

# Âriel (Ari) de Fauconberg

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tel – US: +1 207 701 6889 / UK: +44 (0)7311 216315
- INTERESTS** Entrepreneurship, innovation strategy, organizational identity, sustainable development, climate technology
- EDUCATION** PhD, Management (Gates-Cambridge Scholar) – Univ. of Cambridge (2020 - exp. 2025)  
*Supervisor:* Prof. Matthew Grimes (primary), Prof. Jennifer Howard-Grenville (secondary)  
*Dissertation:* “Strategic Identity Positioning and Innovation in the Energy Sector.”
- MBA – Bentley University, US (2015 - 2016)
- MPhil, Geography and the Environment – University of Oxford (2012 - 2014)  
*Supervisor:* Prof. Heather Viles (primary)  
*Thesis:* “Stewards of Cultural Capital: Examining stakeholder valuation, investment, and management of inhabited UNESCO World Heritage Sites.”
- BA, Anthropology and Architecture (dual major) – Smith College, US (2007 - 2011)  
*Supervisors:* Prof. Elliott Fratkin (primary), Prof. Caroline Melly (secondary)  
*Thesis:* “Heritage and Identity in the Spaces and Places of Fās, Morocco.”
- MAJOR AWARDS** *Gates Cambridge Scholarship* (Cambridge, 2020-2025), one of the most prestigious graduate scholarships in the world; Winner, Bracken Bower Prize, Financial Times and McKinsey & Co. (2022).
- PUBLICATIONS** A. de Fauconberg, P. Berthon, and J.P. Berthon (2018), “Rethinking the marketing of World Heritage Sites: Giving the past a sustainable future.” *Journal of Public Affairs*, 18(2)e1655.
- REPORTS AND WHITE PAPERS**
1. R. Binte Rajah, A. de Fauconberg, and O. Woeffray (2021). Future Readiness of SMEs: Mobilizing the SME Sector to Drive Widespread Sustainability and Prosperity [White Paper]. World Economic Forum.
  2. A. Bessis, A. de Fauconberg, B. Gapp, H. Goble, and N. Obodoekwe (2021). *Digital Finance in Africa: At a Crossroads* (GDI Report 01). Cambridge, UK: Good Data Initiative.
  3. Eldridge-Thomas, B., Carden, S., Bücker, C., Davies, B., Ajadi, S., Coffey, C., De Fauconberg, A., et al. (2021). *Achieving Net Zero within the NHS: System-wide transition to greener, sustainable care*. University of Cambridge ThinkLab Report.
  4. Johns Hopkins University, Babson College, and ICRW (2019). *Women’s Energy Entrepreneurship: A Guiding Framework and Systematic Literature Review*. Research Report RA7, ENERGIA. (Contributing author)

## JOB MARKET PAPER

Title: *Values homophily in action: Co-founder authentication processes during team formation* (joint work with Prof. Matthew Grimes)

*Abstract:* Impact-focused venture founders engage in a process of team formation where they evaluate the skills and professional experience of co-founders as well as the extent to which these individuals affirm values-based commitments to social and environmental impact. Yet, an increasing flow of resources towards impact-focused entrepreneurship has also begun attracting a wider pool of potential entrepreneurs, who while performing interest in impact creation, vary significantly in their values. This consistency in the performance of values yet variance in actual underlying values is a product of institutional complexity, which can lead to foundational misalignment between founders and thus the eventual demise of early-stage ventures. In this paper, we seek to better understand this co-founder evaluative process by asking, *how do entrepreneurs ensure values alignment within co-founding teams?* Through an 18-month ethnographic study of a climate technology accelerator, we explore the role of values authentication processes during early-stage venture team formation. Our findings reveal a community-based process where founders' values are authenticated through intensive scrutiny across three layers of public and private social arenas. These findings and our emergent model contribute to existing research on early-stage entrepreneurial team formation by specifying how values homophily occurs amid institutional complexity.

