

## Natalie Jane Burford

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### ACADEMIC APPOINTMENTS

#### IESE Business School

Assistant Professor, Strategic Management

2023 - present

### EDUCATION

**PhD in Management**, INSEAD, Entrepreneurship Area, France, 2023.

*Essays on Inter-Organizational Interdependence Within Technological Systems.*

*Dissertation Committee: Andrew Shipilov (Chair), Henrich Greve, Nathan Furr, Feng Zhu (HBS).*

Master in Management Sciences, INSEAD, France, 2019.

**MSc in Finance and Economics**, London School of Economics and Political Science, UK, 2014.

**BA in Business Administration**, University of St. Gallen, Switzerland, 2013.

**BA in Economics**, University of St. Gallen, Switzerland, 2013.

Exchange Semester at the University of Queensland, Australia, 2012.

### RESEARCH INTERESTS

Ecosystems, Platforms, Strategy and Organisation, Technology and Innovation Management, Entrepreneurship, Data Strategy, Complex Adaptive Systems

### RESEARCH: PUBLICATIONS AND WORKING PAPERS

Burford, N., Shipilov, A., & Furr, N. (2022). "How Ecosystem Structure Affects Firm Performance in Response to a Negative Shock to Interdependencies." *Strategic Management Journal*, 43(1), 30-57.

Burford, N., Shipilov, A., & Furr, N. "Ecosystem Interdependencies As Drivers of Acquisition Choices." – Revise and Resubmit (R&R) at the *Strategic Management Journal*.

Burford, N. "Platform Expansion Into Customer-Facing Activities." – Job Market Paper.

Burford, N. "How User Overlap Drives Platform Market Entry." – data collection stage.

Burford, N. "How Can a Platform-based Venture Jumpstart Network Effects? Experimental Evidence from the Creation of a Social Marketplace Start-up." – platform under development (sharemytime.com) for field experiments.

Burford, N. "The Benefits of Information Sharing: Collaborative Search in Complex Environments" – early-stage preliminary results from agent-based simulation model.

### MANAGERIAL PUBLICATIONS

Burford, N., Shipilov, A. & Furr, N. (2023). How GDPR Changed European Companies' Tech Stacks. *Harvard Business Review (Blog)*. <https://hbr.org/2023/02/how-gdpr-changed-european-companies-tech-stacks>

## **ACADEMIC PRESENTATIONS AT CONFERENCES AND CONSORTIA**

How Ecosystem Structure Affects Firm Performance in Response to a Negative Shock to Interdependencies.

- AoM Professional Development Workshop: “Studying Technology Without Patent Data? A PDW on the Promise and Perils of the Builtwith Database” with Bryan Stroube, Gary Dushnitsky, Maria Roche and Rem Koning (2023)
- SMS Annual Conference (2020)
- AoM Presenter Symposium: “Value Creation and Appropriation in Ecosystems: From Network Dynamics to Organizational Challenges” with Ron Adner, Rahul Kapoor, Michael Jacobides, Shiva Aggarwal, David Clough, Andrew Shipilov and Nathan Furr (2020)
- Wharton Technology & Innovation Conference (2020), paper presented by Andrew Shipilov
- Strategy Science Doctoral Consortium (2020)
- INSEAD-Wharton Doctoral Consortium (2019)
- Wharton Innovation Doctoral Symposium (2019)

Ecosystem Interdependencies As Drivers of Acquisitions

- Israel Strategy Conference (2022), finalist for best paper award
- R&D Management Conference (2022)
- Ghoshal Conference (2022), paper presented by Andrew Shipilov
- Network Evolution Conference (2021)
- SMS Annual Conference (2021)
- SMS Doctoral Workshop (2021)
- AoM Presenter Symposium: “Where do Ecosystems Come From? The Origins of Ecosystem Structure and Performance” with Sukhun Kang, Gary Dushnitsky, Dovev Lavie, Mary Tripsas and Feng Zhu (2021)
- IE Doctoral Consortium (2021)

How User Overlap Drives Platform Market Entry

- SMS Annual Conference (2021)

