

John F. Burr, Ph.D.
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West Lafayette, Indiana 47906
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Education

Ph. D., Strategic Management, Finance Minor
Purdue University December 2006

M.S. Industrial Administration,
Purdue University August 1991

B.S. Mechanical Engineering Technology,
Purdue University December 1988

Professional Experience

Continuous Term Lecturer – Krannert School of Management
Purdue University West Lafayette, Indiana 8/10 to present

Strategic Management, Entrepreneurship and Operations Strategy. Graduate teaching in
Entrepreneurship

Visiting Assistant Professor - Consumer Sciences and Retailing
Purdue University West Lafayette, Indiana 5/09 to 5/10

Selling and Sales Management.

Knowledge Management Director
Purdue University West Lafayette, Indiana 9/01 to 5/09

Managed e-Enterprise Center technical team in Purdue's Discovery Park which proves IT
infrastructure for research, web development and application development

Business Director – DuPont IntegriSsm (a division of DuPont Corian®)
DuPont Inc., Wilmington, Delaware 1/00 to 9/01

Launched and managed DuPont IntegriS, a services business for DuPont Surfaces providing
complete installed packages for commercial construction. Increased revenue by \$2 million
first year while increasing variable margin by 9%

Marketing Manager – Corian®
DuPont Inc., Wilmington, Delaware 10/97 to 1/00

Developed marketing strategy resulting in reorganization of sales efforts and 30% revenue
growth. Increased marketing expense productivity by 25% through focusing efforts on key
segments. Repositioned Corian® brand in commercial specified market

Marketing/Strategy Consultant
DuPont Inc., Wilmington, Delaware 1/95 to 10/97

Provided marketing and strategy training for 10 business units in 28 countries throughout Asia

and Eastern Europe . Established consumer products business in Russia leading to first year \$1.5 million at 110% ROI. Provided marketing strategy for Dacron® in Turkey leading to licensing revenue from market leader. Provided brand support for Teflon® and Lycra® businesses

Market Development Engineer- Engineering Polymers

DuPont Inc., Wilmington Delaware

9/91 to 1/95

Defined opportunity and was responsible for 50% revenue increase in new parts business.

Established use of QFD in product development for target segments. Initiated PACE (similar to Stage Gate) process for new product development in growth segment

Publications

Dissertation: Innovation, Leverage and Internal Controls. This research focuses on some of the determinants of corporate innovation, what is necessary to facilitate innovation, and the interaction of policies and beliefs within the fields of strategy and finance

Conference Papers

Dietz, J.E., Drifmeyer, J.E., Leonard, K.E., Hsieh, C., Dunlop, S., Braun, D., Burr, J., Chaturvedi, A., and Black, D.R. (2010, April 6-7). Pandemic Preparedness Training for Schools (PTS). 3rd Annual International Conference on Computer Games Multimedia & Allied Technology (CGAT 2010) – Singapore

Burr, J., Iyer, D., Exploration, Exploitation and Financial Performance: Finding the right balance. Accepted at Strategic Management Society 2009 Burr, J.,

Burr, J., Drenevich, P., Withers, M., Knowledge Breadth versus Knowledge Depth; Clarifying Competing Measures of Absorptive Capacity, Accepted at Strategic Management Society 2007

Burr, J., Iyer, D., Do firms get rewarded for exploration?; Strategic Management Society meeting 2005

Articles

Cary A. Mitchell, Arend-Jan Both, C. Michael Bourget, John F. Burr, Chieri Kubota, Roberto G. Lopez, Robert C. Morrow, Erik S. Runkle (2012) LED's: The Future of Greenhouse Lighting! *Chronica Horticulturae*. Vol 52:1

C.A. Mitchell · M.P. Dzakovich · C. Gomez · R. Lopez · J.F. Burr · R. Hernández · C. Kubota · C.J. Currey · Q. Meng · E.S. Runkle Light-Emitting Diodes in Horticulture, *Horticultural Reviews*, Edition: 43, Chapter: 1, Publisher: John Wiley and Sons, Inc., Editors: Jules Janick, pp.1-87

H. Zhang, J. Burr, F Zhao, A Comparative Life Cycle Assessment (LCA) of Lighting Technologies for Greenhouse Crop · Jan 2016 · *Journal of Cleaner Production*

Book Chapters

Burr, John F (2012) Pandemic Planning, Five Motivating Dimensions, Advances in Homeland Security: Pandemic Planning. Ed. Black, R and Dietz, J.E., CRC Press, Boca Raton

Case and Teaching Notes

Rothaermel, F., Burr, J (2014)., *Make or Break at RIM: Launching the Blackberry 10*. McGraw-Hill

Grants

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| Indiana Advanced Electric Drive Vehicle Research and Education Consortium Role: Co-PI | \$6,000,000 |
| Crossroads Smart Grid Workforce Development Program Role: Co-PI | \$ 2,200,760 |
| Developing LED Lighting Technology and Practices for Sustainable Specialty Crop Production Role: Co-PI | \$2,441,296 |

Teaching Awards

Krannert Top Undergraduate Teacher Student Voted (2013)
Krannert Outstanding Undergraduate Instructor (Spring 11-Fall 15, core and electives)
Krannert Outstanding Student Instructor (2006)