Academic CV Prof. Loredana Padurean, 2022

Loredana Padurean, PhD**,** Assistant Professor of Management
Senior Associate Dean and Faculty Director for Action Learning, Innovation and Entrepreneurship
Asia School of Business (established in collaboration with MIT Sloan, Kuala Lumpur, Malaysia)
International Faculty Fellow, MIT Sloan School of Management
US Resident

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Key Interests: entrepreneurship and innovation, digital transformation, executive education, action/experiential learning, smart skills

Education

Universita Della Svizzera Italiana, **USI**, Lugano, Switzerland	PhD in Management	2007 – 2010
	Masters in Economics and Communication, International Tourism Two-time winner of the Swiss National Science Foundation grant for young researchers	2004 – 2006
Babes Bolyai University, Cluj Napoca, Romania	B.A. in International Relations, European Studies	1996 – 2000

Academic employment

Asia School of Business (established in collaboration with MIT Sloan, Kuala Lumpur, Malaysia — Jan 2015 – Present
Assistant Professor, Senior Associate Dean,
Faculty Director for Action Learning, Innovation and Entrepreneurship

MIT Sloan School of Management, Cambridge, MA, USA, — Jan 2015 – Present
International Faculty Fellow
Visiting Faculty for Executive Education

IMD Executive Education, Lausanne, Switzerland — Jan 2017 – Present
Visiting Faculty for Driving Strategic Innovation

Indian School of Business, Hyderabad and Mohali, India, — 2011 - 2015
Visiting Faculty

Universita Della Svizzera Italiana, **USI**, Lugano, Switzerland, — 2011 - 2015
Visiting Faculty

Lasell College, Newton, MA, USA, — 2011 – Dec 2014
Assistant Professor of Management

Brandeis University, Waltham, MA, USA — Jan – Aug 2011
Adjunct Professor - taught in the MD-MBA Tufts-Brandeis program

Universita Della Svizzera Italiana, **USI**, Lugano, Switzerland — March 2005 – Dec 2010
The first Program Manager of the newly founded Master in International Tourism

Selected publications

"The Job is Easy, The People are Not – 10 Smart Skills to Become Better People" 2022, book published by StartDisrupt Malaysia.

"Operations for Entrepreneurs: Can Operations Management make a difference in Entrepreneurial Theory and Practice?" to appear in *Production and Operations Management*, 2022. 30th Anniversary Issue, (joint with Charles Fine, Sergey Naumov).

"Enough with 'soft' and 'hard' skills – let's get smart and sharp instead" (2019), MIT Sloan Experts (joint with Charles Fine).

Charles Fine, Loredana Padurean, and Sergey Naumov (2018) "Managing Operational Capabilities in Start-up Companies"
Academy of Management Global Proceedings 2018 Tel Aviv:2018 https://journals.aom.org/doi/abs/10.5465/amgblproc.telaviv.2018.00179.abs

July, 2014, Fine C., Werner M., Padurean L., (2014) "The Tesla Roadster (A): Accelerated Supply Chain Learning", Case study, MIT SLOAN, 14-157

June 2011, "Destination Dynamics: Evolution and Governance of Tourist Destinations, *Proceedings of the 12th International Research Symposium on Service Excellence in Management*, Cornell University, June 2011. (joint w/C. Fine).

QUIS12, the 12th International Research Symposium on Service Excellence in Management, **Cornell University**, June 2011
Padurean L., Fine C., - *"Destination dynamics. A governance and management perspective"*

Padurean L., Maggi R. (2011), "TEFI values in tourism education: A comparative analysis", Journal of Teaching in Travel & Tourism, 11:1–14, 2011

Padurean L., Maggi R. (2009), "Higher Education in Tourism in English-Where?" Tourism Review year: Volume: 64 Issue: 1 Page: 48 – 58

Padurean L., Maggi R., (2007), "Marketing higher education in tourism based on location attributes", APTA APac-CHRIE Tourism Education Press
Book chapters

Book Chapter - Anja Saretzki & Karlheinz Wöhler (Eds.): Governance von Destinationen. Neue Ansätze für die erfolgreiche Steuerung touristischer. Zielgebiete, Berlin: Erich Schmidt Verlag 2013 (based on my PhD dissertation)

Work in Process:

"Operations for Entrepreneurs: Theory and Cases", *Foundations and Trends in Technology, Information and Operations Management, Special issue*
"Operations for Entrepreneurs" (joint with C. Fine)

"Nail it, Scale it, Sail it – Operations for Entrepreneurs" book with Charles Fine, 2023.

