

# EPPA RIXEY

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## EDUCATION

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<b>PhD</b>	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 <sup>e</sup>
<b>SM</b>	MIT Sloan School of Management, Management Research	May 2022
<b>MBA</b>	University of California Berkeley Haas School of Business <i>Highest Academic Achievement Award</i>	May 2019
<b>BSE</b>	Vanderbilt University, Mechanical Engineering Minor: Human and Organizational Development <i>Summa Cum Laude, Founder’s Medalist</i>	May 2011

## RESEARCH SUMMARY

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I study how organizations in positions of relative weakness strategically respond to and potentially reshape their policy environments. My dissertation examines the coevolution of business strategy and regulatory environments using multiple methods, including ethnographic field research, history, contemporary archives, interviews, and statistical analyses of industry and government data. This in-depth account of the craft beer industry reveals how small firms engage with a variety of associated and competitive stakeholders to simultaneously navigate and attempt to change restrictive regulatory environments, potentially creating opportunities for new business models to flourish. My research draws on insights from economic sociology, organizational theory, strategy, and entrepreneurship, while leveraging my experience as a corporate strategist.

## HONORS, AWARDS, & GRANTS

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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

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### *Working Papers*

Rixey, Eppa. “Bottoms Up: Local Action to Challenge State-level Regulatory Constraints”  
(Revise & resubmit at *Organization Science*)

Rixey, Eppa. “Crafting Policy: Gaining Influence Through Strategic Compromises and Enduring Coalitions in Corporate Political Activity” (Job market paper for 2024-2025 academic year)

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

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**MIT Sloan**, Cambridge, MA

2020-2025

### Teaching Assistance

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 and 2023 (*ratings 6.5 / 7, both terms*)  
*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

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

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”

Business History Conference (BHC) Annual Meeting, 2024

Boston Corporate Governance Conference, 2024

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

Institutions & Entrepreneurship conference PhD workshop, 2023

Industry Studies Association conference, 2023

“Regulatory Rhetoric: Efficiency, Small Business, and the Legitimation of Market Interventions in the US”

MIT Sloan Economic Sociology Working Group, 2022

“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

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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; Presenter and Mentor, Summer 2021*

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

## EMPLOYMENT & PROFESSIONAL EXPERIENCE

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**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

Associate Consultant Intern

## OTHER

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U.S. Citizen and resident of Cambridge, MA

Other academic training: 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:

Core member 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

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**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  
jsgc@mit.edu