

Alec C. Johnson
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Personal Statement: *Dynamic educator, mentor and advisor, and entrepreneur with a focus on Lean Start Up and Design Thinking frameworks.*

Education

PhD, University of Wisconsin-Madison, 2000
Strategy/Entrepreneurship

MS, University of Wisconsin-Madison, 1995
Management/International Business

BS, University of Wisconsin-Madison, 1989
Engineering Mechanics

Academic Experience

Associate Professor, University of St. Thomas. (2008 - Present).

Assistant Professor, University of St. Thomas. (2001 - 2008).

Associate Director - Center for Entrepreneurial Studies, University of Minnesota -
Carlson School of Management. (1999 - 2001).

Professional/Private Sector Experience

Co-Founder of Medcademy

- Pre-revenue online education platform for research hospitals
- In testing with MVP (Feb. 2016 to present)
- Sourced and manage product development team in India

Co-Founder of CourseCal (www.coursecal.com) (2013 to present)

- At revenue consumer-facing LMS for higher education
- Leading pivot to more focused client base
- Currently developing product for Mayo Hospitals

Product Development Engineer, Goodyear Tire & Rubber Co. (1989 - 1993).

- Professional Test Driver
- Worked directly with Goodyear and Client-Side Design Teams
- Primary Accounts included Honda, Mitsubishi and Nissan
- Spent 6 weeks a year in Japan with clients

Boards

Board of Advisors, Elicit Insights, Minneapolis, MN. (2011 - Present).

- \$10M annual boutique Consumer Data Analytics Consultancy
- Clients include Fossil, Southwest Airlines, Pier 1, JC Penny, Homestay
- Close advisor on growth and acquisition strategies

Board of Advisors, FamDoo.com, Minneapolis, MN. (2012 - Present).

- Consumer-facing Web Application with \$2.1M in angel funding and Fortune 500 corporate partners, including US Bank and Target Corp.
- Helped lead pivot to licensable, white label loyalty rewards management platform.

Board of Advisors, DesignWise Medical, Minneapolis, MN. (2009 - 2011).

- First of its kind non-profit medical device design firm
- Focus on pediatric market with low rates of case incidence
- Lead development on technology development strategies and first major fundraising event

Board of Directors, Reese Enterprises, Rosemount, MN. (2007 - 2013).

- Privately held light manufacturing in home and commercial building industry
- \$15M Revenue
- Quarterly meetings with standard fiduciary responsibilities

Board of Advisors, Danville Signal, Canon Falls, MN. (2005 - 2008).

- Design to Production Audio Electronics Engineering
- “Cadillac” of audio electronics, international with \$1.2M revenue and 9 employees
- Helped lead transition from product production company to hardware technology partner business model which fueled recent growth

Board of Advisors, Virtuoso's Music Academy, Plymouth, MN. (2004 - 2008).

Ad hoc advisor and mentor to: Buddy’s Peanut Butter, Automotion TV, Thinking Moves, House of Talents, Social Lights, DoDrinks, ArtsApp,

Teaching - *Focus on Start Up Strategies, Lean Start Up and Design Thinking*

- ENTR 200 Foundations of Entrepreneurship - National Award Winning Course
<https://vimeo.com/videomystory/review/55266703/96e8bce714>
- ENTR 350 Fundamentals of Innovation - Experiential course with emphasis on Design Thinking and Lean Startup/Business Model Canvas frameworks.
- ENTR 450 Entrepreneurship Management/Strategy Capstone - Manage 7-10 teams through semester long applied Design Thinking and Lean Start Up process.
- ENTR 490 Silicon Valley Immersion - Lead 20 students for 3 weeks in San Francisco in applied Design Thinking project. Work closely with most popular SV brands, including IDEO, LinkedIn, and Pivotal Labs.

- ENTR 650 New Venture Strategies for MBAs, cited as one of the most popular and memorable activities in recent (Fall 2014) survey of alumni.

Awards

- *Special Recognition in Innovation of Entrepreneurship Education*, USASBE 2013, Jan 2013, San Francisco *Outstanding Teaching Case*, USASBE 2012, Jan. 2012, New Orleans
- Opus College of Business Teacher of the Year - Nominated 2012, 2014, 2016

Research - *Current focus is on developing publishable teaching cases based on alums of the University of Saint Thomas. This program, called The Fowler Case Research Program, is funded by Mr. Ron Fowler.*

Ebben, J. & Johnson, A. (2018). Transit Team Acquisition Analysis Case Study. *Journal of Management Policy and Practice*. Forthcoming.