## WORKING PAPERS

1. A. de Fauconberg and M. Grimes. "Values homophily in action: Co-founder authentication processes during team formation." *Expected journal submission Fall 2024; target journal: Administrative Science Quarterly.*
2. A. de Fauconberg and M. Grimes. "Beyond the lean startup: A theory of entrepreneurial runways in the context of moonshot innovations." *Expected journal submission Summer 2024; target journal: Academy of Management Review.*
3. A. Feix, A. de Fauconberg, and M. Gruban, "Type I and II Greenwashing: Extending the critique of CSR communication via means-ends decoupling." *Expected submission Summer 2024; target journal: Business & Society.*
4. A. de Fauconberg. "The power (and stigma) of oil: Strategic identity positioning and innovation in the energy sector." *Working paper; target journal: Academy of Management Journal.*

## WORK-IN-PROGRESS

1. Caines, L., Dahl, P., de Fauconberg, A., & Ixmeier, A. "Understanding how entrepreneurs navigate the production of endogenous existential risks in entrepreneurial responses to climate crisis." *Working paper.*

## SELECTED SEMINARS, CONFERENCES, AND WORKSHOPS

\* indicates presentation by co-author

"Values homophily in action: Co-founder authentication processes during team formation" (*joint paper with Prof. M. Grimes*)

- 84<sup>th</sup> Annual Meeting of the Academy of Management, ENT Symposium on “Early-Stage New Ventures: Individual Entrepreneurs, Founding Teams, and Founder-Investor Relations,” Chicago, US (*Accepted, Aug 2024*); Gates-Clarendon Research Symposium, Cambridge, UK (Mar 2024); 4<sup>th</sup> INSEAD Doriot Entrepreneurship Conference, Singapore (June 2023); 13<sup>th</sup> Annual Process Research Symposium, Rhodes, GR (Jun 2022); Cambridge Judge Business School PhD Research Lunch, Cambridge, UK (May 2022).
- “Beyond the lean startup: A theory of entrepreneurial runways in the context of moonshot innovations” (*joint paper with Prof. M. Grimes*)  
40<sup>th</sup> European Group for Organizational Studies Colloquium, Milan, IT (*July 2024*); Austrian Early Scholars Workshop (AESW), Vienna, AT (Mar 2024).
- “The power (and stigma) of oil: Strategic identity positioning and innovation in the energy sector” (*sole author*)  
39<sup>th</sup> European Group for Organizational Studies Colloquium, Cagliari, IT (July 2023); BS4CL Climate Research Leadership Conference, Barcelona, SP (June 2023); Academy of Management Journal Paper Development Workshop, Paris, FR (Mar 2023); 10<sup>th</sup> Annual Paper Development Workshop, Univ. Edinburgh Business School (Mar 2023); Energy Research and Policy Group Lent Term Seminar (Feb 2023).
- “Type I and Type II Greenwashing: Extending the critique of CSR communications via means-ends decoupling” (*joint paper with Drs. A. Feix and M. Gruben*)  
\*84<sup>th</sup> Annual Meeting of the Academy of Management, SIM presentation, Chicago US (*Accepted, Aug 2024*); Group for Research on Organizations and the Natural Environment (GRONEN) Research Conference, SKEMA Business School (Paris), France (*May 2024*); Paper and Idea Development Workshop, Center for Sustainable Business, King’s College London, UK (Mar 2024).
- “Digital Finance in Africa: Accelerating foundations for inclusive and sustainable local innovation” (*joint paper with Gapp, B.; Bessis, A.; Goble, H.; and Obodoekwe, N.*)  
\*International Conference on Sustainable Development, Columbia Univ., NY, US (Sept 2022).
- “The Green Handcuff Dilemma: Navigating resource tensions of oppositional identity for new sustainable ventures” (*sole author*).  
Winter Doctoral Conference, Judge Business School, UK (Dec 2020).
- “Building the Evidence Base for Women’s Entrepreneurship in the Clean Energy Sector” (*joint research with Drs. A. Shankar, A. Elam, and A. Glinski*).  
International Conference on Sustainable Development, Columbia University., NY, US (Sept 2018).
- “The Price of Culture: Understanding Stakeholder Investment in UNESCO Heritage Sites” (*sole author*).  
Skoll Center, Saïd Business School, University of Oxford (Mar 2014).
- “Fez: Heritage and Identity in the Spaces & Places of Fās, Morocco” (*sole author*).  
Collaborations Conference, Smith College, Northampton, MA (Apr 2011); Five College Anthropological Conference, Univ. of Massachusetts at Amherst, MA (Apr 2011); Five College Anthropological Conference, Amherst, MA (Apr 2009).

PROCEEDINGS

1. B. Gapp, A. de Fauconberg, A. Bessis, H. Goble, and N. Obodoekwe. (2022) “Digital Finance in Africa: Accelerating Foundations for Inclusive and Sustainable Local Innovation.” *Environmental Sciences Proceedings*, 15(1):66.
2. “Fez: Heritage and Identity in the Spaces and Places of Fās, Morocco.” *Proceedings for Celebrating Collaborations*, Five College Anthropological Association, 2011.

