

EDUARDO ANDRÉS BOADA RODRÍGUEZ

Full-time Faculty | Strategy & Entrepreneurship

Joined the School in 2025

ACADEMIC BACKGROUND

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| 2025 | PhD in Management (Major in Entrepreneurship). Instituto de Empresa. Madrid, Spain. |
| 2016 | MSc in Human Decision Science. Maastricht University. Maastricht, The Netherlands. |
| 2013 | BBA. Universidad de los Andes. Bogotá, Colombia. |

PROFESSIONAL EXPERIENCE

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| 2019 – 2020 | Head of Operations. Aptuno. Bogotá, Colombia. |
| 2019 | Head of Finance. Custom Surgical. Munich, Germany. |
| 2018 – 2019 | Financial Planning and Controlling Professional. Enel. Bogotá, Colombia. |
| 2016 – 2017 | Freelance Strategic Consultant. Bogotá, Colombia. |
| 2013 – 2014 | Co-Founder. Sierra Fitness. Bogotá, Colombia. |

TEACHING EXPERIENCE

Undergraduate Level

Entrepreneurship and Innovation

ACADEMIC ACTIVITIES

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| 2025 – To date | Assistant Professor. Universidad de los Andes – School of Management. Bogotá, Colombia. |
| 2024-2025 | Adjunct Faculty. Instituto de Empresa. Madrid, Spain. |
| 2023 | Teaching Assistant. Instituto de Empresa. Madrid, Spain. |
| 2021 | Teaching Assistant. Instituto de Empresa. Madrid, Spain. |
| 2020-2024 | Research Assistant. Instituto de Empresa. Madrid, Spain. |

PUBLICATIONS

- 2025 Forthcoming: Boada, E.A., Muñoz, P., Lerner, D. (2025). Locked in the Loop: Hype Cycles in the New Venture Market. Fronteers of Entrepreneurship Research, BCERC Proceedings (FER).
- 2023 Boada, E. A., & Lerner, D. (2023). The role of fear of missing out on VC investment decisions. In Academy of Management Proceedings (Vol. 2023, No. 1, p. 16989). Briarcliff Manor, NY 10510: Academy of Management.

AWARDS, SCHOLARSHIPS AND GRANTS

- 2025 Top 40 Papers. Babson College Entrepreneurship Research Conference. Wellesley, Massachusetts, USA.
- 2025 Cum Laude Doctoral Dissertation. Instituto de Empresa. Madrid, Spain.
- 2016 Cum Laude Degree. Maastricht University. Maastricht, The Netherlands.