

# Johnathan R. Cromwell

Assistant Professor of Entrepreneurship, Innovation, and Strategy  
University of San Francisco  
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## Curriculum Vitae

### EDUCATION

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**Harvard Business School**  
DBA Management, 2018

**Massachusetts Institute of Technology**  
S.B. Chemical-Biological Engineering, 2009

### ACADEMIC POSITIONS

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**University of San Francisco**      Assistant Professor, 2018–Present

### AWARDS AND RECOGNITION

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*Best Paper*, OB Division, Academy of Management, 2018

*Conference Proceedings*, Academy of Management, 2018, 2017, 2017

*Best Reviewer Award*, TIM Division, Academy of Management, 2019, 2018, 2017, 2016

*Outstanding Reviewer*, OB Division, Academy of Management, 2017, 2016

*Above and Beyond the Call of Duty Reviewer*, OMT Division, Academy of Management, 2015

*William L. Stewart Institute Award*, MIT, 2009

*Larry Benedict Leadership Award*, MIT, 2009

*Senior Legacy Award*, MIT, 2009

*Order of Omega Honor Society*, MIT, 2009

### PUBLICATIONS

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**Cromwell, J. R.** & Gardner, H. K. (2020). High-stakes innovation: When collaboration in teams enhances (or undermines) innovation in professional service firms. *Journal of Professions and Organization*, 7(1). doi:10.1093/jpo/joz017

**Cromwell, J. R.**, Amabile, T. M., & Harvey, J.-F. (2018). An integrated model of dynamic problem solving within organizational constraints. In R. Reiter-Palmon, V. Kennel & J. C. Kaufman (Eds.), *Individual creativity in the workplace* (pp. 53–81). New York: Academic Press.

## WORKS IN PROGRESS

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Harvey, J.F., **Cromwell, J. R.**, Johnson, K. J., & Edmondson, A. C. The dynamics of team learning: Identifying synchronous versus sequential pathways to performance in innovation teams. (Under review.)

**Cromwell, J. R.** & Harvey, J.-F. Creative dark matter: An alternative path to developing breakthrough innovation. (Under review.)

**Cromwell, J. R.** Further unpacking creativity with a problem-space theory of creativity and constraint. (Preparing for submission.)

**Cromwell J. R.** What's a social robot to do? Resolving ambiguity through an emergent innovation process in groups. (Preparing for submission.)

**Cromwell J. R.** The social process of developing a social robot: A model of dynamic problem solving in groups for breakthrough innovation. (Preparing for submission.)

**Cromwell, J. R.**, Shatrat, O., & Hasse, J. In praise of emergent thinking: A meta-analytic review of creativity tasks and cognitive styles. (Data analysis.)

**Cromwell J. R.** & Harvey, J.F. When organizations run internal innovation contests: How the pursuit of excellence affects commitment to the organization. (Data analysis.)

Staats, T., Reyt, J.N., **Cromwell, J. R.**, & Harvey, J.F. Pitch to your audience: The effects of pitch concreteness and judge domain experience on pitch evaluations. (Data analysis.)

## TEACHING EXPERIENCE

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### University of San Francisco

Product Engineering: BUS 379 & MSEI 505

5 sections completed (Fall 2019 Overall Rating: 5.87/6)

Working with engineers can be challenging because it often seems like they have a completely different worldview and speak a completely different language. This course aims to give non-technical business students the ability to understand how engineers think, approach and solve problems, and ultimately, view the world around them. With these skills in hand, students will be able to better collaborate with, manage, and lead engineers throughout their careers.

Creativity, Innovation, & Applied Design: BUS 349

2 sections completed (Fall 2019 Overall Rating: 5.68/6)

The process of creativity and innovation can be inundated with uncertainty that makes it difficult for entrepreneurs to understand how they will develop a successful outcome. This course introduces students to a broad range of theories, concepts, and practical skills that will help them confront, overcome, and even embrace this uncertainty in the pursuit of developing a new product or service. Students learn this content by applying it to a personal creative project that culminates in a "product pitch" at the end of the semester.

