

ATICUS PETERSON
Harvard Business School
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Education

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| 2019-Present | HARVARD BUSINESS SCHOOL
PhD Candidate, Strategy Unit.
Committee: Rory McDonald, Jan Rivkin, Eric Van den Steen, Andy Wu, Dennis Yao.
Coursework: Entrepreneurship, Machine Learning, Economics, Econometrics, International Business, Strategy.
Job Market Paper: <i>The Mediocrity Trap: Entrepreneurial Learning and Strategic Timing.</i> | BOSTON, MA |
| 2010-2016 | HARVARD UNIVERSITY
Bachelor of Arts in Applied Mathematics, <i>cum laude</i> . Application Area: Government.
<i>Activities:</i> Harvard University Choir, Intramural Crew Team, Latter Day Saint Student Association Treasurer. | CAMBRIDGE, MA |

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

- Peterson, Aticus, and Andy Wu. "[Entrepreneurial Learning and Strategic Foresight.](#)" Art. 1. Strategic Management Journal 42, no. 13 (December 2021): 2357–2388. (Lead article.)

Research: Works In Progress

- Peterson, Aticus. "The Mediocrity Trap: Entrepreneurial Learning and Strategic Timing" (Job Market Paper)
- 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)
- Peterson, Aticus. "Sources of Growth: Evidence from the Search Fund Context"

Practitioner Articles and Teaching Materials

- 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, Feb 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

- Jan 2022 - Dec 2022 **HARVARD UNIVERSITY** **CAMBRIDGE, MA**
Instructor, Economics Department
- 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.
- Jan 2022 - May 2022 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Teaching Fellow, RC Strategy
- Lead and designed bi-weekly review sessions of key course content, including value bars, game theory, network effects, five forces, S-curves, etc.
- Sept 2014 - May 2016 **HARVARD UNIVERSITY** **CAMBRIDGE, MA**
Teaching Fellow: Multivariable Calculus, Linear Algebra and Differential Equations
- 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.
 - Awarded Harvard University Certificate of Distinction in Teaching, achieving a 4.8/5 student evaluation score.

Professional Experience

- June 2016 - July 2019 **ROSE PARK ADVISORS, LLC** **BOSTON, MA**
Venture Capital Principal
- 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.
- June 2015 - Aug 2015 **THE BOSTON CONSULTING GROUP** **DALLAS, TX**
Summer Associate
- 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.
- Sept 2014 - Oct 2015 **OFFICE OF THE PRESIDENT, HARVARD UNIVERSITY** **CAMBRIDGE, MA**
Student Intern
- 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.
- Summer 2014 **IKANG HEALTHCARE** **BEIJING, CHINA**
CEO Office Intern
- 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.
- June 2011 - July 2013 **CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS** **TAIPEI, TAIWAN**
Missionary, Assistant to the Mission President
- 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.

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@darden.virginia.edu); Jan Rivkin (jrivkin@hbs.edu);
Eric Van den Steen (evandensteen@hbs.edu); Andy Wu (awu@hbs.edu); Dennis Yao (dyao@hbs.edu).