

EPPA RIXEY

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EDUCATION

PhD	MIT Sloan School of Management, Economic Sociology <i>Dissertation: "Coevolution of Small Business Strategy and Regulation: A Mixed-Methods Study of United States Craft Breweries"</i> <i>Committee: Susan Silbey (Chair), Ezra Zuckerman Sivan, Stine Grodal, Johan Chu</i>	May 2025
SM	MIT Sloan School of Management, Management Research	May 2022
MBA	University of California Berkeley Haas School of Business <i>Highest Academic Achievement Award</i>	May 2019
BSE	Vanderbilt University, Mechanical Engineering Minor: Human and Organizational Development <i>Summa Cum Laude, Founder's Medalist</i>	May 2011

RESEARCH SUMMARY

I study how organizations respond to and reshape policy environments and physical landscapes. I utilize multiple methods, including ethnographic field research, history, geography, interviews, policy analysis, and statistical analyses of industry data. My work examines strategies for policy influence and stakeholder management in two contexts, the craft beer industry and the development of urban natural areas, drawing on my experience as a corporate strategist focused on sustainability and government relations and as a community volunteer advocating for environmentally responsible urban development in an environmental justice community.

HONORS, AWARDS, & GRANTS

MIT Goodwin Medal for "conspicuously effective" teaching by a graduate student 2024 (\$7,000)
SMS Will Mitchell Dissertation Research Grant (WMDRG) Program Scholar 2023-2024 (\$9,000)
Berkeley Haas Highest Academic Achievement Award, 2019 (best MBA GPA)
Berkeley Haas Defining Principles Award: Student Always, 2019 (nominated by peers)
U.S. Chamber of Commerce Foundation MBA Case Competition Finalist, 2017
Founder's Medal for Engineering at Vanderbilt University, 2011 (best engineering GPA)
Leadership Award Recipient for Vanderbilt Mechanical Engineering Department, 2011
Paul Harrawood Honor Engineering Scholar, Vanderbilt University, 2009-2011

PUBLICATIONS

Working Papers

Rixey, Eppa. "Bottoms Up: Local Action to Challenge State-level Regulatory Constraints"
(drafting 2nd round revise & resubmit at *Organization Science*)

Rixey, Eppa. "Crafting Policy: Gaining Influence Through Strategic Compromises and Enduring Coalitions in Corporate Political Activity" (Job Market Paper)

Rixey, Eppa and Silbey, Susan. "Regulatory Rhetoric: Efficiency, Small Business, and the Legitimation of Market Interventions in the US"
(Preparing for submission to *Annual Review of Law and Social Science*)

Rixey, Eppa and Chu, Johan. "Reverse Resource Partitioning: Competitive Dynamics in the US Beer Industry" (Data analysis underway)

TEACHING & RESEARCH ASSISTANCE

MIT Sloan, Cambridge, MA

2020-2025

Teaching Assistance

15.S21 Building & Using Imagined Futures for Sloan Fellows (MBA) & EMBA's, Winter 2025
Supported this elective on scenario planning for current students and alumni over IAP

15.707 Global Strategy and Markets & 15.708 GO-Lab for EMBA's, Winter 2024 (*rating 6.6 / 7*)
Supported course on global competitive & nonmarket strategy and aligned global organizations lab

15.714, Competitive Strategy for EMBA's, Winter 2022 (*rating 6.1 / 7*)
Assisted with hybrid course delivery (virtual + in-person), grading, and managing case discussions

15.s61, Organizational Processes for Sloan Fellows (MBA), Summer 2021 (*rating 6.6 / 7*)
Assisted with remote course design, Zoom management, and grading; designed & delivered a lecture

Course Design and Delivery

15.342, Organizations and Environments for PhDs, Fall 2022, 2023, & 2024 (*ratings 6.5, 6.5, & 7 / 7*)
Assisted with syllabus redesign and implementation of this organizational theory class for PhDs

15.302, Power: Interpersonal, Organizational and Global Dimensions, Spring 2023 (*rating 6.9 / 7*)
Supported design & implementation of this new course for undergraduates; delivered a lecture

MIT Teaching and Learning Lab's Teaching Certificate, Completed Fall 2022
Learned lesson planning, syllabus design, content delivery, and inclusive teaching

Harvard Business School, Cambridge, MA

2021-2023

Case Writing and Research Assistant, Ranjay Gulati

Co-authored an HBS teaching case and teaching note on Nick Saban and his tenure as the head coach of The University of Alabama Football Team from 2007 – 2022
Gulati, Ranjay, and Eppa Rixey. "Nick Saban: Embracing "The Process" of Sustaining Success" Harvard Business School Teaching Case N2-423-033, January 4, 2023.

Co-authored the teaching note for HBS Case No. 421-052:
Gulati, Ranjay, and Eppa Rixey. "Transforming BlackBerry: From Smartphones to Software" Harvard Business School Teaching Note 422-086, April 2022.

