

LUKE A. WEINSTEIN

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Management Department
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CURRENT POSITION

Jan 2007 UNIVERSITY OF CONNECTICUT - Director & Clinical Professor – Innovation Accelerator
-Current

Manage center that assists entrepreneurial ventures in addressing myriad challenges associated with the identification and capture of business opportunities. The center utilizes interdisciplinary project teams comprised of graduate students that innovatively solve complex business issues for Connecticut's technology-based entrepreneurial ventures. Each semester we work with up to 4 entrepreneurial ventures and assign teams of typically 4 graduate students, under faculty supervision, funded for full-time work to research/recommend transformational business models for each venture. 1-2 teaching load.

EDUCATION

UNIVERSITY OF CONNECTICUT

Storrs, CT
2008

Ph.D. Marketing

Dissertation: Technology Adoption and Performance in the Sales Force

Winner – AMA DSEF Sales SIG Dissertation Research Grant - 2007

Finalist – AMA Tech SIG Best Dissertation Contest - 2006

WHARTON SCHOOL

Philadelphia, PA
1983

M.B.A. Technology Management

- Combined MBA/MS Program

UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA
1983

M.S. Computer and Software Engineering

- NSERC Scholarship 1982, 1983

CARLETON UNIVERSITY

Ottawa, Canada
1975

B.S. *with distinction*

Major: Mathematics

- Senate Medal for Outstanding Academic Achievement – 1975
- BP Canada Scholarship – 1975
- Murdoch Maxwell MacOdrum Scholarship – 1975
- Francis C.C. Lynch Scholarship – 1974
- Irene Gertrude Stitt Scholarship – 1973
- American Society for Medals Award in Engineering – 1973
- Henry Marshall Tory Scholarship - 1972

RESEARCH

PRIMARY RESEARCH INTERESTS:

Innovation and entrepreneurship, use of technology to improve productivity and innovation, technology expertise/fluency, technology training, CRM systems, international business.

REFEREED PUBLICATIONS:

Ahearne, Michael, Narasimhan Srinivasan, and Luke Weinstein (2005), "Impact of Technology on Sales Performance: Progressing from Technology Acceptance to Technology Usage and Consequence," *Journal of Personal Selling & Sales Management*, 24 (4), 299-312.

RESEARCH IN PROGRESS:

Luke Weinstein and V. Kumar, "Willing to Cannibalize and Radical Product Innovation: An Alternative Perspective", theory developed, front end written, requires data collection.

Luke Weinstein, Mike Ahearne and Narasimhan Srinivasan. "Technology Usage and Sales Teams - Antecedents of Usage: A Multilevel Analysis – Final Draft – targeted for MISQ.

An Integrative Model of Radical Product Innovation (2005), Qualifying Paper presented November 2005.

Technology Fluency construct: A Scale Development

TPUM - An Aptitude-Treatment Interaction Approach to Moderating the Effects

CONFERENCE PRESENTATIONS/PROCEEDINGS:

Weinstein, Luke, "Technology Performance: Moving from a Technology Acceptance Model to a Technology Performance Usage Model (TPUM)," – 2004 National Conference in Sales Management, awarded NCSM Doctoral Fellow for paper.

Weinstein, Luke, "Technology Usage and the Sales Force: Antecedents, Usage and the Impact on Performance" – 2007 AMA Winter Educators Conference

TEACHING

Primary Teaching Interests: Entrepreneurship and Innovation, Entrepreneurial Marketing, Professional Selling, CRM Systems, International Business.

Teaching Experience:

Course	Enrollment	Semester/Year
<u>University of Stellenbosch, South Africa</u>		
Computer Operating Systems (Grad Level)	10	Spring 1978
Computer Operating Systems (Grad Level)	10	Fall 1979

University of Connecticut

MKTG 254 - Sales Management	36	Spring 2005
MKTG 253 – Sales Force Automation	22	Fall 2005
MKTG 253 – Sales Force Automation	35	Spring 2006
MKTG 253 – SFA/CRM	32	Fall 2006
MKTG 253 – CRM	31	Spring 2007
MGMT 230 – Thinking, Acting & Managing Entrep	40	Fall 2007
MGMT 230 – Thinking, Acting & Managing Entrep	36	Spring 2008
BADM 242 – New Venture Management	42	Spring 2008

INDUSTRY EXPERIENCE

2001 to 2003	CONSULTANT Assist firms with strategic sales planning and sales force reorganizations. Support government agencies and financial institutions on technology selection and implementation including long-term strategic technology plans.	Essex, CT
1993 to 2001	PTI / FUJITSU CEO / Executive Vice President / COO / CTO. Co-founder of firm that developed turnkey e-purse and multi-application smart card systems. Customers in USA, Europe, Asia and Africa. Built business over 5 years and then sold business to Fujitsu. EVP / COO under 3-year management contract to Fujitsu.	Middletown, CT
1992 to 1993	JANUS SOFTWARE, INC. Vice-President, Sales and Marketing. Startup with products for computer security reviews of mainframe systems. Responsible for sales and marketing strategy and implementation, product marketing, documentation and product support. Also performed mainframe security audits.	Stamford, CT
1991	SPORTSIM, INC. Co-Founder / Vice-President. Startup company that developed a prototype virtual reality application for endurance athletics. Prepared the business plan and focused on raising capital.	Byrn Mawr, PA
1984 to 1990	GERBER SCIENTIFIC INC. Director of Marketing, CAD Systems Division (1988-1990). Product Manager, CAD Systems (1987-1988). Regional Manager, Far East (1984-1986) based in Hong Kong.	South Windsor, CT
1983 to 1984	RIDGE COMPUTERS International Marketing Manager. Worked with venture capitalists.	Santa Clara, CA
1980 to 1982	GERBER SCIENTIFIC INC. European Manager. Responsible for marketing, sales and support of 3D mechanical CAD/CAM equipment in Europe, Israel and South Africa.	South Windsor, CT
1976 to 1979	PERSEUS COMPUTING Regional Manager (1978-79). Directly responsible for all sales and management of support staff. Software Engineer (1976-78). Lead developer on database and compiler development projects.	South Africa

OTHER PROFESSIONAL ACTIVITIES:

Venture Partner of Quantum Technology Partners III, L.P.
Board Member of several high-tech IT and life sciences start-ups.
Served on Boards of several not-for-profit organizations.

PROFESSIONAL AFFILIATIONS:

Academy of Management
American Marketing Association
INFORMS