

## CURRICULUM VITAE

### Gregory B. Fairchild

University of Virginia  
Darden Graduate School of Business Administration  
P. O. Box 6550, Room 185  
100 Darden Boulevard  
Charlottesville, VA 22906-6550  
434. 243-8879 (phone)  
434. 924-0726 (facsimile)  
[Fairchildg@darden.virginia.edu](mailto:Fairchildg@darden.virginia.edu)  
Faculty webpage: <http://www.darden.virginia.edu/web/Faculty-Research/Directory/Full-time/Gregory-B-Fairchild/>

---

#### Academic Appointments

E. Thayer Bigelow Associate Professor – 2012 – present. University of Virginia, Darden Graduate School of Business, Charlottesville, Virginia. Strategy, Ethics and Entrepreneurship group.

Associate Professor (without term), 2008 – present. University of Virginia, Darden Graduate School of Business, Charlottesville, Virginia. Strategy, Ethics and Entrepreneurship group.

Assistant Professor, 2001 – 2008. University of Virginia, Darden Graduate School of Business, Charlottesville, Virginia. Strategy, Ethics and Entrepreneurship group.

Acting Assistant Professor, 2000 – 2001. University of Virginia, Darden Graduate School of Business, Charlottesville, Virginia. Strategy, Ethics and Entrepreneurship group.

#### Administrative Appointments

Faculty Director, Institute for Business in Society, IBIS (July, 2012 to present). The vision of the *Initiative for Business in Society* is to be a leading global catalyst and convener of thought, information and action at the interface of business and society, and to promote the development of leaders to positively impact society through their roles in business.

<http://www.darden.virginia.edu/web/IBiS/Faculty/Home/>

Executive Director, Tayloe Murphy Center, July 2009 – present. University of Virginia, Darden Graduate School of Business, Charlottesville, Virginia.

The Tayloe Murphy Center's mission is to facilitate community competitiveness through the development of practical research on what makes communities economically competitive; the dissemination of that knowledge to practitioners in the field; and the sponsorship of interaction between stakeholders committed to making communities globally-competitive. The center enjoys an endowment of other \$10 million to support its programs and research.  
<http://www.darden.virginia.edu/web/tayloe-murphy-center/>

### Education

Columbia University, Graduate School of Business, New York, NY.  
Ph.D. Management of Organizations, 2001.  
M. Phil. Management of Organizations, 1999.  
Concentration in Organizational Theory, Entrepreneurship and Strategic Management.  
Dissertation: —Invisible Men and Women: Inner City Entrepreneurs and the Strategies They Employ to Survive and Grow.

University of Virginia, Darden Graduate School of Business, Charlottesville, VA.  
MBA, 1992 -- Concentrations in General Management and Marketing

Virginia Commonwealth University, Richmond, Virginia.  
B.S., Mass Communications, 1988.

### Other Professional Experience

Adjunct Professor and Preceptor. 2013, 1997-1999. Columbia University Graduate School of Business, New York, NY. *One of only two doctoral students Business school-wide selected to teach in the Columbia MBA program.*

Senior Assistant Brand Manager, The Procter and Gamble, Co. Inc. 1992 – 1995. Brand management experience on Pantene Haircare and Clarion Cosmetics. \$232 million haircare brand. Assistant Brand Manager on \$32 million cosmetics brand. Personally responsible for multiple marketing and general management responsibilities, including Pantene's \$65 million marketing plan and production of a \$10 million Pantene infomercial.

Department Manager, Executive Trainee. 1988 – 1990. Saks Fifth Avenue, New York, NY. Managed \$11 million Couture dress department in Saks' flagship Fifth Avenue store. Responsible for merchandising, staffing and general management.

### Research Interests

Entrepreneurship and Economic Development  
Community-Development Finance  
Targeted Private Equity

### Teaching Interests

Entrepreneurship  
Strategic Management  
Entrepreneurship and Economic Development  
Leadership

### Honors and Awards

- 2014 Ethisphere's 100 Most Influential People in Business Ethics (#44).  
<http://ethisphere.com/magazine/100-most-influential-in-business/>
- 2014 One Day University with the Wall Street Journal. One of seven faculty chosen to teach a public event "one day business school" in New York City.  
<https://onedayu.com/events/detail/177>
- 2014 Frederick S. Morton Leadership Award (faculty recipient) The awards are presented at graduation to an outstanding student in leadership and to the faculty member who has made the most significant contribution to that student's life.  
<http://www.virginia.edu/registrar/records/97gradrec/chapter7/gchap7-1.11.html>
- 2014 Class of 2014 Faculty Marshal. Elected by Darden graduating class of 2005 to serve as graduation marshal. <https://www.youtube.com/watch?v=6A-J2jFOyuE>
- 2013 Raven Award for Faculty. Each year, the Raven Society confers an Award to recognize excellence in service and contribution to the University of Virginia. This is the highest honor that the Society can bestow on an individual. Given by UVA's oldest honor society. <http://aig.alumni.virginia.edu/raven/raven-resources/the-raven-award/>
- 2013 named one of 15 finalists in Economist Intelligence Unit's "Business Professor of the Year Award"  
<http://businessprofessoraward.com/competitions/business-professor-of-the-year/entries/gregory-fairchild>
- 2012 named one of "Top 10 Business Professors in the World, CNN/Fortune  
<http://money.cnn.com/gallery/pf/college/2012/10/30/10-best-b-school-professors.fortune/7.html>
- 2012 named one of "Top 50 Business Professors in the World", Poets and Quants.  
<http://poetsandquants.com/2012/10/22/worlds-best-b-school-professors-greg-fairchild/>
- 2011 named one of "25 Virginians to Watch" Virginia Business Magazine.  
<http://www.virginiabusiness.com/index.php/news/article/top-25-people-to-watch>

2010 named one of “five of the most highly-rated research professors” by *Financial Times*, January 25, 2010. <http://www.ft.com/cms/s/2/bc8b4930-ffd6-11de-ad8c-00144feabdc0.html>

2009 Aspen Institute Faculty Pioneer Award . One of four faculty chosen from among 120 nominees for pioneering work in the field of business.  
<http://www.aspeninstitute.org/news/2009/09/16/aspen-institute-names-2009-faculty-pioneers>

Class of 2005 Faculty Marshal. Elected by Darden graduating class of 2005 to serve as graduation marshal.