Supported revision and launch of a book: *Gulati, Ranjay. "Deep Purpose: The Heart and Soul of High-Performance Companies" New York: Harper Business, February 2022.*

PRESENTATIONS

“Crafting Policy: Gaining Influence via Strategic Partnerships in Corporate Political Activity”

Industry Studies Association conference, 2025

Harvard Economic Sociology Seminar, 2024

Nonmarket Strategy Research Community Doctoral Conference, 2024

MIT Sloan Economic Sociology Working Group, 2023 and 2024

“Bottoms Up: Local Action to Challenge State-level Regulatory Constraints”

Boston Corporate Governance Conference, 2024

Business History Conference (BHC) Annual Meeting, 2024

“From the State Capitol to City Halls: Local Legitimacy as Nonmarket Strategy”

Institutions & Entrepreneurship conference PhD workshop, 2023

Industry Studies Association conference, 2023

“Legitimacy-Centric Regulatory Disruption: Revitalizing Communities and Competition in a Mature, Regulated Market”

ASA Annual Meeting, 2022

MIT Sloan Economic Sociology Working Group, 2021

MIT Sloan Economic Sociology Working Group, 2020

Boston Field Researchers Conference, Winter 2020

PROFESSIONAL SERVICE

Discussion leader on “Organizational Realities of Sustainability” [MCSC 2024 Symposium](#)

Co-coordinator and panel chair for A Conference in Honor of Susan S. Silbey at MIT, 2024

Mentor for Undergraduate Research Opportunities Program participants (UROPs), 2023-2024

AOM Annual Meeting

Reviewer for OMT and STR, 2023-2024;

Co-coordinator of SIM/OMT/STR panel symposium on "Redefining the Purpose of Corporations - A Ray of Hope or Illusory Promise" with panelists: R. Edward Freeman, Colin Mayer, Ranjay Gulati, Luigi Marengo, and A. Wren Montgomery, 2023

MIT Solve, *Reviewer for Global Challenges*, 2022-2023

Reviewer for Inspire Awards for tech solutions to small business challenges, 2023

MIT Sloan Economic Sociology Working Group, *Seminar Co-Chair*, 2021-2022

MIT Sloan Introduction to Diversity in Doctoral Education and Scholarship (IDDEAS)

Panelist, Fall 2022-2024; Presenter and Mentor, Summer 2021

MIT Sloan Social Events Committee (for all PhD Students), *Founder & Co-Chair*, 2020-2022

EMPLOYMENT & PROFESSIONAL EXPERIENCE

Lagunitas Brewing Company - Petaluma, CA

2013 - 2019

Director of Strategic Planning

Senior Strategic Planning Manager

Strategic Planning Manager

Bain & Co - Dallas, TX

2010 - 2013

Senior Associate Consultant

Associate Consultant (intern during Summer 2010)

OTHER

U.S. Citizen and resident of Cambridge, MA

Other academic training: En-ROADs Climate Ambassador Camp, Summer 2025; Medici Summer School Participant, HEC Paris, June 2022; Nonmarket Strategy Virtual PhD Seminar Participant, <http://www.nmsrc.net> (2021-2022)

Current academic affiliations: Academy of Management, Strategic Management Society, Business History Conference, Boston Field Researchers, Boston Sociology Graduate Society, Impact Scholar Community, and Industry Studies Association

Volunteer positions:

Board member of Green Cambridge (<https://www.greencambridge.org/>), Cambridge's leading 501c3 focused on sustainability, working on coalition building and advocacy around public-private redevelopment of MBTA's Alewife T Station and restoration of DCR's Alewife Reservation

Leadership team of Alewife Study Group (<https://alewife.org/>), an official Cambridge neighborhood group focused on community issues and oversight of IQHQ's development of Alewife Park and Jerry's Pond near the MBTA's Alewife T Station (2021 – present)

President of Vanderbilt Alumni Association, San Francisco Bay Area Chapter (2015 – 2019)

Eagle Scout and Unit Commissioner of multiple inner-city Troops in Dallas, TX (2012 – 2013)

REFERENCES

Dr. Susan Silbey, Massachusetts Institute of Technology

*Leon and Anne Goldberg Professor of Humanities, Sociology and Anthropology;
Professor of Behavioral and Policy Sciences, Sloan School of Management*
617-253-6952
ssilbey@mit.edu

Dr. Ezra W. Zuckerman Sivan, Massachusetts Institute of Technology

Alvin J. Siteman (1948) Professor of Entrepreneurship and Strategy, Sloan School of Management; Associate Dean for Teaching and Learning
617-253-1918
ewzucker@mit.edu

Dr. Stine Grodal, Northeastern University

Distinguished Professor, Entrepreneurship & Innovation, D'Amore-McKim School of Business
s.grodal@northeastern.edu

Dr. Johan Chu, Massachusetts Institute of Technology

Sarofim Family Career Development Assistant Professor
617-715-5620
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