

**ATICUS PETERSON**  
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## Education

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- 2019-Present     **HARVARD BUSINESS SCHOOL**     **BOSTON, MA**  
PhD Candidate, Strategy Unit.  
Committee: Rory McDonald, Jan Rivkin, Eric Van den Steen, Andy Wu (chair), Dennis Yao.  
Coursework: Entrepreneurship, Machine Learning, Economics, Econometrics, International Business, Strategy.
- 2010-2016     **HARVARD UNIVERSITY**     **CAMBRIDGE, MA**  
Bachelor of Arts in Applied Mathematics, *cum laude*. Application Area: Government.  
*Activities*: Harvard University Choir, Intramural Crew Team, Latter Day Saint Student Association Treasurer.

## Awards

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- 2024     Best Paper Award: Wharton Innovation Doctoral Symposium  
2021     PhD Paper Prize (winner), Strategic Management Society  
2021     Research Methods Paper Prize (nominated), Strategic Management Society  
2016     Harvard University Certificate of Distinction in Teaching

## Research: Academic Publications and Works In Progress

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- Peterson, Aticus, and Andy Wu. "Entrepreneurial Learning and Strategic Foresight." Art. 1. Strategic Management Journal 42, no. 13 (December 2021): 2357–2388. (Lead article.)
- Peterson, Aticus, and Andy Wu. "Complexity and Timing in Novel Ventures." (Working Paper)
- Peterson, Aticus, Andy Wu, and Haiyang Zhang. "Entrepreneurial Projection Strategy." (Working Paper)
- "The Mediocrity Trap: Entrepreneurial Learning and Strategic Timing" (Job Market Paper)
- "Sources of Growth: Evidence from the Search Fund Context"

## HBR Articles, Cases, and Teaching Materials

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- Karp, Rebecca, and Aticus Peterson. "Find the Right Pace for Your AI Rollout." (pdf) Harvard Business Review Digital Articles (August 25, 2022).
- Wu, Andy, and Aticus Peterson. "More-Experienced Entrepreneurs Have Bigger Deadline Problems." Harvard Business Review 100, no. 2 (March–April 2022): 28–29. (IdeaWatch.)
- Wu, Andy, and Aticus Peterson. "Intellectual Property Strategy." Harvard Business School Module Note 721-436, February 2021.
- Wu, Andy, Maliha Malek Quidir, and Aticus Peterson. "Tonik Bank." Harvard Business School Case, July 2024.

## Presentations

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- 2024     HBS Strategy Alumni Conference  
2024     Strategy Science Conference  
2024     CCC Doctoral Conference  
2024     Smith Entrepreneurship Conference Doctoral Consortium  
2024     Wharton Innovation Doctoral Symposium  
2024     BYU Research Week  
2023     Academy of Management Conference  
2022     Strategic Management Society Conference  
2022     Strategy Science Conference  
2021     Academy of Management Conference  
2021     Strategic Management Society Conference  
2021     Cass Business School Brown Bag  
2021     Wharton Technology and Innovation Conference  
2020     Harvard Business School Strategy Unit PhD Seminar  
2020     Harvard Business School Strategy Unit Brown Bag Lunch

## Teaching Experience

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|-------------------------|---|----------------------|
| Jan 2022 -<br>Dec 2022  | <b>HARVARD UNIVERSITY</b><br><b>Instructor, Economics Department</b>  | <b>CAMBRIDGE, MA</b> |
|                         | <ul style="list-style-type: none"><li>• Designed seminar course (Economics of Entrepreneurship and Venture Capital) for Harvard College students concentrating in economics and received a perfect 5/5 score from all students on their instructor evaluation.</li></ul>  |                      |
| Jan 2022 -<br>May 2022  | <b>HARVARD BUSINESS SCHOOL</b><br><b>Teaching Fellow, RC Strategy</b>   | <b>BOSTON, MA</b>    |
|                         | <ul style="list-style-type: none"><li>• Lead and designed bi-weekly review sessions of key course content, including value bars, game theory, network effects, five forces, S-curves, etc.</li></ul>  |                      |
| Sept 2014 -<br>May 2016 | <b>HARVARD UNIVERSITY</b><br><b>Teaching Fellow: Multivariable Calculus, Linear Algebra and Differential Equations</b>  | <b>CAMBRIDGE, MA</b> |
|                         | <ul style="list-style-type: none"><li>• Taught and applied course concepts in weekly sections of ~20 students, as well as individually and in small groups during weekly office hours. Planned and led a course-wide exam review session for all 200 students in the course. Invited back to teach for four consecutive semesters.</li><li>• Awarded Harvard University Certificate of Distinction in Teaching, achieving a 4.8/5 student evaluation score.</li></ul> |                      |

## Professional Experience

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|--------------------------|---|-----------------------|
| June 2016 -<br>July 2019 | <b>ROSE PARK ADVISORS, LLC</b><br><b>Venture Capital Principal</b>  | <b>BOSTON, MA</b>     |
|                          | <ul style="list-style-type: none"><li>• Developed and extended co-founder Clayton Christensen's theory of disruptive innovation to investing as the third most senior member of the investment team, identifying and documenting new applications of the theory.</li></ul>  |                       |
| June 2015 -<br>Aug 2015  | <b>THE BOSTON CONSULTING GROUP</b><br><b>Summer Associate</b>   | <b>DALLAS, TX</b>     |
|                          | <ul style="list-style-type: none"><li>• Developed strategy for a multi-national oil and gas company to succeed within the unconventional asset class and identified specific opportunities for collaboration between their business units by facilitating a workshop for company executives to discuss survey input from ~100 participants.</li></ul> |                       |
| Sept 2014 -<br>Oct 2015  | <b>OFFICE OF THE PRESIDENT, HARVARD UNIVERSITY</b><br><b>Student Intern</b>   | <b>CAMBRIDGE, MA</b>  |
|                          | <ul style="list-style-type: none"><li>• Collected and analyzed confidential information to help advise the President's decisions on university strategy, including the future of higher education, improved university policies, and better programing.</li></ul>   |                       |
| Summer 2014              | <b>IKANG HEALTHCARE</b><br><b>CEO Office Intern</b>   | <b>BEIJING, CHINA</b> |
|                          | <ul style="list-style-type: none"><li>• Created a China-specific mathematical model to measure individual health and fitness and presented recommendations to CEO of China's largest private preventative healthcare provider to bring specific healthcare products into the Chinese market.</li></ul>  |                       |
| June 2011 -<br>July 2013 | <b>CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS</b><br><b>Missionary, Assistant to the Mission President</b>   | <b>TAIPEI, TAIWAN</b> |
|                          | <ul style="list-style-type: none"><li>• Developed mission strategy, managed and supported 150 missionaries, and worked over 90 hours a week communicating primarily in Mandarin Chinese. Planned and presented over 100 workshops.</li></ul>  |                       |

## Personal

*Software:* R, Python, Matlab, Excel

*Languages:* Mandarin Chinese (Professional), Spanish (Conversational)

*Personal interests:* Photography, piano, Eagle Scout, foodie, musicals, running, scuba diving, skiing, my Goldendoodle Nigel.

## References

Rory McDonald ([McDonaldR@arden.virginia.edu](mailto:McDonaldR@arden.virginia.edu)); Jan Rivkin ([jrivkin@hbs.edu](mailto:jrivkin@hbs.edu));  
Eric Van den Steen ([evandensteen@hbs.edu](mailto:evandensteen@hbs.edu)); Andy Wu ([awu@hbs.edu](mailto:awu@hbs.edu)); Dennis Yao ([dyao@hbs.edu](mailto:dyao@hbs.edu)).