2015

**Recipient:** James Scholar Grant for Research Assistance, University of Illinois, 2014 & 2015

**Winner:** Business Excellence Grant from College of Business, University of Illinois, 2013–2014

**Lead Student Researcher:** NSF Award #1246893 with Anne Marie Knott: “The Impact of R&D Practices on R&D Effectiveness,” 2012–2014

**Winner:** Best Paper Prize for Practice Implications, SMS Annual Conference, 2012

**Winner:** PhD Poster Competition for Job Market Paper, Olin Business School, 2012

**Moog Scholar Award:** Outstanding PhD Student, Olin Business School, 2011–2012

**Lead Student Researcher:** NSF Award #0965147 with Anne Marie Knott, “Firm IQ: A Universal, Uniform and Reliable Measure of R&D Effectiveness,” 2011–2012

**Doctoral Fellowship:** Olin Business School, 2008–2013

**Dean’s List:** Columbia Business School, 2006

## **TEACHING EXPERIENCE**

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### **Undergraduate**

*Business Strategy and Policy*, Capstone for all Majors in Zimpleman College of Business, Drake University, 2015–Present

*Business Policy and Strategy*, Capstone for all Majors in Gies College of Business, University of Illinois at Urbana-Champaign, 2013–2015

### **MBA and PMBA**

*Corporate Governance and Ethics*, Zimpleman College of Business, Drake University, 2016–Present

*Online: Corporate Governance and Ethics*, Zimpleman College of Business, Drake University, 2018–Present

*Corporate Governance for Sustainable Development*, Zimpleman College of Business, Drake University, 2015–2016

## **NON-PROFIT BOARD SERVICE**

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Easterseals Iowa, Member of Board of Directors (2022–Present)

Iowa Newspaper Association, Member of Foundation Board of Directors (2018–Present)  
Member of Foundation Executive Committee (2023–Present)

ArtForceIowa, President of Board of Directors (2017–2019)

## **ADDITIONAL INFORMATION**

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U.S. Citizen (native English language)

German language at advanced level

Member, SMS; AOM; INFORMS; IEEE

Special Sworn Researcher at U.S. Census Bureau (2014–Present)

Effective Case Teaching Certificate, The Case Centre, 2016

HBS Teaching Certificate, Participant-Centered Learning, 2011