REFEREED CONFERENCE PRESENTATIONS

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- Cromwell, J. R.** & Gardner, H. K. (2019). *When great minds think alike: The value of familiarity for collaborative creativity as the stakes become higher*. Paper presented at the annual meeting of the Academy of Management, Boston, MA.
- Staats, T., Reyt, J.N., **Cromwell, J. R.**, & Harvey, J.F (2019). *Pitch to your audience: The effects of pitch concreteness and judge domain experience on pitch evaluations*. Paper presented at the annual meeting of the Academy of Management, Boston, MA.
- Cromwell, J. R.** (2019). *Further unpacking creativity with a problem-space theory of creativity and constraint*. Paper presented at the annual Creativity Conference, Ashland, OR.
- Harvey, J.F., **Cromwell, J. R.**, Johnson, K. J., & Edmondson, A. C. (2018). *Learning pathway to performance in innovation project teams*. Paper presented at 5th annual World Open Innovation Conference, San Francisco, CA.
- Cromwell, J. R.** (2018). *Further unpacking creativity with a problem-space theory of creativity and constraint*. Paper presented at the annual meeting of the Academy of Management, Chicago, IL.  
\* Best Paper, OB Division  
\* Conference Proceedings
- Cromwell, J. R.** (2018). *An integrated model of dynamic problem solving within organizational constraints*. Paper presented at the annual meeting of the Academy of Management, Chicago, IL.
- Cromwell, J. R.** & Gardner, H. K. (2017). *High-stakes innovation: When collaboration undermines (and sometimes enhances) innovation*. Paper presented at the annual meeting of the Academy of Management, Atlanta, GA.  
\* Conference Proceedings
- Cromwell, J. R.** & Amabile, T. M. (2017). *Toward resolving the paradox of creativity and constraints in organizations: A taxonomic approach*. Paper presented at the annual meeting of the Academy of Management, Atlanta, GA.  
\* Conference Proceedings
- Cromwell, J. R.** & Amabile, T. M. (2016) *Creativity and constraints: A theory of dynamic problem solving in organizations*. Presented at the Boston College Creativity Collaboratorium, Boston College, Boston, MA.
- Cromwell, J. R.** & Sanchez-Burks, J. (2016). *Recombination in teams*. Organized symposium at the annual meeting of the Academy of Management, Anaheim, California.
- Cromwell, J. R.**, Harvey, J.F. & Sanchez-Burks, J. (2016). *Creators as curators: Exploring the process and consequences of idea curation in organizations*. Paper presented at the annual meeting of the Academy of Management, Anaheim, California.

**Cromwell, J. R. & Gardner, H. K. (2016).** *High-stakes legal innovation: When new partners fail and familiarity flourishes*. Paper presented at the EGOS international colloquium, Naples, Italy.

**Cromwell, J. R. & Gardner, H. K. (2015).** *High-stakes legal innovation: When new partners fail and familiarity flourishes*. Paper presented at the INGRoup Conference, Pittsburgh, PA.

#### INVITED PRESENTATIONS

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2020	MIT
2019	University of California, Berkeley HEC Montréal University of Texas at Austin Oasis Labs (Blockchain startup based in San Francisco, CA) Plug and Play (Startup accelerator and incubator based in Silicon Valley, CA)
2018	HEC Montréal Harvard Business School
2017	Tuck School of Business, Dartmouth College University of San Francisco University of California, Santa Barbara

#### PROFESSIONAL & UNIVERSITY SERVICE

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2019–Present	Ad-hoc reviewer for the <i>Academy of Management Review</i> and <i>Organization Science</i> .
2019–Present	Member of the Distinguished Research Committee at the University of San Francisco
2019–Present	Member of the Undergraduate Program Committee at the University of San Francisco, School of Management
2019–Present	Affiliated faculty member of the Department of Engineering at the University of San Francisco.
2015–Present	Reviewer for Academy of Management annual meeting.
2015–2017	Co-organizer of The ASQ Blog ( <a href="http://www.asqblog.com">www.asqblog.com</a> )

INDUSTRY EXPERIENCE

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**(Social Robot Company)**, Boston, MA  
Design Researcher, Jun 2016 – May 2018

**Harvard Business School**, Boston, MA  
Research Associate, Oct 2009 – Jun 2012

**3M**, St. Paul, MN  
Displays and Graphics Research Lab Intern, May – Aug 2008

**Advanced Electron Beams**, Wilmington, MA  
Application Development Engineering Intern, May – Aug 2007