2004 Academy of Management Best Paper Proceedings. For top-rated paper submission, Gender and Diversity in Organizations division. Fairchild, G. & Robinson, J (2004) It’s what you know and who they know: Structural holes and strong ties in urban labor markets

2003 Marquette University Ralph H. Metcalfe, Sr. Chair. Brings to Marquette each year an outstanding scholar from a cultural group that has been historically underrepresented in the American professorate. It provides an important opportunity to bring prominent faculty to highlight their contributions to their field and enrich the Marquette community with notable role models.

2001 Business School Inner-City Leadership Conference Best Paper Award, For best paper submission, Fairchild, G. (2001) Invisible Men and Women: Inner City Entrepreneurs and the Strategies They Employ to Survive and Grow.

1997 Academy of Management Best Paper Award and Best Paper Proceedings. For best paper submission, Organization and Management Theory division. Abrahamson, E. and Fairchild, G. (1997) Management Fashion: Lifecycles, Triggers, and Collective Learning Processes.

1999 Columbia Public Policy Fellowship. Named one of 12 cross-disciplinary public policy fellows from across Columbia University doctoral programs. Fellowship includes monetary reward and participation in research symposium.

1997 Montrone Fellowship Winner. Awarded fellowship for academic performance in Columbia Doctoral Program.

### **Board Directorships**

2015 – Present, Virginia Community Capital (VCC) & Community Capital Bank (CCB). Created in 2006, VCC is a mission driven depository institution founded to support housing and community development ventures, increase jobs, and build sustainable communities by offering flexible financial products and advisory services. Appointed to board by Virginia Governor Terry McAuliffe.

2012- Present. Public Director, University Physicians Group, University of Virginia. It was founded in 1979 as a nonprofit supporting organization of UVA to serve the financial and administrative needs of clinical staff. Appointed by the President of the University of Virginia.

2009-2012. Member, Investment Advisory, Virginia Retirement Service. Serve as one of the advisors to the Commonwealth of Virginia state employee's pension fund. The VRS manages the pensions for the states employees – including teachers, police officers, judges, etc. The pension manages \$56B in assets.

### Peer-Reviewed Journal articles

Fairchild, Gregory. (2010) Racial Segregation in the public schools and adult self-employment likelihood: The case of black Americans. *Small Business Economics* 33 (4), 467-484. [doi:10.1007/s11187-009-9202-x](https://doi.org/10.1007/s11187-009-9202-x)

Fairchild, Gregory. (2010). Intergenerational ethnic enclave influences on the likelihood of being self-employed. *Journal of Business Venturing*, 25(3), 290-304. [doi:10.1016/j.jbusvent.2008.10.003](https://doi.org/10.1016/j.jbusvent.2008.10.003).

Fairchild, Gregory. (2009) Spatial Assimilation and Self-Employment: The Case of Black Americans. *Journal of Developmental Entrepreneurship*, 13 (3), 269 – 291. [http://econpapers.repec.org/article/wsijdexxx/v\\_3a13\\_3ay\\_3a2008\\_3ai\\_3a03\\_3ap\\_3a269-291.htm](http://econpapers.repec.org/article/wsijdexxx/v_3a13_3ay_3a2008_3ai_3a03_3ap_3a269-291.htm).

Fairchild, Gregory. (2009) Residential Segregation Influences on the Likelihood of Being Self-Employed. *Entrepreneurship Theory and Practice*, 33 (2), 373-395.

Fairchild, Gregory & Robinson, Jeffrey. (2008) Unlearned Lessons from *Letter From a Birmingham Jail*: The Work Begun, The Progress Made, and The Task Ahead. *Business & Society*, 47 (4), 484-522. <http://bas.sagepub.com/cgi/content/short/0007650308323696v1>

Fairchild, Gregory. (2008) The Influence of Residential Segregation and its Correlates on Ethnic Enterprise in Urban Areas. *Journal of Business Venturing*, 23 (5), 513-527. <http://doi.org/10.1016/j.jbusvent.2008.02.001> .

Fairchild, Gregory. (2008) Residential Segregation Influences on the Likelihood of Black and White Self-Employment. *Journal of Business Venturing*, 23(1), 46-74. <http://dx.doi.org/10.1016/j.jbusvent.2006.10.010>.

Abrahamson, Eric & Fairchild, Gregory. (1999) Management Fashion: Lifecycles, Triggers, and Collective Learning Processes . *Administrative Science Quarterly*, 44 (4), 708-740.

## Practitioner-Oriented Publications

Fairchild, Gregory and Ruo Jia (2015) *Introduction to Risk and Efficiency among CDFIs: A Statistical Evaluation using Multiple Methods*. Office of Financial Strategies and Research Community Development Financial Institutions Fund U.S. Department of the Treasury,  
<http://www.cdfifund.gov/docs/2015/CDFI/Risk%20and%20Efficiency%20among%20CDFIs%20Report.pdf>

Fairchild, Gregory (2014). "Case Study: Should You Sell That Product?" *The Harvard Business Review*, Harvard Business Review (January/February) #R1501K-PDF-ENG

Fairchild, Gregory and Rai, Kulwant (2011) "Perdido En La Traducción: the Opportunity in Financial Services for Latinos." Tayloe Murphy Center, University of Virginia, Darden GSBA.

Fairchild, Gregory (2007) *The Challenges of Evolution: EDM Initiatives in Private Equity in Conception and Practice*. *Community Development Investment Review*. San Francisco, CA: San Francisco Federal Reserve Board.

