

Peter Rowan

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RESEARCH INTERESTS

Entrepreneurship, Entrepreneurial Cognition, Behavioral Economics, Culture, Strategy

EDUCATION

PhD in Business Administration, 2025 – Shidler College of Business, University of Hawaii, Honolulu, HI
MBA in International Finance, 1994 – Middlebury Institute of International Studies, Monterey, CA
MA in International Policy Studies, 1993 – Middlebury Institute of International Studies, Monterey, CA
BA in Russian History, 1989 – Cornell University, Ithaca, NY

TEACHING EXPERIENCE

Management Faculty, Albers School of Business & Economics, Seattle, 2021-present

- MGMT 3490 Entrepreneurship Essentials
- MGMT 4790 Business Plan Development
- MGMT 5340 Business Consulting Practicum
- MGMT 5360 Entrepreneurship Fundamentals
- MGMT/CPSC 5910 Investing in AI

Adjunct Faculty, Marketing & Management, Shidler College of Business, Honolulu, 2015 – 2020

- MKT372 Marketing in New Ventures
- BUS200 Introduction to Business
- MGT650/LAW560/ENG658 High Growth Entrepreneurship
- MGT645 New Venture Management
- MGT650 Entrepreneurs Practicum
- BUS 696: MBA Consulting Practicum

Instructor, Hacking4Recovery, Honolulu, 2020

- 5-day online course based on Lean Launchpad, NSF I-Corp Program
- Co-taught with Steve Blank and team

Adjunct Faculty, Hogan Entrepreneurs, **Chaminade University**, Honolulu, 2015 – 2020

- ENT 401/402 Applied Entrepreneurship

Adjunct Faculty, Entrepreneurship, **University of Washington**, Seattle, 2005-2014

- Business Development Ventures
- Digital Publishing Ventures

PROFESSIONAL EXPERIENCE

Lawrence K Johnson Chair & Professor of Entrepreneurship; Executive Director, Innovation & Entrepreneurship Center, Albers School of Business & Economics, **Seattle University**, Seattle, Washington, 2021- present
Executive Director, Pacific Asian Center for Entrepreneurship, Shidler College of Business, **University of Hawai'i**, Honolulu, 2017-2021
Investor-in-Residence, **XLR8UH**, Honolulu, 2015-2017
Corporate Vice President, New Ventures, **Coinstar/Redbox**, Seattle, 2001-2011
President, **T3 Media**, New York, 1997-2001
Director of International Business Development, **National Patent Development Corporation**, New York/Washington, DC, 1994-1997

RECENT PUBLICATIONS

- The variation of family business branding across stakeholders: a social identity perspective. Zhang & Rowan, *Journal of Family Business Management*, 2022.
- The influence of the firm on family business branding: the mediator role of the family. *Journal of Family Business Management*. Zhang & Rowan, 2023..

WORKING PAPERS

- Socioemotional Wealth and Family Firms' Stakeholder Engagement: A Family Embeddedness Perspective, Zhang, Rowan & Hayashi, 2023.
- The influence of the firm on family business branding: The mediator role of the family, Zhang & Rowan, 2022
- Case Notes from Startup Paradise
- To Quit or Not to Quit: Microfoundations of Nascent Entrepreneur Survival Using Necessary Condition Analysis
- Perspectives on Risk Among Nascent Entrepreneurs
- Lazy Managers and Crazy Entrepreneurs: Do Resources Influence Biases in Risk Perception?.
- Decoupling Risk and Return. On Explanations for International Corporate Venture Capital.
- Fortune and Glory: Management Perspectives on the Trajectory of Commercial Outer Space (with Robert Moore)

INVITED CONFERENCE PRESENTATIONS

- Academy of Management, Teaching & Learning Conference, 2019, "Teaching the Lean Startup Method."
- Academy of Management, 2018, "Decoupling Risk and Return. On Explanations for International Corporate Venture Capital," Academy of Management Proceedings Vol. 2018, No. 1.
- Academy of Management, 2017, "Lazy Managers and Crazy Entrepreneurs: Do Resources Influence Biases in Risk Perception?," Academy of Management Proceedings Vol. 2017, No. 1.

HONORS / AWARDS

University of Washington, Excellence in Teaching Business, 2009

MEMBERSHIPS / AFFILIATIONS

Academy of Management Annual Meeting (ENT) , Volunteer Reviewer

Adnoviv (smart sensors), Advisory Board Member/

Blue Startups. (Start-up Accelerator), Investor/Mentor.

Blue View Technologies, Inc. (High definition sonar, Sold to Teledyne in 2012), (former) Board Member.

Burke-Gilman PDA (Seattle Public Development Authority), (former) Board Member, Treasurer.

Buerk Center for Innovation & Entrepreneurship, UW, Judge, Business Plan Competition & Environmental Impact Competition; Jones + Foster Accelerator, Mentor/Advisor.

Comprendio, Inc., Advisory Board Member.

Flowater, Inc., Advisory Board Member.

Global Consortium of Entrepreneurship Centers (GCEC), Member.

Hawaii Angels, Angel Investor Group, Member.

Hawaii Venture Capital Association, Board Member.

Hogan Entrepreneurs, Chaminade University, Advisory Board Member.

Northwest M&A Group (Corporate Development Professional Group), Member.

Pacific Asian Center for Entrepreneurship, Member, Board of Directors.

Rendezview (collaborative software platform), Advisory Board Member.

University of Washington (Business Development Certificate Program), Advisor.

Wearware, Inc. (Flywire Cameras), Investor/Mentor.

References

Available upon request.