Education

**Clemson University**
Ph.D. in Business Administration – Entrepreneurship, expected 2024

**Pennsylvania State University**
Master of Business Administration, conferred 2015 (3.97 GPA Overall)

**Roanoke College**
Bachelor of the Arts in Political Science, conferred 2006
Bachelor of the Arts in International Relations, conferred 2006

Dissertation Summary

**Wilbur O. and Ann Powers College of Business, Clemson University**
**Business Administration - Entrepreneurship**

**Dissertation:** First Impressions Matter: The Influence of Investor Typecasting and Decision-Making on Entrepreneurial Support

**Committee:** Chad Navis (Chair), Amy Ingram, Matt Hersel, Lori Tribble Trudell, Greg Fisher (Indiana University)

When deciding what entrepreneurial ventures to devote their limited resource capital—whether financial, social, human or otherwise—investors often make decisions under conditions of high uncertainty. With little venture history or track record of achievement to go on, investors rely heavily on the narratives and stories told by entrepreneurs, reflected in the entrepreneurial pitch, to evaluate whether a new venture is worthy of support. Such conditions, while commonplace in the investor-entrepreneur dynamic, are also ripe for unintentional biases to cloud investors’ decision-making, yet little is known about how these unintentional biases influence resource investment decisions.

The aim of this study is to extend existing decision-making research on the investor-entrepreneur dynamic by: 1) identifying the most salient dimensions and considerations that prompt investors to view an entrepreneur as a particular type; 2) focusing on the early portion of pitches that capture the first impressions audiences make of the entrepreneur, 3) inducing a set of entrepreneur “types” that generally reflects the broader population of entrepreneurs, 4) evaluate the intuitional to rational decision-making.
tendencies of investors, and 5) determining which type of entrepreneur is likely to earn investor support when considering both the entrepreneurial type as well as the decision-making tendencies of the investor.

In my dissertation I take a mixed-methods approach incorporating both qualitative methods to induct the entrepreneurial typologies, as well as quantitative methods to evaluate the decision-making tendencies of investors.

Research Interests

My research aims to provide novel understandings of how entrepreneurs secure investor support for their ventures. In one stream of this work, I explore the different ways investors “typecast” entrepreneurs based on their pitches, with various classifications providing distinct frames of reference for how entrepreneurs are evaluated. In a second line of research, I link questions of investor support for entrepreneurs to differences in the rational or intuitive decision-making tendencies of investors, thus potentially providing a more predictive understanding of funding decisions than what traditional investor classifications (e.g., venture capitalist, angel investor, informal investor) allow. Finally, I examine themes in the narrative content of pitches, integrating and extending recent studies on various types of entrepreneurial narratives (e.g., hustle, resourcefulness) and linking these themes to investors’ classification of entrepreneurs and the resource support provided. Methodologically, I combine qualitative and quantitative analyses to examine questions from multiple angles, spanning multiple levels of analysis, with the objective of making robust contributions to research on categorization, decision-making, legitimacy, and identity in entrepreneurial resource support.

Research

Publications Under Review

Younger, S., Navis, C, & Preedom, J. Title redacted for the integrity of the review process.
• Under review at Academy of Management Review.

Research in Progress

• Targeting submission to Academy of Management Journal, Spring 2023.
• Data analysis and re-writing stage
• Versions of the paper have been presented at Craft Studio (March, 2022) and Southern Management Association Annual Meeting, Little Rock, AR (October, 2022)

• Targeting submission to Journal of Business Venturing, Fall 2023.
• Data analysis and writing stage
- Targeting submission to Entrepreneurship Theory and Practice, Fall 2023.  
- Re-writing stage

Ingram, A., Ridge, JW. & Preedom, J. Opening the Black Box of Investor Rationality (title to be determined). In Progress.  
- Data collection and analysis stage

- Targeting submission to Academy of Management Review, Date TBD.