Fairchild, Gregory (2005) *What is the Emerging Domestic Market?* *Journal of EDM Finance*. (Inaugural Issue). Washington, DC: National Association of Investment Companies.

Fairchild, Gregory (2004) *In Your Own Backyard: Investment Opportunities in Emerging Domestic Markets*. New York, NY: Council of Urban Investors Institute: Connecting Communities with Capital.

## Book Chapters

Fairchild, Gregory & Greene, Patricia. (2003) *Wealth Creation in Distressed Inner Cities: What Can Business Schools Contribute?* *Entrepreneurship: The Road Ahead*, Harold Welsch (editor), New York: Routledge.

Abrahamson, Eric & Fairchild, Gregory. (2000) *Knowledge Industries and Idea Entrepreneurs*. *The Entrepreneurship Dynamic in Industry Evolution*, Claudia Bird Schoonhoven and Elaine Romanelli (editors), Stanford University Press, Stanford, California.

Brockner, Joel, Ackerman, Grant & Fairchild, Gregory. (2000) *When Do Elements of Procedural Fairness Make a Difference? A Classification of Moderating Influences*. *Advances in Organizational Justice*. J. Greenberg and R. Cropanzano (Eds.). San Francisco: New Lexington Press.

## Peer-Reviewed Conference Proceedings

Fairchild, Gregory & Robinson, Jeffrey (2004) It's What You Know and Who They Know: Structural Holes and Strong Ties in Urban Labor Markets. *2004 Best Paper Proceedings. Academy of Management.*

Fairchild, Gregory (2001) Invisible Men and Women: Inner City Entrepreneurs and the Strategies They Employ to Survive and Grow. *2001 Business School Inner-City Leadership Conference Best Paper Award,*

Abrahamson, Eric & Fairchild, Gregory (1997) Management Fashion: Lifecycles, Triggers, and Collective Learning Processes. *1997 Best Paper Proceedings. Academy of Management.*

### **Research in Process and Working Papers**

Fairchild, Gregory B. & Rai, Kulwant. Experimental Evidence on Implicit Gender Bias in Evaluation of Entrepreneurial Fitness. (Submitted to AOM conference)

Fairchild, Gregory B. & Rai, Kulwant. Effect of Community Development Financial Institution Assistance on Survival of Startup Firms. (Submitted to AOM conference)

Fairchild, Gregory B. & Jia, Ruo. Competing Logics in Financial Services: The Role of Reputation and Recognition in Community Development Credit Unions. (Submitted to AOM conference)

Fairchild, Gregory, Wicks, Andrew and Keevil, Andrew. Investing in the Self: The moral alignment of self-concept and investment vehicle as an antecedent to investor commitment.

### **Teaching Cases**

#### Cases

1. Should You Sell that Product? Number: R1501K-PDF-ENG (Harvard Business Review)
2. Saks Fifth Avenue: Project Evolution. Number: UVA-S-0244
3. Hillenbrand: Thinking Beyond the Certain. Number: UVA-S-0243
4. American Express: Bank 2.0. Number: UVA-S-0242
5. Letting the Sun In: Redeveloping a Derelict Office Building in Chicago. Case Number: UVA-ENT-0156.
2. Longview Services. Case Number: UVA-ENT-0170.
3. Haynsworth's: Should I Stay or Should I Go? Case Number: UVA-ENT-0171.
4. BandyWorks (A): Founding a New Business (Guided by the Past). Case Number: UVA-ENT-0173.
5. Relay Foods: Media Mix. Case Number: UVA-ENT-0177.
6. iCompute: The Marsh/Jones Dilemma. Case Number: UVA-ENT-0178.
7. BandyWorks (B): Tom Bandy—Growing, Letting Go. Case Number: UVA-ENT-0182.

8. A Bowl of Good: Defining the Partnership. Case Number: UVA-ENT-0183.
9. Coalfields Coffee: Where To Go? Case Number: UVA-ENT-0184.
10. The Bottom Line at CC's Gourmet Kitchen. Case Number: UVA-ENT-0185.
11. A Better Yoga Block: Shanti Creek Yoga Products. Case Number: UVA-ENT-0190.
12. Bolt Newspapers: Is There a Future in Print Media? Case Number: UVA-ENT-0191.
13. Hiring at Huckle Buckle Beanstalk: Not All Fun and Games. Case Number: UVA-ENT-0192.
14. Selling a New Old Idea: Virginia Business Ventures. Case Number: UVA-ENT-0193.
15. New River Apparel: Trot or Gallop? Case Number: UVA-ENT-0194.
16. Northeast Community Federal Credit Union: Serving the "Sinks" in the City by the Bay. Case Number: UVA-ENT-0186.
17. "For Where Your Septic Tank Is, There Your Heart Will Be Also": Enterprise Cascadia and The Hood Canal Septic Loan Program. Case Number: UVA-ENT-0180.
18. Pacific Community Ventures & Galaxy Desserts: Community Development through Private Equity Investing. Case Number: UVA-ENT-0174.
19. The Dime that Started a Movement: The History and Development of Credit Unions. Case Number: UVA-ENT-103
20. Credit Where Credit is Due: The Latino Community Credit Union. Case Number: UVA-ENT-0104.
21. Breaking Down Barriers, Rebuilding Walls: The Role of Community Development Loan Funds. Case Number: UVA-ENT-0108.
22. Filling a Hole: The Reinvestment Fund and Progress Plaza. Case Number: UVA-ENT-0110.
23. Finding Its Niche: Community Development Venture Capital. Case Number: UVA-ENT-0111.
24. Dollar Tree Leadership Transition: Passing the Buck. (2006) Case Number: UVA-ENT-0082.
25. Lawrence Berger and Allied Screens, Inc. (2006). Case Number: UVA-ENT-0081.
26. Green Room Productions, LLC (2006). Case Number: UVA-ENT-0080.
27. Ascend Ventures into Education (2005) Case Number: UVA-ENT-0058.
28. Dollar Tree Stores: Choosing a Financial Partner (2004) Case Number: UVA-ENT-0035.
29. Saunders Karp: Striking the Proper Balance (2004) Case Number: UVA-ENT-0050
30. BioSidus: Biotecnologia en la Patagonia. (2004) Case Number: UVA-S-0115.