BOOK CHAPTERS

K. Volkan, A. de Fauconberg, and D. Gregory. “Reshaping physician identity: Medical legitimacy and the rise of integrative and lifestyle medicine,” Chapter in *Organization Studies and Medical Humanities*, edited by A. Bernardi, B. Quacquarelli, and F. Angeli. London: Routledge. (*forthcoming, 2025*)

TEACHING

**Graduate**

*Spring Workshop: HBS Case Study* (MSt Sustainability Leadership Course)  
Cambridge Institute for Sustainability Leadership (CISL), University of Cambridge  
(Spring 2023, 2024)

*Design Thinking* (Graduate Seminar)  
Harvard University Extension School (Fall 2017, 2018, TA with Dr. Dan DeGooyer)

*Behavioral Finance* (MIB & MFin Elective Course)  
Hult International Business School, Boston (Lecturer, Summer 2017)

*Corporate Social and Environmental Management* (MSc Geography Core Course)  
School of Geography and the Environment, University of Oxford (Spring 2014, TA  
with Prof. Gordon Clarke)

**MBA**

*Business and Sustainable Development* (MBA Core Course)  
Cambridge Judge Business School, University of Cambridge (Spring 2022, Spring  
2023, Spring 2024, TA with Prof. Matthew Grimes)

*Negotiations Lab* (MBA Core Course)  
Cambridge Judge Business School, University of Cambridge (Spring 2023, TA with  
Prof. Mark de Rond)

*Digital Business* (MBA Elective Course)  
Cambridge Judge Business School, University of Cambridge (Spring 2022, Spring  
2023, TA with Drs. Stella Pachidi & Karla Sayegh)

*Entrepreneurship* (MBA Core Course)  
Cambridge Judge Business School, University of Cambridge (Fall 2021, TA with Dr.  
Chris Coleridge)

*Innovation Management* (EMBA Core Course)  
Cambridge Judge Business School, University of Cambridge (Winter 2022-Spring  
2023, TA with Prof. Stelios Kavadias)

**Undergraduate (BA, BA + Meng, and BS)**

*Environmental Sustainability and Business* (BA Engineering Elective Course)  
Department of Engineering, University of Cambridge (Fall 2020, Fall 2021, TA with  
Prof. Jennifer Howard Grenville)

## **Materials Development & Course Support**

*Course Coordinator*, EMBA11: Innovation Management, Cambridge Judge Business School (2022-2023).

*Course materials developer*, ‘Spotlight on Climate’ thematic e-unit for MSc Sustainability Leadership, Cambridge Institute for Sustainability Leadership (CISL) (Spring 2021-Present).

## RESEARCH GRANTS

Energy Interdisciplinary Research Center Small Grant Scheme, Univ. of Cambridge (2023)

Postgraduate Research Fund Recipient, Jesus College, University of Cambridge (2022-Present)

Discretionary Academy Development Funding Recipient, Gates Cambridge Trust (2022-Present)

Charles Green Fund Grant for Ethnographic Research, University of Oxford (2013, 2014)

Graduate Research Grant for Ethnographic Fieldwork, Jesus College, Univ. of Oxford (2013, 2014)

Mellon Foundation/Smith College Office of the Provost research grant (2010)

Grant recipient, Smith College Middle Eastern Language & Cultural Studies Department (2009)

## SELECTED AWARDS AND FELLOWSHIPS

PhD Exceptional Teaching Award, for outstanding performance in the 2022/2023 academic year with “a particularly high feedback score,” Cambridge Judge Business School (2023)

“Business for a Better World” Dissertation Competition Finalist, CSU College of Business (2021)

Finalist, Peter Drucker Essay Challenge, Peter Drucker Society Europe (2021)

St Catharine’s College Benavitch scholarship for Ph.D. in Management, Cambridge (2020, declined)

Cambridge Political Economy Society Trust full scholarship for Ph.D., Cambridge (2020, declined)

High distinction for best overall performance in cohort, Bentley University (2016)

Beta Gamma Sigma (International business studies honors society), Bentley University (2016)

Full Academic Merit scholarship for MBA, awarded by Bentley University (2015)

Phi Beta Kappa (US academic honors society), Smith College (2011)

First Group Scholar (top 10% of class), Smith College (2011)

High Honors for Anthropology Senior Honors thesis, Smith College (2011)

Samuel Bowles Prize for best paper on an Anthropological Subject, Smith College (2011)

Susan Cohen ’62 and Paula Deitz ’59 Prize “for excellence in a thesis, paper, or project examining the science, design, or culture of the built environment,” Smith College (2011)

## PROFESSIONAL

*Organizations*: World Economic Forum Expert Network (2021-Present); Academy of Management (2017-Present); European Group of Organizational Studies (EGOS) (2023-Present); OTIS Research Group, Cambridge (2020-Present); Energy Research and Policy Group (EPRG), Cambridge (2020-Present); Global Catastrophic Risk Working Group, University of Cambridge-LMU Strategic

partnership (2022-Present); Responsible Research in Business and Management (RRBM) Network (2024-Present).