Case studies in operations for entrepreneurs

- Venture for America "Scaling the American platform"
- SkinnyGirl "Nail it! Scale it? Bail it!"
- "Ministry of Supply. Technology, meet Fashion"
- Bensonwoods "Scaling through Processification"
- Nailing and Failing Dinner Labs
- Meditech – Supply Chains matter
- Anwell – The Professional Pivoting Team
- Metalicone - Growth and Challenge in the Northern Galilee
- Torerro – Scaling leather in India
- BGI – Can you scale a mini-pig?
- Professionalization and Processification at Polaris
- Nandy tyres – scaling Indian manufacturing
- Novaconfort - learning and growing in Transylvania

Executive education, workshops, and master classes

Clients: European Commission, Asia Infrastructure Investment Bank, China Construction Bank, Kuwait House of Finance, AirAsia, Bursa Malaysia, Prudential, Maybank, CIMB, RHB, Prudential, Astro, Axiata, Khazanah Nasional, SP Setia, and more.

Topics: Intra and Entrepreneurship, Digital Transformation, The SMART skills of the future, Customer Centricity

Executive Program in General Management MIT Sloan, Executive Education Kuala Lumpur, **Malaysia** April 2022
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

Digital Transformation for Board Members, Executive Education Kuala Lumpur, **Malaysia** March 2022

The SMART Executive for Kuwait House of Finance, Executive Education Kuala Lumpur, **Malaysia** March 2022

Digital Transformation for Banks, Executive Education Kuala Lumpur, **Malaysia** March 2022

Digital Transformation Open Enrollment, Executive Education Kuala Lumpur, **Malaysia** Feb 2022

The SMART Executive for JPA, Executive Education Kuala Lumpur, **Malaysia**	Dec 2021
Digital Transformation for European Commission, Executive Education, Brussels, Belgium	Nov 2021
Strategic Intrapreneurship for MARA, Executive Education Kuala Lumpur, **Malaysia** *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	Nov 2021
The SMART Executive for Averis, Executive Education Kuala Lumpur, **Malaysia**	Oct 2021
Digital Transformation Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	Oct 2021
Executive Program in General Management MIT Sloan, Executive Education Kuala Lumpur, **Malaysia** *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	August 2021
Digital Transformation Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	June 2021
Customer Excellence and Centricity for Maybank, Kuala Lumpur, **Malaysia**	June 2021
Strategic Intrapreneurship Open Enrollment, Executive Education Kuala Lumpur, **Malaysia** *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	May 2021
Digital Transformation Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	June - Oct 2021
Digital Transformation for PIDM, Executive Education Kuala Lumpur, **Malaysia**	April 2021
Digital Transformation for Asia Infrastructure Investment Bank, Executive Education Beijing, **China**	March 2021
The SMART Executive Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	March 2021
Driving Strategic Innovation, Executive Education MIT Sloan and IMD Lausanne *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	February 2021
Digital Transformation Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	Dec 2020
Digital Transformation for MIDF, Executive Education Kuala Lumpur, **Malaysia**	Nov 2020
The SMART Executive Open Enrollment, Executive Education Kuala Lumpur, **Malaysia**	Nov 2020
Executive Program in General Management MIT Sloan, Executive Education Kuala Lumpur, **Malaysia** *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	August 2020
Driving Strategic Innovation, Executive Education MIT Sloan and IMD Lausanne *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	February 2020
The SMART Executive for Malaysia Healthcare Travel Council, Kuala Lumpur, **Malaysia**	November 2019
China Construction Bank Executive Program, Kuala Lumpur, **Malaysia** *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	November 2019
Driving Strategic Innovation, Executive Education MIT Sloan *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	September 2019
Scaling Bootcamp, Executive Education MIT *"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"*	September 2019
Executive Program in General Management MIT Sloan, Executive Education Kuala Lumpur, **Malaysia**	August 2019