31. John —Rooster Clagett: Visual Training Systems Group, Inc. (A) (B) (2004). Case Number: UVA-ENT-0059 and UVA-ENT-0060.
32. Black Entertainment Television: Creating, Building, Extending and Protecting a Brand. (2004) Case Number: UVA-S-0108.
33. Dogloo and Opportunity Capital Partners. (2003) Case Number: UVA-ENT-0057.
34. Tostadas, Tortilla Chips and Bank Loans: Wells Fargo and Salinas Y Salinas. (2003) Case Number UVA-S-0104.
35. Urban Brands and TSG Capital Group, LLC. (2002) Case Number: UVA-S-0105.
36. Gatewood and Daugherty: Minding their own business (2001). Case Number: UVA-ENT-0013.
37. Pluria Marshall, Jr. and the Wave Community Newspapers. (2001) Case Number: UVA-ENT-0012.
38. El Diablo: The Corner Cleaner Affair (2001) Case Number: UVA-E-0218.
39. Pizza Hut Moscow (1992) Under the Supervision of E. Weiss. Case Number: UVA-OM-0719. *Designated a Top Case as one of Darden's most frequently purchased cases.*

#### Teaching Notes

1. John —Rooster Clagett: Visual Training Systems Group, Inc. (A) (B) (2006). Case Number: UVA-ENT-0059TN; UVA-ENT-0060TN.
2. Dogloo and Opportunity Capital Partners (2006). Case Number: UVA-ENT-0057TN.
3. Ascend Ventures into Education (2005) Case Number: UVA-ENT-0058TN.
4. Dollar Tree Stores: Choosing a Financial Partner, Saunders Karp: Striking the Proper Balance (2004) Case Number: UVA-ENT-0035, 50TN.
5. Black Entertainment Television: Creating, Building, Extending and Protecting a Brand. (2004) Case Number: UVA-S-0108TN.
6. Six Degrees of Separation. (2004) Simulation Number: UVA-ENT-0061STN.
7. Tostadas, Tortilla Chips and Bank Loans: Wells Fargo and Salinas Y Salinas. (2003) Case Number UVA-S-0104TN.
8. Urban Brands and TSG Capital Group, LLC. (2002) Case Number: UVA-E-0218TN.
9. Gatewood and Daugherty: Minding their own business. (2001). Case Number: UVA-ENT-0013TN.
10. Pluria Marshall, Jr. and the Wave Community Newspapers. (2001) Case Number: UVA-ENT-0012TN.

11. El Diablo: The Corner Cleaner Affair (2001) Case Number: UVA-E-0218TN.

Simulations and Multimedia

1. Six Degrees of Separation. (2004) Simulation Number: UVA-ENT-0061S.
2. Dollar Tree Stores: Choosing a Financial Partner (2004) Case Number: UVA-ENT-0035M. (multimedia case study)
3. Saunders Karp: Striking the Proper Balance (2004) Case Number: UVA-ENT-0050M. (multimedia case study)
4. Black Entertainment Television: Creating, Building, Extending and Protecting a Brand. (2004) Case Number: UVA-S-0108M. (multimedia case study).

**Research Grants Awarded**

BamaWorks grant to support teaching aids and materials for the Darden Prisoner Educational Program. Amount: \$15,000.

Jefferson Trust of the University of Virginia. Research grant to support case development for prisoner entrepreneurship program. Amount: \$50,000. Principal Investigator.

Bankard Fund for Political Economy. Research grant to support study on financial literacy and capability among women identified for domestic violence. Amount: \$30,000. Principal Investigator.

John D. and Catherine T. MacArthur Foundation. Research grant to support study on evolution and development of the field of Community Development Finance. Amount: \$850,000. Principal Investigator.

Meade, Colley Endowment at the University of Virginia. Grant to support program on prisoner recidivism. Amount: \$3,000.

Ewing Marion Kauffman Foundation. research grant to support study on minority-targeted private equity firms and social networks. Amount: \$11,000. I am the sole investigator on this project.

**Online Video Teaching and Instruction**

2015 Young African Leaders Initiative (YALI), US Department of State: Improving Your Network, Your Team and Your Organizational Structure  
<https://youngafricanleaders.state.gov/courses/workforce-collab-3/>

2014 TEDx (Charlottesville): "The Questions that Got Me into Prison". Public speech on the US prison system and prisoner educational initiative and outreach.  
[https://www.youtube.com/watch?v=9t-6-IRSTOg&list=FL\\_QXWHb1vAIFwJb84GBvylw&index=3](https://www.youtube.com/watch?v=9t-6-IRSTOg&list=FL_QXWHb1vAIFwJb84GBvylw&index=3)

2014 Business Basics: Credit Card Sense with Greg Fairchild. Instructional video exploring the benefits and liabilities of various credit card behaviors for consumers.