*Ad hoc refereeing:* Academy of Management Annual Conference (2017-Present), Strategic Management Society Annual Meeting (2024-Present).

## RELEVANT RESEARCH EXPERIENCE

### *Visiting Positions*

Research Fellow, Babson College, US (2018-2019).

Visiting Scholar, Center for Women's Entrepreneurship Leadership, Babson College, US (2017-2018).

### *Research Collaborations*

Cambridge Project Lead & Report Author, World Economic Forum (WEF) project, "Future Readiness of SMEs: Mobilizing the SME Sector to Drive Widespread Sustainability and Prosperity," University of Cambridge, UK (2021).

Team Lead, ThinkLab Net Zero/NHS Project, Strategic Partnerships Office, University of Cambridge, UK (2021).

Research Assistant, Stranded Assets Programme, Smith School of Enterprise and the Environment, Oxford UK (2014).

Library & Research Intern, Danish Inst. for Study Abroad, Copenhagen DK (2011-2012).

Research Assistant, East Asian Studies Department, Smith College, US (2008-2009).

## ACADEMIC ACTIVITIES

*Leadership:* President/Chair, Gates Cambridge Trust Student Council (2021-2022); CORE Lead Organizer – Impact Forum, Judge Business School (2021-2022); CORE Lead Organizer – 17<sup>th</sup> Annual Winter Doctoral Conference, Judge Business School (Fall 2020).

*Service:* Co-organizer, Organizational Theory Research Engagement Group (OTREG), Cambridge Judge Business School (Spring 2023, Fall 2023); SMS 42<sup>nd</sup> Annual Conference PhD Volunteer Support Staff (2022); Program Assistant, 2020 AIMAC Doctoral Symposium, University of Cambridge (2020).

*Advisory & Representation:* CORE Advisor, 18<sup>th</sup> & 19<sup>th</sup> Annual Winter Doctoral Conferences, Judge Business School (Fall 2021 & 2022); Class Representative – Nature, Society, and Environmental Policy MSc Programme, University of Oxford (2012-2013); Student Advisory Board, Lewis Global Center for Education, Smith College (2010-2011); Student Academic Advisor, Cushing House, Smith College (2008-2009).

## ADDITIONAL TRAININGS

*Doctoral Consortia:* ONE Doctoral Student Consortium, 84<sup>th</sup> Annual Meeting of the Academy of Management (*Accepted*, 2024); OMT Doctoral Student Consortium, 83<sup>rd</sup> Annual Meeting of the Academy of Management (2023).

*Research:* New Energy Summer Summit, Arthur L. Irving Institute for Energy and Society at Dartmouth College (*July 2024*); STR PhD Networkshop (May 2024); CITI IRB Program Refresher Course (2024); Climate Finance PhD Course, BS4CL (Spring 2024); Existential Risks Conference, Stanford University (Mar 2023); Carnegie School of Organizational Learning Academy (Summer 2022).

*Teaching:* Graduate Teaching Training Certificate, Judge Business School (2020-2024); Undergraduate Supervisions – Supervisor Training, University of Cambridge (Fall 2020); Graduate Teacher Training, Harvard Extension School (Fall 2017).

ADDITIONAL *Film & Media:* Judge, Watersprite Film Festival, Cambridge UK (2020-Present);  
ACTIVITIES Intern (documentary production), National Geographic & Touch Production (Summer 2007).

*Sport:* Amateur rower for Fitzwilliam College (NW1) & Jesus College, University of Cambridge (2019-Present); Marathon & half-marathon runner (2010-Present); Competitive swimmer, competing in Arizona & Western US regional events (1999-2009).

*Sector-specific:* NYC Next Idea Business Competition semi-finalist (20 out of 300 applications) (2013); Lead negotiator for Shell Oil in invited Royal Dutch Shell, plc. Stakeholder Management Challenge simulation, University of Oxford (2013).

#### REFERENCES

Prof. Matthew Grimes  
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Prof. Jennifer Howard-Grenville  
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