"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

China Construction Bank Executive Program, Kuala Lumpur, **Malaysia** July 2019
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

The SMART executive for RHB Executive Program Kuala Lumpur, **Malaysia** March 2019

EPGM MIT Sloan, Executive Program Kuala Lumpur, **Malaysia** February 2019
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

RHB Executive Program Kuala Lumpur, **Malaysia** December 2018
"SMART Skills - The Agile Organization"

China Construction Bank Executive Program, Kuala Lumpur, **Malaysia** November 2018
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

Google Malaysia CMO Bootcamp 2018, Kuala Lumpur, **Malaysia** March 2018
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

Executive Program in General Management MIT Sloan, Executive Education Kuala Lumpur, **Malaysia** March 2018
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

Royal Selangor, Senior Executive Program, Kuala Lumpur, **Malaysia** January-March 2018
"Business Dynamics – Nailing, Scaling, Sailing"

Entrepreneurship Workshop for SME's in Kuala Lumpur, **Malaysia** March 2018
"Nail it, scale it, sail it – The journey of entrepreneurship"

Entrepreneurship Workshop for Venture for America, NY, **USA** January 2018
"Nail it, scale it, sail it – The journey of entrepreneurship"

CIMB, Master Class, Kuala Lumpur, **Malaysia**, September 2017
"SMART Skills - Managing diversity in a global context"

ASEAN chapter Accelerate Leadership Program Maybank workshop**, Singapore** July 2017
"Innovation through Action Learning in Corporate Settings"

Maybank MKE's Accelerate Leadership Program workshop, Kuala Lumpur, **Malaysia** April 2017
"Innovation through Action Learning in corporate settings"

Experian Master Class, Kuala Lumpur, **Malaysia** September 2016
"SMART Skills - Managing diversity in a global context skilled

Maybank, **Master Class,** Kuala Lumpur, **Malaysia** August 2016
"Action learning tools and frameworks in corporate settings"

Astro Malaysia Holdings Berhad, Master Class, Kuala Lumpur, **Malaysia** July 2016
"SMART Skills - Frameworks for Creativity and Discipline"

GreenTech Malaysia, Master Class, Kuala Lumpur, **Malaysia** May 2016
"Nail it, scale it, sail it – The Tesla case study"
Session delivered in front of His Royal Highness Prince Amir of Selangor Malaysia

Khazanah Nasional Senior Leaders Retreat, Master Class Kuala Lumpur, **Malaysia** May 2016
"Nail it, scale it, sail it – The Tesla case study"

Axiata Master Class Kuala Lumpur, **Malaysia** May 2016
"Nail it, scale it, sail it – The Tesla case study"

Prudential Master Class Kuala Lumpur, **Malaysia** May 2016
"SMART Skills - 3 Lenses in Organizational Behavior"

EPGM MIT Sloan, Kuala Lumpur, **Malaysia** March, 2016
"Nailing, Scaling, Sailing: Development and Evolution of Business Cycles"

Academic Leadership Talks

Women in Academia MBA Tour Conference – speaker December 2021

AACSB Developing Curriculum & Pedagogies for Employability & Lifelong Learnings April 2021
Speaker, experiential learning

Women of Our Time - Interview with Shinta Kamdani Mar 2021

GBSC Leadership Roundtable: Future of Experiential Learning Oct 2020

AACSB Associate Deans Conference | New Orleans, Louisiana, USA | October 2019
Speaker, experiential learning

Innovations in Graduate Business Education Conference: Lifelong Learning in A Digital Era | **New Jersey, USA** October 2018
Panelist, experiential learning

5th annual MBA CSEA Asian Conference, **Hong Kong,** Keynote Speaker March 2018
"The Business School of Tomorrow: Developing Talent for the Disruptive Age through Experiential Learning"

GMAC Leadership Annual Conference, Panelist, Arizona, USA January 2018
"Catch the wave: innovation in experiential learning"

MBA Roundtable Workshop on Outcome Based Education Panelist, Arizona, USA January 2018
"Experiential Learning in Higher Education"