Presentations and Invited Conferences

2022  Southern Management Association Meeting, Little Rock, AR. (October, 2022)  
- Presenter, “The Concoctions of the Past: New Venture Use of History”  
- Participant in Late-Stage Doctoral Consortium

Academy of Management Meeting, Seattle, WA. (August, 2022)  
- Participant in Organization and Management Theory (OMT) Doctoral Consortium  
- Participant in Research Methods (RM) Doctoral Consortium (Online)

2019  Southern Management Association Meeting, Norfolk, VA. (October, 2019)  
- Panel member for the pre-doctoral consortium sharing the life and expectations of a first-year doctoral student.  
- Participant in Early-Stage Doctoral Consortium

2018  Southern Management Association Meeting, Lexington, KY. (November, 2018)  
- Participant in Pre-Doctoral Consortium

Academic Honors, Awards, & Scholarships

- $550 Scholarship Award for Southern Management Association’s Late-Stage Doctoral Consortium (2022)  
- Clemson University, Three-Minute Thesis Finalist (2021)  
- Academy of Management, Best Reviewer Award for Entrepreneurship Division (2020)  
- Clemson University Beta Gamma Sigma honor society, inductee for AACSB accredited universities based on academic performance (2020).  
- $500 Scholarship Award for Southern Management Association’s Early-Stage Doctoral Consortium (2019)
$500 Scholarship Award for Southern Management Association’s Pre-Doctoral Consortium (2018)
Roanoke College Soloman Service Award with $2,000 prize (2006)

Professional Service

• 2022: Entered Academy of Management Review Bridge Reviewer program
• 2021-2022: Journal of Management Studies Ad hoc reviewer (1 manuscript, 2 rounds)
• 2018: Liaison America – Intensive Lean Startup Course for Brazilian exchange student

University Service

• 2018: Radford University – Increase teaching load above and beyond recommended and contractual levels to assist with department and college demands.
• 2017: Radford University – Director of College of Business and Economics BB&T Pitch Competition. Managed, advertised, recruited, and trained participants in university wide pitch competition with $10,000 budget.
• 2016 – 2019: Radford University – Served on Entrepreneurship Curriculum Committee, working with entrepreneurship faculty to shape and strengthen entrepreneurship curriculum and entrepreneurship ecosystem.

Doctoral Coursework

<table>
<thead>
<tr>
<th>Coursework</th>
<th>Qualitative Methods I</th>
<th>Qualitative Methods II</th>
<th>Mixed Methods</th>
<th>Quantitative Methods: Research Design I</th>
<th>Quantitative Methods: Research Design III</th>
<th>Advanced Quantitative Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar in Entrepreneurship Research Foundations</td>
<td>Seminar in Entrepreneurship Contemporary Topics</td>
<td>Seminar in Entrepreneurship III</td>
<td>Seminar in Organizational Theory</td>
<td>Seminar in Strategic Management</td>
<td>Seminar in Organizational Behavior</td>
<td></td>
</tr>
</tbody>
</table>

Affiliations

• Academy of Management (AOM)
• Southern Management Association (SMA)

Teaching Interests and Philosophy

My teaching interests at the undergraduate level includes courses in entrepreneurship, business startups, product development, small and family business, management (in broad and general terms within all levels of an organization), leadership, and business consulting. It is my belief, that as educators, we are tasked with engaging our students to encourage mastery of the material
presented throughout our courses. Likewise, it is equally important students not only gain foundational knowledge, but to demonstrate the ability to adequately apply that which is being taught. To that end, courses are designed with a mix of interactive classroom lectures, activities, group projects, and individual assignments targeting both foundational knowledge and application of course concepts.

Teaching Excellence

Teaching Performance
Clemson University does not provide overall instructor ratings. Reported scores are an average of all instructor questions.

Courses delivered between March 2020 through 2020 occurred during the COVID-19 Pandemic.

!: Course enrollment > 85
*: Course delivered via online format

| Instructor (Clemson University, Powers College of Business) |
|---------------------------------|---------------------------------|-----------------|------------------|
| Term                           | Course Title                     | Level            | Evaluation       |
| ! Fall 2021                    | MGT2010 Principles of Management | undergraduate    | 4.47/5.00        |
| !* Spr. 2021                   | MGT2010 Principles of Management | undergraduate    | 4.17/5.00        |
| !* Fall 2020                   | MGT2010 Principles of Management | undergraduate    | 4.45/5.00        |