Johnson, A. & Ebben, J. (2017). ArtsApp Case Study: Will Music Schools Embrace Multimedia Software? *Entrepreneurship & Innovation Exchange*.

Johnson, A. C. and Ebben, J. J. (2017) DoDrinks.com (in development);

Johnson, A. C. and Ebben, J. J. (2015) From Bags To Riches (in development);

Ebben, J. J., Johnson, A. C. (2014) Simply Sports Bike, *The CASE Journal*. 11(1), 113-132.

Ebben, J. and Johnson, A. 2014. Borealis Software Case Study. *Journal of Management Policy and Practice*. 15(4), 118-126.

Ebben, J. J., Johnson, A. C. (2011). SP Equity Case Study. *Journal of Management Policy and Practice*, 12(3), 91-107.

Ebben, J. J., Johnson, A. C. (2011). Cash Conversion Cycle Management in Small Firms Relationships with Liquidity, Invested Capital, and Firm Performance. *Journal of Small Business and Entrepreneurship*, 24(3), 381-396.

Ebben, J. J., Johnson, A. C. (2006). Bootstrapping in Small Firms: An Empirical Analysis of Change Over Time. *Journal Of Business Venturing: Int'l. Entrepreneurship, New Bus. Devel. & Tech*, 21, 851-865.

Johnson, A. C., Ebben, J. J., Pricer, R. (2006). Organization Strategy for Successful Firm Performance. *Journal of Applied Business and Economics*, 6(5), 73-83.

Ebben, J. J., Johnson, A. C. (2005). Efficiency, Flexibility, or Both? Evidence Linking Strategy to Performance in Small Firms. *Strategic Management Journal*, 26(1249-1259).

Johnson, A. C., Nenide, B., Pricer, R. W. Determining the Ability of Firms to Use Debt to Finance Operations: A Theoretical and Pragmatic Approach to Financial Analysis and Strategic Decision Making. To appear in *Journal of Applied Business and Economics*.

Johnson, A. C., Ebben, J. J. (2004). Fluent Systems, LLC Case A: Concept to Market by Leveraging University Resources. *Case Research Journal*.

Other Peer Reviewed Scholarly Work

Johnson, A. C. (in press). Green River Rod Makers. NACRA Conference.

Presentations

Johnson, A. C. and Ebben, J. J. (2016) "FamDoo.com" USASBE - U.S.A. Small Business Entrepreneurship, San Diego (January 2016);

Ebben, J. J., Johnson, A. C., "Simply Sport Bikes Case Study," USASBE - U.S.A. Small Business Entrepreneurship, New Orleans, LA. (January 2012).

Ebben, J. J., Johnson, A. C. (2013) Automotion, Conference Proceedings and Presentation, USASBE 2013 San Francisco.

Johnson, A.C., Ebben, J.J. (2013) From Bags To Riches, Conference Proceedings and Presentation, USASBE 2013 San Francisco.

Ebben, J. J., Johnson, A. C., "SP Equity Case Study," USASBE - U.S.A. Small Business Entrepreneurship, Hilton Head, South Carolina. (January 2011).

Opus College of Business Service

Committee Member, OCB Task Force on MBA Specializations (Jan. 2016 - Present).

Committee Member, OCB Strategic Planning Committee (2015 - Present).

Hiring Committee, Schulz School of Entrepreneurship Associate Dean (Summer 2015).

Committee Member, OCB Curriculum Committee. (2010 - Present).

Committee Member, Ron Fowler Business Challenge. (2010 - Present).

Faculty Mentor, Practicing Entrepreneurs Organization. (2007 - Present).

Committee Member, OCB Teaching Committee. (2007 - 2008).

Committee Member, OCB Tenure & Promotion Committee. (2007).

Faculty Advisor, UST Entrepreneurial Society. (2005 - 2007).

University Service

Faculty Advisor, MISP - Mayo Innovation Scholars Program. (2010 - 2011).

Professional Service

Reviewer, Conference Paper, USASBE - USA Small Business Entrepreneurship. (2011 - Present).

Reviewer, Conference Paper, USASBE - U.S.A. Small Business %26 Entrepreneurship, Tucson, Arizona. (2006).

Other Professional Service Activities, Minnesota Landscape Association. (2004).

Reviewer, Conference Paper, USASBE - U.S.A. Small Business 26 Entrepreneurship, Dallas, Texas. (2004).