UKM iCGPA International Conference, KL, Malaysia, Keynote speaker invited by the Minister of Higher Education Malaysia July 2017
"Constructive alignment in outcome based education – a case for action learning"

LEPE Conference - Darden School of Business, University of Virginia, USA, Speaker June 2017
"Fast clockspeed Mens et Manus - Action Learning at ASB"

World Action Learning Conference, KL, Malaysia, Speaker April 2017
"Innovation through Action Learning at ASB – the beginning of an extraordinary journey"

UTKM workshop, KL, Malaysia, Speaker
"Action Learning at ASB – the beginning of an extraordinary journey" April 2017

University of the future – Ministry of Higher Education Forum, KL, Malaysia, Panelist March 2017
"Action Learning at ASB – the beginning of an extraordinary and unconventional journey"

Global Business School Network GBSN Conference, Manila, **Philippines**, Moderator November 2015

Entrepreneurial Academia Conference Indian School of Business, **India**, Mohali December 2013
"Leveraging Enterprises through Academic Participation"

MIT- India Conference, Cambridge, MA, **USA**, Panelist — September 2013
"Entrepreneurship in India"

Public Speaking General Management

As a public speaker I focus on evolutionary entrepreneurship and SMART skills. I also speak often about the most innovative MBA program in the world, ASB and our Action Learning curriculum, as well as the future of work, equality and diversity.

The Sarawak Digital Forum, panelist, Kuala Lumpur, Malaysia — March 2022

The Sarawak Digital Forum, Master Class in Digital Transformation, Kuala Lumpur, Malaysia — March 2022

Digitally Transforming Finance, Master in Central Banking, Kuala Lumpur, Malaysia — March 2022

ICLIF LESA Summit, "Digital Transformation and Gen Z" Kuala Lumpur, Malaysia — November 2021

ICLIF LESA Summit, "Nailing, Scaling, Sailing: Evolutionary Entrepreneurship" Kuala Lumpur, Malaysia — November 2020

MIT Technology Review Leadership Summit**, "The future of work" Singapore** — November 2019

ICLIF LESA Summit, "Nailing, Scaling, Sailing: Evolutionary Entrepreneurship" Kuala Lumpur, Malaysia — November 2019

American Chamber of Commerce, Malaysia, "Cognitive Readiness in Leadership" Penang, Malaysia — November 2019

Central Bank Malaysia, **"Servicescape – designed for creativity",** Keynote, Kuala Lumpur, Malaysia — August 2019

"The future of work - The Alumni Alliance Conference", Panelist, Kuala Lumpur, Malaysia — July 2019

Pernod Ricard Leadership Retreat, Kuala Lumpur, Malaysia — July 2019
"Nail it, Scale it, Sail it – an entrepreneurial journey"

"TedX – What if" Cluj Napoca, Romania – the largest TedX in SE Europe – 2200 people in the audience — June 2019
"Nail it, scale it, sail it - an entrepreneurial journey"

25th BFM network series – Balance for better – a conversation about equality, Panelist, Kuala Lumpur, Malaysia — March 2019

"Organizational innovation - the 3 lenses of organizational behavior", Thai Bev, Kuala Lumpur, Malaysia — February 2019

MIT Tech Review **CX Leaders Council 2018 – Asia Pacific PT. DOUGLAS, AUSTRALIA,** Keynote speaker — October 2018
"Humans + bots: Tension and opportunity - blending human and AI skills"

MIT IDE INCLUSIVE INNOVATION CHALLENGE BANGKOK**,** Keynote speaker — August 2018
"Nail it, Scale it, Sail it - Entrepreneurship & the Future of Work"

MIT SLOAN - SASIN ACTION LEARNING CONFERENCE BANGKOK — July 2018
"Action Learning, a foundational pillar of the ASB teaching and learning approach"

Venture for America **Training Camp Detroit, USA** — June 2018
"Nail it, Scale it, Sail it – The Entrepreneurial Journey"

HRDF and Trainers' Conference & Exhibition 2017 KL**,** Malaysia, Panelist — November 2017
Flagship event for 2500 participants organized by the Malaysian Human Resources Development Fund Ministry of Labor
"Driving Organization Development through Technology, Innovation and Experiential Learning"

