

GOVERT VROOM

IESE Business School
Av. Pearson, 21
08034 Barcelona, Spain

Tel.: +34.932534200
gvroom@iese.edu
blog.iese.edu/vroom

PROFESSIONAL EXPERIENCE

IESE Business School (Barcelona, Spain)	2008-present
Professor of Strategic Management	2016-present
Associate Professor of Strategic Management	2011-2016
Assistant Professor of Strategic Management	2008-2011
Chair of IESE Business School Promotion & Tenure Committee	2020-present
Academic Director of Global Executive MBA program	2015-2018
Academic Director of Executive MBA program	2013-2015
IESE Public-Private Sector Research Center, Research Fellow	2009-present
University of Amsterdam, Amsterdam Business School, guest lecturer	2021-present
University of Granada, Faculty of Economics and Business, visiting professor	Sep-Dec 2019
Purdue University, Krannert School of Management (West Lafayette, USA)	2005-2008
Assistant Professor of Strategic Management	
KPN Telecom, Financial Controller and Senior Cost Management Consultant (The Hague, The Netherlands)	1991-1997
Royal Dutch Army (Breda/Utrecht, The Netherlands)	1989-1991
Assistant Professor of Logistics, Military Academy	
Lieutenant, operational audit consultant	
Christelijk Atheneum Adriaen Pauw, high school economics teacher (Heemstede, The Netherlands)	1988

EDUCATION

INSEAD, Strategy Area (Fontainebleau, France), Ph.D. in Management Committee: Javier Gimeno (chair), Karel Cool, Xavier Vives, Peter Zemsky Dissertation: "Strategic incentives systems: A theoretical and empirical investigation of managerial incentives and competitive interaction"	1999-2005
Northwestern University, Kellogg School of Management, visiting scholar	2001
Boston University	1997-1999
M.A. in Economics, Economics Department	
MBA, Graduate School of Management	
VU University Amsterdam, Executive Master of Finance and Control (RC-EMFC)	1991-1995
University of California, Berkeley, exchange program	1989
University of Amsterdam	1983-1989
M.S. in Business Economics; Undergraduate degree in Physics (propaedeuse)	

ACADEMIC AND PROFESSIONAL SERVICE

Editorial Board member:

- *Strategic Management Journal* 2011-present
- *Strategy Science* 2013-2022
- *Journal of Management* 2008-2015

Reviewer for *Academy of Management Journal*, *Academy of Management Review*, *Global Strategy Journal*, *Journal of Economics and Management Science*, *Journal of Management Studies*, *Journal of Management*, *Long Range Planning*, *Management Science*, *Organization Science*, *Strategic Entrepreneurship Journal*.

Benjamin Franklin International School 2013-2017

- Member of the Foundation Board
- Treasurer (Foundation Board)
- Vice-President (Foundation Board)

Member of Executive Committee, Strategy Division, Academy of Management (elected) 2015-2017

Chair, Strategic Management Society, Competitive Strategy Interest Group (elected) 2009-2012

Member of the Academy of Management, Strategy Division, Research Committee 2008-2010

Academy of Management Annual Meeting, organizer of the STR Managing Your Dissertation workshop 2007

PUBLICATIONS (PEER-REVIEWED)

Sohl, McCann, and Vroom, "Business model diversification: Demand relatedness, entry sequencing, and curvilinearity in the diversification-performance relationship", *Long Range Planning*, forthcoming.

Van Angeren, Vroom, McCann, Podoyntsyna, and Langerak, "Optimal distinctiveness across revenue models: Performance effects of differentiation of paid and free products in a mobile app market", *Strategic Management Journal*, March 2022. doi.org/10.1002/smj.3394.

Sohl, Vroom, and T. McCann, "Business Model Diversification and Firm Performance: A Demand-Side Perspective", *Strategic Entrepreneurship Journal*, June 2020, 14(2): 198-223. doi.org/10.1002/sej.1342

Sohl, Vroom, and Fitza, "How Much Does Business Model Matter for Firm Performance? A Variance Decomposition Analysis", *Academy of Management Discoveries*, October 2018. doi.org/10.5465/amd.2017.0136

Vandebroek, McCann, and Vroom, "Modeling the Effects of Psychological Pressure on First-Mover Advantage in Competitive Interactions", *Journal of Sports Economics*, December 2018, 19(5): 725-754. doi.org/10.1177%2F1527002516672060