| Instructor (Radford University, Davis College of Business & Economics) |
|---------------------------------|---------------------------------|-----------------|------------------|
| Term                           | Course Title                     | Level            | Evaluation       |
| Spr. 2019                       | MGT350 Owning and Managing a Business | undergraduate    | 4.02/5.00        |
| Spr. 2019                       | MGT350 Owning and Managing a Business | undergraduate    | 4.12/5.00        |
| Spr. 2019                       | MGT250 Entrepreneurship and Innovation | undergraduate    | 4.12/5.00        |
| Fall 2018                       | MGT471 Special Topics: Healthcare Management | undergraduate    | 4.19/5.00        |
| Fall 2018                       | MGT350 Owning and Managing a Business | undergraduate    | 4.37/5.00        |
| Fall 2018                       | MGT350 Owning and Managing a Business | undergraduate    | 4.44/5.00        |
| *Fall 2018                      | MGT322 Organizational Behavior   | undergraduate    | 4.12/5.00        |
| Spr. 2018                       | MGT471 Special Topics: Healthcare Management | undergraduate    | 4.16/5.00        |
| Spr. 2018                       | MGT350 Owning and Managing a Business | undergraduate    | 4.34/5.00        |
| Spr. 2018                       | MGT350 Owning and Managing a Business | undergraduate    | 3.73/5.00        |
| Fall 2017                       | MGT350 Owning and Managing a Business | undergraduate    | 4.05/5.00        |
| Fall 2017                       | MGT350 Owning and Managing a Business | undergraduate    | 4.22/5.00        |
| Spr. 2017                       | MGT450 Managing New Venture Creation | undergraduate    | 3.95/5.00        |
| Fall 2016                       | MGT460 Business and Society      | undergraduate    | 4.21/5.00        |

| Instructor (Virginia Polytechnic Institute and State University, Pamplin College of Business) |
|---------------------------------|---------------------------------|-----------------|------------------|
| Term                           | Course Title                     | Level            | Evaluation       |
| Spr. 2019                       | MKTG4154 Marketing Research     | UG & Grad        | 4.48/5.00        |

Jonathan C. Preedom 5 CV November 2022
Academic Appointments

**Radford University**
Adjunct Instructor. 2015 – 2019. Davis College of Business and Economics

**Virginia Polytechnic Institute and State University**
Adjunct Instructor. 2018 – 2019. Pamplin College of Business

Industry Experience

**D.O.G. Ventures, LLC (Radford, VA)**
*President/Founder* 2016 – 2018
Startup focused on developing, patenting, and licensing a new product for the outdoor industry called ‘GameTracker’. Product will enable archery hunters to use their cell phone to locate post-shot large game humanely and ethically in both cellular and non-cellular environments. This was my second entrepreneurial venture.

**Streamline Office Strategies, LLC (Blacksburg, VA)**
*President/Founder* 2014 – 2017
Consulting startup focused on providing general management, marketing, and compliance support to independent, rural, medical practices. This was my first entrepreneurial venture.

**Tech Squared, Inc. (Roanoke, VA)**
*Director of Business Development* 2006 – 2013
Acquired new customers, managed new and existing customers, marketed and sold products/services to new and existing customers, supported and helped with management decisions as a member of the management team. Reported directly to the Founder/President.

**Roanoke College/Roanoke Refugee and Immigration Services (Roanoke, VA)**
*English as a Second Language Instructor (Internship)* 2003 – 2004
Taught two high-school Cuban refugees English, in an English only immersion course

Industry Awards, Honors & Recognition

- 2017: Virginia Shark Tank Pitch Competition top 12 finalist
- 2016: Gauntlet Roanoke, Virginia Business Competition – 4th place finished out of 35
- 2016: COX Communication and INC Magazine “Get Started Roanoke” Startup Winner
- 2016: Roanoke, VA Star Tank Pitch Competition
- 2015: Roanoke, VA Star Tank Pitch Competition
- 2008: Valley Business Front Magazine – Roanoke and New River Valley Top 30 under 30 honor and publication
- 2001: Eagle Scout Award – Boy Scouts of America
• 2001: American Legion Boys’ Nation, New Hampshire Representative
• 2000: Order of the Arrow Brotherhood Member – Boy Scouts of America National Honor Society