"Women of the World. Be the Change", **ICLIF Leadership Conference**, Puducherry, India, — November 2017

"Unapologetically unconventional – a personal reflection on leadership"

"Creativity, the Unlimited Resource. For a better world" Bucharest, Romania, Speaker — October 2017
Global Conference organized by IAA (International Advertising Association) featuring Steve Wozniak
"The Extraordinary and Unconventional ASB– A case of innovation in education via experiential learning"

"Building successful human capital" KL, Malaysia, Keynote speaker — September 2017
Jobstreet Annual Regional Flagship Conference
"Discover the Game Changing Talent Strategy - From Inspiration to Implementation"

DigiGirlz by Microsoft – panelist KL, Malaysia — August 2017
"The role of women in STEM",

Venture For America Bootcamp at Brown University, Providence, USA, Keynote — June 2017
"Nail it, Scale it, Sail it at ASB - Operations for entrepreneurs"

LeanIn Cluj-Napoca, Romania — June 2017
"Woman Entrepreneurs - What would you do if you were not afraid."

Round table Host and Speaker Kuala Lumpur, **Malaysia** — March 2017
"Action Learning at ASB – the beginning of an extraordinary and unconventional journey",

MBA Preview session - Teaching Tesla with Tesla, Majestic Hotel, Kuala Lumpur, **Malaysia** — February 2017
Special recruitment event hosted by ASB and GreenTech Malaysia

"Maybank Invest ASEAN: Arts and business to fuse", Kuala Lumpur, **Malaysia**, Moderator — February 2017

The International Green Technology Conference Malaysia KL, Malaysia, Keynote speaker — October 2016
"Creating Disruptive Entrepreneurs in Green Technology"

Jobstreet Annual Regional Flagship Conference Malaysia, Keynote speaker — August 2016
"Winning the Generation Battle - Managing Diverse Age Group in An Organization", 3 keynotes in Kuala Lumpur, Penang and Johor

VFA Bootcamp at Brown University, Providence, **USA**, Keynote — June 2016
"Nail it, Scale it, Sail it - Operations for entrepreneurs"

Invest Asian Maybank, Singapore – moderator for **Sir Bob Geldorf** — April 2016
"Let the women in - a provocative conversation"

Invest Malaysia Maybank in collaboration with the Stock Exchange, Kuala Lumpur, **Malaysia** — April 2016
Fine C., Padurean L., Keynotes "V=E*I"

"Sustainable at the Core" Invest Malaysia Maybank & Stock Exchange, Kuala Lumpur, **Malaysia** — April 2016
"Nail It, Scale it, Sail it / Driving Green" with CEO Green Tech

YTL 60 years Leadership Conference, Kuala Lumpur, **Malaysia**, Keynote speaker — December 2015
"Managing Diversity in a glob al context", Annual stakeholders flagship event – 2500 attendees

American Chamber of Commerce, Thanksgiving Luncheon Kuala Lumpur, **Malaysia** — November 2015
"The case of Asia School of Business – thanks for giving"

Lean and Agile Connections SE Asia Conference, Penang, **Malaysia** — October 2015
INTEL Penang, "*3 Lenses in Organizational Behavior*"

VFA Bootcamp at Brown University, Providence, **USA**, Keynote — June 2014
"Nail it, Scale it, Sail it - Operations for entrepreneurs"

Entrepreneurial experience

Founder & CEO, DressMe, Fashion Tech, Boston, USA 2013 – 2015
I created an iPhone app to incorporate buyers, sellers and content curators in the fashion industry. I stopped after I joined for Asia School of Business.

Founder & Managing partner C2B Consulting, Hospitality, Switzerland 2008 – 2013
I successfully recovered a bankrupted Swiss ski resort (Bosco Gurin) through a new governance model and professional management practices, that became the empirical base for my PhD dissertation.

Founder & Managing partner MAYA Events, Cluj-Napoca, Romania 2000 – 2004
I started this company right out of college and ran events for companies such as Cosmopolitan, Drambuie, Jolidon. I worked with the local TV station as producer and presenter of the "Fashion Police" show.

Languages:

Fluent in English, Italian, French, Romanian
Conversationalist in Spanish