[https://www.youtube.com/watch?v=TpzCulJi7Fs&list=FL\\_QXWHb1vAIFwJb84GBvylw&index=1](https://www.youtube.com/watch?v=TpzCulJi7Fs&list=FL_QXWHb1vAIFwJb84GBvylw&index=1)

2013 Business Ethics: Presentation with Graduate Students in Skopje, Macedonia  
<https://www.youtube.com/watch?v=gekZ15b69jo>

2012 Jefferson Innovation Summit for the Commonwealth. Facilitated discussion on Commonwealth of Virginia's economic development with 50 leaders from government, business and investments sectors (session in partnership with Virginia's governor's office). <https://www.youtube.com/watch?v=le9Xvb3acmE>

2011 Darden Faculty Video and Profile: My Personal and Professional Journey.  
[https://www.youtube.com/watch?v=Ug9oSubuSci&list=FL\\_QXWHb1vAIFwJb84GBvylw&index=2](https://www.youtube.com/watch?v=Ug9oSubuSci&list=FL_QXWHb1vAIFwJb84GBvylw&index=2)

2011 Darden Discoveries: "From Inmates to Entrepreneurs" Video on Prisoner Educational Outreach Initiative. <https://www.youtube.com/watch?v=GD-EqJwKPU8>

2010 Darden Discoveries: "Role of CDFIs in Economic Revitalization" Video on research in Community Development Finance. <https://www.youtube.com/watch?v=k8YjKgu1-Uw>

### **Selected Presentations and Speeches**

*Frequent speeches to public audiences on topics relevant to community and economic development.*

Discussant - Small Business and Entrepreneurship during an Economic Recovery, the Board of Governors of the Federal Reserve System, November 9, 2011.

Panelist -- Community Development Capital & Risk Metrics Research Forum, the Board of Governors of the Federal Reserve System, October 2011.

Speaker -- Segregation and Minority-Entrepreneurship: Debates, Findings and Future Directions. Howard University research conference, October 2009.

Presenter -- Racial Segregation in the public schools and adult self-employment likelihood: The case of black Americans. Presentation at the Ewing Marion Kaufman Foundation Entrepreneurship Research Symposium, 31 June 2008.

Presenter -- Residential Segregation Influences on the Likelihood of Black and White Self-Employment. Presentation at Academy of Management Meeting, 14 August 2006.

Presenter -- Status Construction and Group Position Influences on the Demography of Front-Line Supervisors. Presentation at Academy of Management Meeting, 15 August 2006.

Presenter —What is private equity and why should senior executives care? Executive Leadership Council National Conference, February 3, 2006.

Presenter —Entrepreneurship and Innovation in Emerging Economies—An irrational endeavor? Professional Development Seminar Presentation at Academy of Management Meeting, 8 August 2005.

Presenter —Place, Race and Human Resources: Supervisor and Customer Service Race-matching in Urban Firms” Paper presentation at Academy of Management Meeting, 8 August 2005.

Presenter —Management challenges at the intersection of Space, Class and Human Resources Paper presentation at Academy of Management Meeting, 6 August 2005.

Presenter —Institutional and Social Barriers to Market Entry Presentation at Academy of Management Meeting, August 2005.

Keynote Speaker. —In Your Own Backyard: Emerging Domestic Markets Research Report. Plan Sponsor & Emerging Manager Alternative Investment Summit. New York, NY. June 16, 2005.

Keynote Speaker, —State of Minority Business Enterprise and Virginia Minority Supplier Development Council Statewide Meeting. May 2, 2005.

Keynote Speaker, —What Milwaukee can do develop inner city businesses February 16, 2005.

Speaker, Renaissance Advanced Mgmt. Program, —Small Caps Rising — Laughing All the Way to the Bank With Your Own (Or Your Family's) Business December 29, 2004.

Speaker, Renaissance Advanced Mgmt. Program, —Small Caps Rising — Behave Yourself — How Entrepreneurial Behavior Affects Businesses' Growth, Adaptation & Success December 29, 2004.

Keynote Speaker. —In Your Own Backyard: Emerging Domestic Markets Research Report. Plan Sponsor & Emerging Manager Alternative Investment Summit. Aventura, Florida. October 26, 2004.

Keynote Speaker. —In Your Own Backyard: Emerging Domestic Markets Research Report. Plan Sponsor & Minority Manager Consortium. New York, New York. July 10, 2004.

Keynote Speaker, —Building business, Building communities, Greater Milwaukee Committee, October 2003.

Speaker, —Innovations in ethnic markets, Marquette University Executive MBA program, October 2003.

Speaker, —Building network linkages, Marquette University MBA program, October, 2003.

- Speaker, —Building a career, building relationships, Marquette University MBA program, October, 2003.
- Master of Ceremonies, National Policy Conference, National Down Syndrome Congress, August 2003.
- Speaker, —The Endeca Negotiation National Venture Capital Institute, March 2003.
- Instructor, —Disney, Darden Mock case for prospective students, February 2003.
- Speaker, —Our Shared History Darden Graduate Business School, Black History Month Event, February 2003.
- Speaker, Renaissance Advanced Mgmt. Program: —Being Your Own Master — Starting, Building and Passing on Businesses, 2002 Renaissance Weekend, December 29, 2002.
- Speaker, Renaissance Front Lines: —Tales of Two Cities — New York & Other Towns One Year After 9/11, 2002 Renaissance Weekend, December 29, 2002.
- Master of Ceremonies, National Policy Conference, National Down Syndrome Congress, August 2002.
- Moderator, —Entrepreneurship and Economic Development. Presentation at Academy of Management Meeting, August 2002.
- Presenter —Institutional and Social Barriers to Market Entry Presentation at Academy of Management Meeting, August 2002.
- Speaker, —Assisting portfolio companies with turnarounds – Blake-Schiller National Venture Capital Institute, March 2002.
- Moderator, —Management Fashions. Presentation at Academy of Management Meeting, August 2001.
- Presenter, —Perspectives on Alliances and Social Contracts Presentation at Academy of Management Meeting, August 2001. Presented authored paper —A Theory of Constraints and Opportunities For Entrepreneurship in Inner-City Locations.
- Presenter, —Social Capital, Social Networks, and Entrepreneurship Presentation at Academy of Management Meeting, August 2001. Presented authored paper —Self-Employment Growth In Urban Neighborhoods: The Role of Human Capital, Isolation, and Social Organization.
- Panelist, —Lifting Our Community: Philanthropy, Activism and Prayer, Harvard Business School African-American Alumni Conference, October 2001.
- Speaker, —Financing Small Business Emerging Business Forum, Washington, DC, July 2001.
- Speaker, —Integrating Inner-City Content into Your Curriculum, Saint Louis workshop on Business School/Inner City Partnerships.