Platform Expansion Into Customer-Facing Activities

- SMS Annual Conference (2022)
- SEI Consortium (2022)
- Platform Workshop, Bocconi (2022)
- R&D Management Conference (2022)
- AoM Presenter Symposium: “Gaining Influence within Ecosystems and Platforms” with Qingqing Chen, Aija Leiponen, Carmelo Cennamo and Juan Santalo (2022)
- INSEAD Doriot Entrepreneurship Conference (2022)
- Consortium on Competitiveness and Cooperation (CCC Doctoral Student Conference 2022)
- East Coast Doctoral Consortium (2022)

## **INVITED SPEAKER PRESENTATIONS**

- The Wharton School, University of Pennsylvania, USA (2022)
- University College London (2022)
- Copenhagen Business School (2022)
- ESMT Berlin (2022)
- Rotterdam School of Management (2022)

- ESSEC Business School (2022)
- Cornell University (2022)
- Northeastern University (2022)
- Stockholm School of Economics (2022)
- ESCP Business School, virtual (2022)
- Warwick Business School, virtual (2022)

## **FELLOWSHIPS AND GRANTS**

2021 SMS Doctoral Workshop Grant (€1000)

2021 INSEAD Research and Development Grant (€5000)

2020 – 2023 Rudolf and Valeria Maag Scholarship for Academic Excellence (€100,000)

2017 – 2020 INSEAD Full PhD Scholarship

## **TEACHING, INSEAD**

**Capstone**, live business case, MBA core course with Professors Xiaowei Rose Luo and Philip Anderson (2019)

- Led a session: conference on the negotiation of data privacy agreements
- Final strategy role play as a venture capitalist

**Prices and Markets Tutorial**, MBA core course with Professor Tim van Zandt (January - March 2020)

- Classroom instructor

**Leading Digital Transformation and Innovation**, Executive Education programme with Professor Nathan Furr (December 2020, March 2021, June 2021)

- Classroom instructor for two sessions on gaining advantage through data (created teaching materials: dataknowledge.org)
- Was subsequently asked to present for the medical affairs oncology department at Pfizer

**New Business Ventures**, MBA elective course with Professor Henning Piezunka (May – June 2021)

- Updated content based on recent research

## **SERVICE**

**Co-organizer of “EFE coffee hour”** – initiated seminar series with faculty and PhD students of the entrepreneurship department at INSEAD, now continued by Assistant Prof. Chiara Spina

**Ad-hoc reviewer of AoM and SMS annual conferences**

## **WORK EXPERIENCE**

**Delivery Hero**, Berlin, Corporate Performance Analyst (2016-2017)

- Project management and data analysis, enabling coordination of the management team, business intelligence team, software engineers and database administrators

**Getsurance**, Berlin, Business Development Manager at InsurTech startup (2016)

- Tested marketing channels, set up Google Analytics to optimise conversions and managed product development within Scrum, contributed to the overall company management

**Goldman Sachs**, London, macro research analyst, portfolio strategy team, Global Investment Research (2014)

- Research for reports such as the GOAL - Global Opportunity Asset Locator and Strategy Matters, responsible for the Europe Weekly Kickstart publication

- Received excellent feedback in the highest category

**McKinsey & Company**, Zurich, fellow intern in strategy consulting (2011)

**BHF Bank**, Frankfurt, intern in mergers and acquisitions (2011)

### **OTHER EXPERIENCE**

Founder of social marketplace Sharemytime UG (2022)

Worked on establishing the eco-friendly fashion startup SIMON&ME

Part-time job as a Facebook representative of the international logistics company DHL

Member of the executive board of oikos (students for sustainable economics and management) and founder of oikos meets business

Backpacked through the USA and Asia for nine months, worked in a language café and a guest house in Japan

### **ADDITIONAL INFORMATION**

Software skills: R (advanced), Java (basic), SQL (basic), STATA (intermediate)

Languages: German (native), English (native), French (basic conversations), Latin (advanced)

Test Score: GMAT: 760 (99<sup>th</sup> percentile)

Nationality, Date of Birth: German and English, 08 June 1990