McCann and Vroom, "Opportunity Evaluation and Changing Beliefs during the Nascent Entrepreneurial Process", *International Small Business Journal*, August 2015, 33(6): 612–637. doi.org/10.1177%2F0266242614544198

- McCann and Vroom, “Competitive Behaviors and Non-Financial Objectives: Entry, Exit, and Pricing Decisions in Closely-Held Firms”, *Organization Science*, 2014, 25(4): 969-990. doi.org/10.1287/orsc.2013.0859
- McCann and Vroom, “Pricing Response to Entry and Agglomeration Effects”, *Strategic Management Journal*, 2010, 31(3): 284-305. doi.org/10.1002/smj.805
- Vroom and Gimeno, “Ownership Form, Managerial Incentives, and the Intensity of Rivalry”, *Academy of Management Journal*, 2007, 50(4): 901-922. doi.org/10.5465/amj.2007.26279210
- Vroom, “Organizational Design and the Intensity of Rivalry”, *Management Science*, 2006, 52(11): 1689-1702. doi.org/10.1287/mnsc.1060.0586

PUBLICATIONS (OTHER)

- Vroom, Berges, and Sastre, “New Immuno-Oncology Solutions (NIOS): Aligning Stakeholders in the Biotech Industry”, case study and teaching note, February 2021.
- Sastre and Vroom, “Spotify: Face the Music (update 2021)”, case study and teaching note, August 2021.
- Vroom, Casadesús-Masanell, Sastre, and Mitchell, “WWF and Greenpeace: Two Strategies to Save the Arctic Ocean”, case study and teaching note, July 2019.
- Sohl and Vroom, “Mergers and Acquisitions Revisited: The Role of Business Model Relatedness”, In: Cary L. Cooper, Sydney Finkelstein. “Advances in Mergers and Acquisitions”. Emerald Group Publishing Limited, 2017. pp 99 - 113 (Vol. 16).
- Vroom, “What’s the Goal of Your Firm?”, *IESE Insight*, issue 20 (first quarter 2014)
- Sohl, Burguete, Vroom, and Vives, “Foreign Direct Investment in Barcelona: A City Focused on Growth”, Public-Private Sector Research Center study, December 2014.

AWARDS & GRANTS

SMS Conference, Corporate Strategy Interest Group, Best Paper Award	2020
AGAUR grant (SGR-1244) at the Public-Private Sector Research Center at IESE, Spain	2017-2019
AGAUR grant (SGR-1496) at the Public-Private Sector Research Center at IESE, Spain	2014-2016
Distinguished Paper Award, Academy of Management, Business Policy and Strategy Division “Business Model Diversification, Resource Relatedness, and Firm Performance”	2014
Grant from Ministry of Research, Spain	2010, 2013, 2014
Grant from the Regional Government of Catalonia	2009, 2016, 2017
John & Mary Willis Young Faculty Scholar award, Purdue University	2007
Blackwell Outstanding Dissertation Award for best dissertation Business Policy and Strategy Division of the Academy of Management	2006

Distinguished Teacher award, Purdue University MBA core Strategy course, MBA elective course “Competitive Strategy”	2006-2007
2nd place award in <i>Organization Science</i> Dissertation Proposal Competition	2004
Academy of Management, BPS Division, Outstanding Reviewer award	2002-2004, 2011
Received distinction for the INSEAD Ph.D. comprehensive exam	2001
High honors for M.A./MBA degree, Boston University	1999
Invited member of the Honor Society of Beta Gamma Sigma	1999

TEACHING

Competitive Strategy (MBA, Executive MBA, Global Executive MBA, Advanced Management Program)
Corporate Strategy (Global Executive MBA, Advanced Management Program)
Industry and Competitive Analysis (MBA elective course)
Strategic Management (Ph.D. course)
Introduction to Strategy (custom programs with companies in luxury goods, automotive, tires, banking, distribution sectors)
Analysis of Business Problems (MBA core course)

Member of dissertation committee for doctoral students:

- Joey van Angeren, Eindhoven University	2019
- Ching Liao, IESE Business School, Strategic Management Department	2018
- Tom Vandebroek, IESE Business School, Strategic Management Department	2015
- Bilgehan Uzunca, IESE Business School, Strategic Management Department	2014
- Gustav Helmers, Purdue University, Department of Agricultural Economics	2010
- Brian McCann, Purdue University, Krannert School of Management	2009

PROFESSIONAL ASSOCIATIONS

Academy of Management
Strategic Management Society

Update: November 2022