Speaker, —Integrating Inner-City Content into Your Curriculum, Los Angeles workshop on Business School/Inner City Partnerships.

Co-Author, (With E. Abrahamson) *Who Launches Management Fashions? Gurus, Journalists, Technicians, or Scholars?* August 1999 Academy of Management Meetings.

Panelist and Judge, *Inner-City Field Study Competition* April 23, 1999. Initiative for a Competitive Inner City National Business School Network conference, Boston.

Co-Author, (With J. Brockner, and G. Ackerman) August, 1998 Academy of Management Meetings. Paper presentation —*When Do Elements of Procedural Fairness Make a Difference? A Classification of Moderating Influences.*”

Panelist, *Teaching Inner-City Development* April 24, 1998. Initiative for a Competitive Inner City National Business School Network conference, Boston.

Co-Author, (With E. Abrahamson) Paper presentation —*Management Fashion: Lifecycles, Triggers and Collective Learning Processes.* August 1997 Academy of Management Meetings.

Co-Author, (With J. Brockner) Paper presentation —*A Self-Affirmation Analysis of Survivors' Reactions to Job Layoffs: Implications for Theory and Practice.*” Showcase Symposium, Most Innovative Session, August 1997 Academy of Management Meetings.

Co-Author, (With E. Abrahamson) —*The Collective Behavior of Management Fashions.* August 1997 Academy of Management Meetings.

### **Doctoral Committee Participation**

Sean Carr. 2013. *Collective Action and the Financing of Innovation: Evidence from Crowdfunding.* University of Virginia, Darden GSBA.

Paul T. Harper. 2011. *The Limits of Entrepreneurial Bricolage: An Intervention.* May, University of Virginia, Darden GSBA.

Margaret Cording. 2003. *Organizational integrity and acquisition performance: The role of values in value creation.* October. University of Virginia, Darden GSBA.

### **Selected Media coverage – Research related**

*Business School, Behind Bars*, by Alison Damast, BloombergBusinessWeek, 11 January 2013. <http://www.businessweek.com/articles/2013-01-11/business-school-behind-bars>

*Prisoners with an Eye for Profit Learn Lessons from Behind Bars*, by Rebecca Knight, The Financial Times, 10 December 2012. <http://www.ft.com/intl/cms/s/2/63e32410-0c94-11e2-a73c-00144feabdc0.html#axzz2YWAdZQRl>

*Tending the local entrepreneur* by Adam Palin, The Financial Times, 10 September 2012  
<http://www.ft.com/intl/cms/s/2/9d14626e-e532-11e1-b758-00144feab49a.html#axzz280agGvgC>

*Top Profs: Five of the most highly-rated research professors* by Delta Bradshaw, The Financial Times, 25 January 2010. <http://www.ft.com/intl/cms/s/2/bc8b4930-ffd6-11de-ad8c-00144feabdc0.html#axzz28KT0enPx>

Aspen Institute names 2009 Faculty Pioneers, 16 September 2009,  
<http://www.aspeninstitute.org/news/2009/09/16/aspen-institute-names-2009-faculty-pioneers>

Professor Fairchild Wins MacArthur Grant, 4 October 2007,  
<http://news.virginia.edu/node/2998?id=2998>

*Case study: How can prison inmates prepare for success?* by Gregory Fairchild, The Washington Post, 30 September 2012. [http://www.washingtonpost.com/business/case-study-how-can-prison-inmates-prepare-for-success/2012/09/28/7fc5aa24-0760-11e2-a10c-fa5a255a9258\\_story.html](http://www.washingtonpost.com/business/case-study-how-can-prison-inmates-prepare-for-success/2012/09/28/7fc5aa24-0760-11e2-a10c-fa5a255a9258_story.html)

Jefferson Innovation Summit for the Commonwealth Explores the Local Entrepreneurial Ecosystem, 14 September 2012. <http://www.darden.virginia.edu/web/Media/Darden-News-Articles/2012/Jefferson-Innovation-Summit-for-the-Commonwealth-Explores-the-Local-Entrepreneurial-Ecosystem/>

*Business as (Un)usual: Gregory Fairchild explores the value of business in low-income communities* by Melissa V. P. Rossow, The University of Virginia Magazine, Fall, 2011,  
[http://uvamagazine.org/university\\_digest/article/business\\_as\\_unusual#.UGi5IJjAeSo](http://uvamagazine.org/university_digest/article/business_as_unusual#.UGi5IJjAeSo)

*Professor Fairchild to Explore the Likelihood of Prisoners Becoming Entrepreneurs*  
<http://www.darden.virginia.edu/web/Media/Darden-News-Articles/2011/Professor-Fairchild-to-Explore-the-Likelihood-of-Prisoners-Becoming-Entrepreneurs/>

*Darden, SCPS Team to Aid in Growing Businesses in Distressed Parts of Virginia* by Beth Schmid, UVA Today, 6 June 2011, <http://news.virginia.edu/node/15241?id=15241>.

\_\_\_ Financial services for the poor. The big save. How can America serve better the millions of citizens outside the financial mainstream?, *The Economist*, 24 Sept 2011 (coverage of Latino financial services research).

\_\_\_ The \$169 Billion Hidden Market: People without Banks. Strategy + Business.

