

Mana Heshmati

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EDUCATION

University of Michigan, Ross School of Business	2017–present
Doctoral Candidate in Strategy, Advisor: Felipe Csaszar	
Cognitive Science Graduate Certificate Program, Computation & Cognition Track	
Indiana University, Kelley School of Business	2013–2015
Master of Business Administration, Management	
Master of Science, Supply Chain Management	
Carnegie Mellon University	2007–2011
Bachelor of Science, Mechanical Engineering	
Minor, Engineering Design	

RESEARCH

- **Research Interests**
 - **Substantive:** Managerial cognition, Strategic decision making, Technological innovations
 - **Methodological:** Machine learning, Natural language processing, Experiments
- **Working papers**
 - Csaszar, F. A., **Heshmati, M.**, and Rosenkranz, N. “External representations in strategic decision making: Understanding strategy’s reliance on visuals.” [Revise & Resubmit at *Strategic Management Journal*]
 - Finalist, 2020 Academy of Management STR Best Paper Award, Behavioral Strategy Track
 - **Heshmati, M.** and Csaszar, F. A. “Learning strategic representations: Exploring the effects of taking a strategy course.” [Under Review]
 - Nominee, 2020 Strategic Management Society Conference Best PhD Paper Prize
- **Work in progress**
 - **Heshmati, M.** “The multidimensional language of firms: Firm–manager consistency and adaptation to nascent industries.” [Data collection stage]
 - **Heshmati, M.** and Li, C. “Front office face-offs: Conflicting goals and strategic experimentation in the NHL” [Data analysis stage]
- **Proceedings**
 - Csaszar, F. A., **Heshmati, M.**, and Rosenkranz, N. “External representations in strategic decision making: Understanding strategy’s reliance on visuals.” *Academy of Management 2020 Best Paper Proceedings*.

PRESENTATIONS

- **Paper Presentations**
 - “Learning strategic representations: Exploring the effects of taking a strategy course.”
 - Strategic Management Society Annual Conference, October 2020
 - Organization Science Winter Conference, March 2020 (*conference postponed*)
 - Ross School of Business Strategy Brown Bag, May 2019

- “External representations in strategic decision making: Understanding strategy’s reliance on visuals.”
 - Academy of Management Annual Meeting, August 2020
- “The multidimensional language of firms: How firm–manager consistency shapes adaptation to nascent industries.”
 - Ross School of Business Strategy Brown Bag, April 2020
- **Invited Participation**
 - Industry Studies Association Professional Development Workshop, June 2020
 - Maryland Methods Bootcamp, June 2020 (*workshop postponed*)
 - Strategy Science Doctoral Workshop, April 2020
 - SERC Consortium in Entrepreneurship Research, April 2020 (*conference cancelled*)
 - Medici Summer School, June 2019
 - Computational Organization Science Summer School, June 2018

AWARDS, FELLOWSHIPS, & GRANTS

- **Awards**
 - W. A. Spivey/Valerie and W. Hall Award for Academic and Research Excellence 2020
 - Nominee, Strategic Management Society Conference Best PhD Paper Prize 2020
 - Finalist, Academy of Management STR Best Paper Award, Behavioral Strategy Track 2020
 - Ross Early Candidacy Award 2019
 - Institute for Social Research-Rackham Summer Training Award 2019
 - Ford Reward and Recognition Award 2012, 2015, 2016
- **Fellowships**
 - University of Michigan, Rackham Merit Fellowship 2017–present
 - University of Michigan, Ross Doctoral Fellowship 2017–present
- **Grants**
 - University of Michigan, UROP Supplementary Research Funding Grant 2020
 - University of Michigan, Rackham Candidacy Research Grant 2020
 - University of Michigan, Ross PhD Research Grant 2020
 - University of Michigan, Rackham Pre-Candidacy Research Grant 2018
 - University of Michigan, Rackham Professional Development Grant 2018
 - University of Michigan, Rackham Conference Travel Grant 2017, 2018, 2019

TEACHING EXPERIENCE

- **Instructor**
 - STR 290: Business Strategy (BBA Core) Winter 2020
 - Teaching Evaluation: 4.8/5.0, 98% of students rated the teaching as excellent
 - Students: 80 sophomores at Ross
 - Selected by students for Women’s History Month social media feature
- **Instructional Support Specialist**
 - STR 533: Corporate Strategy (Online MBA Core) Winter 2021
 - Supporting development of first online MBA strategy course & serving as teaching assistant

- **Teaching Assistant**

- STR 682: Mergers, Acquisitions, & Corporate Development (MBA Elective) Winter 2019, 2020
- STR 637: Mergers, Acquisitions, & Corporate Development (WMBA Core) Summer 2019
- STR 636: Strategic Thinking & Competitive Analysis (EMBA Core) Winter 2019
- MO 503: Leading People & Organizations (MBA Core) Fall 2018, 2019
- BE/MO 619: Incentives & Productivity (MBA Elective) Winter 2019
- ICOS Big Data Summer Camp (Doctoral Workshop) Summer 2018

PROFESSIONAL SERVICE AND MEMBERSHIP

- **University of Michigan, Ross School of Business**

- Founder & Coordinator of Strategy/M&O Anti-Racist Reading Group 2020–present
- Strategy Doctoral Student Research Seminar Co-Coordinator 2018–2019
- PhD Committee Member for Diversity, Equity, and Inclusion 2019–2020
- PhD Forum Grants Committee Member 2018–2019
- PhD Forum Social Co-Chair 2018–2019
- Ross School of Business Uplift Committee Member 2017–2018

- **Ad hoc referee**

- *Organization Science*, Strategic Management Society Annual Conference, Academy of Management Annual Meeting

- **Mentorship**

- Undergraduate Research Opportunity Program (UROP) Research Mentor 2020–present
- Ross BBA Senior Thesis Mentor 2019–2020

- **Conferences**

- Organizer, “Cognition & Competition: Microfoundations of Competitive Adaptation,” Academy of Management 2020 Symposium (*postponed due to virtual format*)

INDUSTRY EXPERIENCE

- **Ford Motor Company**

2011–2017

- Product Planning & Strategy
Developed business cases on advanced technologies for conventional and autonomous vehicles.
- Product Development Engineering
Worked in a range of engineering divisions including Ford Performance Motorsports, crash safety, vehicle prototyping, and chassis engineering.

- **Peace Meal Kitchen**

2016–2017

- Founder & Owner
Peace Meal Kitchen is a dinner pop-up dedicated to educating diners on regions that are either misrepresented by the U.S. media or are struggling with political conflict. Featured in [The New York Times](#) and [The Washington Post](#), Peace Meal Kitchen uses the concept of gastrodiploamacy to educate diners on misrepresented cultures through food.

OTHER

- **Citizenship:** USA, EU
- **Languages:** English (native), Farsi (fluent), French (conversational), Spanish (conversational)
- **Software:** Python, R, Stata, MATLAB, SQL, Java, L^AT_EX