- Targeting the 9 million “unbanked” households in the United States. *Strategy + Business*, August 5, 2011.
- \_\_\_\_\_ Can Banks Lower Crime Rates (and Increase Home Values)? *Time Moneyland*, 19 July 2011, Martha C. White.
- \_\_\_\_\_ When innovation is a risk for small businesses. *The Washington Post*, 5 February 2011.
- \_\_\_\_\_ named one of Top 25 People in Business to Watch by *Virginia Business Magazine*. February, 2011.
- \_\_\_2010 “five of the most highly-rated research professors” by *Financial Times*, January 25, 2010
- Race a factor in area mortgage loans by Brian McNeill, *The Daily Progress*, 07/13/2007.
- You’ve come a long way, baby by Jack Milligan, *Virginia Business*, April 2007.
- A closer look at a significant section of the economy, *Virginia Business*, February 2007.
- Computer chips top Virginia exports by Jeffrey Kelley, *The Richmond Times Dispatch*, 02/09/2007.
- Gift card popularity zooms by Brian McNeill, *The Daily Progress*, 01/05/2007.
- The changing face of business to be discussed by Aaron Kremer, *The Richmond Times-Dispatch*, 10/09/2006.
- In Fairfax, bikinis and buzz cuts by Chris Kirkham, *The Washington Post*, 10/02/2006
- Evade Md. taxes legally this week: State is forgiving its 5% sales levy for 5 days on some items by Andrea Walker, *The Baltimore Sun*, 08/22/06.
- Quality Control: Lessons from (and for) Mid-Market Companies by Cari McLean, *Chief Learning Officer*, August, 2006.
- Star Power: Grow your business by teaming up with a high-profile talent or celebrity by Bridget McCrea, *Black Enterprise*, August 2006.
- Small Banks Still the Only Providers of Islamic Financing by Ashirwaad Badami, *Medill News Service*, 06/01/2006.
- Inc. Executive Education report on selection as one of *Inc.* Magazine’s executive education series instructors. *Inc* magazine, 06/25/06.
- Blacks Make Gains in Business by Jeffrey Kelley, *Richmond Times Dispatch*, 06/01/06.
- Business Owner Finds Niche/Women Still Fight Against Stereotypes and Wage Gap/ Youth Helps Fuel Growth by Jeffrey Kelley, *Richmond Times Dispatch*, 05/31/06.
- Virginia’s Changing Economic Landscape by Jeffrey Kelly, *Richmond Times Dispatch*, 03/25/06.



- Bon-Ton Gauges Saks Deal's Impact by Sean Adkins, *Accenture News*, 03/03/06.
- From Running the Show to Joining the Team by Dan Rafter, *Washington Post* – 02/19/06.
- Three Ways to Win at Retail by Nicole Torres, *Entrepreneur* magazine, 02/13/06.
- Julian Bond: A Long Road to Freedom Retiring Professor Recalls Civil Rights Struggle by Melanie Mayhew *Daily Progress* 02/12/06.
- "Don't Let Your Passion Cloud Your Business Judgment" – by Georgina Stark, *Virginian Pilot* – 10/16/05.
- "Business Options: Stay or Go" – by Amanda Paulsen, *Christian Science Monitor* – 9/23/05.
- "Working at Homes" – by Jenale Moreno, *Washington Post* – 9/19/05.
- "After Searching for Food and Shelter, Now Comes Job Hunt" – by Stephanie Armour, *USA Today* – 9/8/05. Front page article on Hurricane Katrina's aftermath.
- "Heat and Eat" – by Candy Sagon (of the Washington Post), *Arizona Daily Sun* – 7/27/05.
- "Make it and Take it - New Meal Assembly Industry Shops and Slices;. All You Do is Pack and Cook" – by Candy Sagon, *Washington Post* – 7/20/05.
- "Going Shopping? Visit a Dollar Store: New Dollar Store Distribution Center Planned for Indiana by Rachel Kipps, *Chronicle Tribune (IN)* – 5/11/05.
- Choose Your Path: Ready To Start A Retail Business? Don't Get Stuck at the Fork in the Road — We've Mapped out 3 Different Retail Paths so you Can Choose the One That's Right for you, *Entrepreneur* magazine, March 2005.
- Growth Awards Honor Inner City Businesses – by Tannette Johnson-Elie, *Milwaukee Journal Sentinel* – 2/16/05.
- The Economy, Retail and Demographics – by Ken Goldstein (economist, the Conference Board). A 2005 outlook for the economy, *Entrepreneur* magazine – 1/05.
- What's in Your Future? The Economy, Retail and Demographics, *Entrepreneur.Com*. 11/19/2004.
- It's Who You Know, Really by Daniel Gross. *The New York Times*. 22 August 2004.
- Betting on Bayview: Surviving on Cheesecake by Vanessa Hua *San Francisco Chronicle*. 06/13/2003 Quoted in article on ethnic entrepreneurs in gentrifying communities.
- No Pity Patties: Jamaican Dish Hot in Miami by Wendy Doscher in *Miami Herald*, 03/24/03.

—Asian Business Owners Gaining Clout by Jim Hopkins in *USA Today*, 02/27/02. Quoted in article on rising Asian business ownership in U.S (front page article).

Radio interview: —Professor Fairchild with Bernard Spigner on *1450/WCTC AM* in New Brunswick, NJ. 03/01/02.

—Tasting Success by Wendy Doscher in *Miami Herald*, 11/19/01.

—Diversity, Inc. by Allison Stein Weiner *American Demographics*, October 2001. Quoted in article on rising minority-owned business in U.S.

### **MBA Teaching responsibilities (listed alphabetically)**

*Strategic Management* – Course Head, first-year core strategy teaching group

*Business Ethics Thru Literature*, literature elective to 2<sup>nd</sup> year students

*Entrepreneurial Thinking* – responsible for Darden’s introductory, survey course on entrepreneurship (2 sections – approximately 130 students per year).

*Entrepreneur as Change Agent* – Developed one-week intensive course focusing on the entrepreneur’s role in regional development. There are two versions of this course, one in Washington, DC; and New Orleans, LA.

### **Undergraduate Teaching responsibilities**

*Advertising for Action*. Course offering to UVA undergraduate students. Focused on advertising campaign development for community-service projects. (Course was offered gratis). <http://www.virginia.edu/uvatoday/newsRelease.php?id=13680>

### **Executive Level Teaching responsibilities**

2010 – 2013. Visa China Financial Services Program. Program with Chinese governmental officials on financial services.

2003 – 2014. Genworth Emerging Leaders program. Strategic management program for Genworth Financial.

2006, 2002 Darden Minority Business Executive Program \_ Graduate Level (2002 - R. Carraway, faculty leader); (2006 – G. Fairchild, faculty leader).

2006, 2005 Emerging Political Leaders Program (R. E. Freeman, faculty leader)

2005 Gulf Executive Development Program (S. Frey, faculty leader)

2004 One-day sessions for Senior Leadership of Clark Construction (including CEO) on Leadership and Change Management

2003 Darden Minority Education Alliance Program (W. Dunn, faculty leader)

2004, 2003, 2002 Secretary of Defense Corporate Fellows Program (J. West, faculty leader)

2006, 2005, 2004, 2003 Tayloe Murphy Building Linkages Program (G. Fairchild, faculty leader) Program involving regional development and entrepreneurship with participants from IAE (Argentina) and Stockholm School of Economics (Sweden).

### **Consulting Clients**

2015 Ohio Mutual Insurance Group

2015 US Small Business Administration

2015 Monroe Commission

2014 US Treasury, CDFI Fund

2010- 2013 – Genworth Financial Consumer Insights – Consulting on financial service needs of middle-American families (*i.e.*, life insurance).

<http://www.darden.virginia.edu/web/Media/Darden-News-Articles/2011/Darden-Professor-Collaborates-With-Genworth-Financial-to-Research-US-Life-Insurance-Needs/>

2007 – Merrill Lynch – consulting on tapping underserved markets

presentation to North and South American managers on underserved markets in financial services.

2006 – *Inc. Magazine Executive Education Series* – chosen as instructor in *Inc.* magazine's national executive education series.

2006 – *The Home Depot Stores* – consulting on tapping underserved markets in home ownership.

2006 – *Owens & Minor* – consulting on tapping underserved health care markets and health disparities.

2007, 2006, 2005 - *American Beverage Association* – facilitated sessions on strategic planning.

2002, 2003 - *National Venture Capital Association* – Two sessions on —Turnarounds and —Negotiations for NVCA Advanced Graduate Program.

2001, 2002- *Initiative for a Competitive Inner City* – —How to engage your faculty in work with Inner City Business seminars in Kansas City, Los Angeles, Louisville, Boston, St. Louis

2002 - *GlaxoSmithKline Venturing Group* – designed and delivered two-day program —Valuation and Negotiation Basics of private equity.

### **Editorial Boards and Reviewing.**

*Academy of Management Review*, ad hoc reviewer 2003 – present

*Academy of Management Journal*, ad hoc reviewer 2002 – present

*Administrative Science Quarterly*, ad hoc reviewer 1999 – present

*Entrepreneurship Theory & Practice*, ad hoc reviewer 2007 – present

*Journal of Business Venturing*, Editorial Board Member 2005 -- present

#### **Professional Associations and Service**

Member, *Academy of Management*, 1994 - present.

Planning Committee, 1998-2001. *Initiative for a Competitive Inner City's National Business School Network* (NSBN).

#### **Service to Darden and University Community**

2013-2014. University of Virginia Faculty Salary Study Committee. One of 8 faculty chosen to serve on committee Commissioned by Provost Simon. The committee was charged with examining faculty salary and compensation with an objective of providing recommendations to manage any discrepancies in salary by demography.

2008-2014. University of Virginia Thomas Jefferson Award Committee. The Thomas Jefferson Awards are the highest honors given to members of the University community who have exemplified in character, work and influence the principles and ideals of Jefferson, and thus advanced the objectives for which he founded the University. Appointed by Provost Block and Simon.

*Advertising for Action*. Course offering to UVA undergraduate students. Focused on advertising campaign development for community-service projects. (course was offered gratis). <http://www.virginia.edu/uvatoday/newsRelease.php?id=13680>

Darden Dean's Search Committee, 2005

Faculty advisor, Darden Cold Call Chronicle, 2004 – present

Darden Academic Standards Committee, 2002 – 2004.

Multiple speeches to student organizations, including 2006 Class Gift Speaker and Darden Christian Fellowship

Speech in Richmond UVA's *Engaging the Mind* Lecture Series (forthcoming October 2006)

HBCU Advisory Committee, UVA Vice Provost for Faculty Advancement's committee on building relationships with Historically Black Universities in Virginia

Invited speaker UVA's Leadership 2011, 2010, 2006, Leadership 2000

Instructor, Darden LEAD Program in Business 1996 – present

Faculty sponsor, Darden Argentina GBE, 2005, 2006, 2007

Instructor, Columbia University LEAD Program in Management. 1996 -1998

Faculty sponsor, Columbia MBA West Africa Study Tour, 1998.

### **Other Service**

Presenter, *Renaissance Weekend*, 2006, 2004, 2002. Renaissance weekends are sponsored by the Renaissance Institute and are non-partisan retreats designed to build linkages among innovative leaders from diverse fields, particularly those that impact national and international policy.

Treasurer, *National Down Syndrome Congress*, 2000-2003. It is the mission of the National Down Syndrome Congress to be the national advocacy organization for Down syndrome and to provide leadership in all areas of concern related to persons with Down syndrome.

### **Other publications (personal)**

Published fiction writer, "A Grain of Sand in the Eyes," in *New Breezes Anthology*, 1993. New Breezes Anthology is a collection of African-American fiction.

### **Media Coverage - Personal.**

Choosing Naia: A Family's Journey by Mitchell Zuckoff. Beacon Press (September 2, 2003).

Multiple interviews to support book publication, including CNN American Morning with Paula Zahn; NPR's Talk of the Nation; Dateline NBC; USA Today; the New York Times.