

# Kevin M. Stolarick

**Research Director**  
**The Martin Prosperity Institute**  
**Joseph L. Rotman School of Management**  
**University of Toronto**  
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## Teaching Interests

Information Systems: Systems Analysis and Design; Database Systems; Management of Information Systems

Policy/Management: Statistics/Quantitative Research Methods; Analysis of Large Data Sets; Regional Economic Development Consulting

## Research Interests

Importance of Creative Class to regional economic growth and prosperity;  
Components of Information Systems industry; Individual and joint contributions of technology, talent, tolerance and territory assets to regional prosperity

## Education

**Ph.D. Information Systems**, Carnegie Mellon University (May 2002)

Dissertation: An Explanation of the IT "Productivity Paradox"

Chair: Dr. Charles Kriebel

The information technology (IT) "productivity paradox" is based on those studies that found little or no positive relationship between firm productivity and spending on IT. However, some earlier studies and other more recent studies have found a positive relationship. Given the large amounts spent by organizations on information systems, it is important to understand the relationship between spending on IT and productivity. Beyond replicating positive results, an explanation is needed for the conflicting conclusions reached by these earlier studies. Micro data collected by the Bureau of the Census was analyzed to investigate the relationship between plant-level productivity and spending on IT. This relationship has been investigated using assumptions and models similar to both studies with positive findings and studies with negative findings. The conflicting results can be explained by understanding the characteristics of both the data sample and firms analyzed in prior studies.

**M.S. Industrial Administration (MBA), Information Systems Concentration**,  
Tepper School of Business, Carnegie Mellon University, 1999

**B.S. Honors in Applied Computer Science**, Illinois State University, 1995

## Courses Taught

### Graduate

45-870 Strategic Management of Information Systems

45-871 Information Strategy, Systems and Economics

45-875 Corporate Telecommunications Networks

46-842 Database Design and Management  
46-941 Information Systems Modeling I (System Development)  
46-942 Information Systems Modeling II (Database)  
90-711 Empirical Methods for Public Policy and Management  
90-742 Creative Communities  
95-702 Organizational Communication & Distributed Object Technology  
95-796 Statistics for IT Managers

### **Undergraduate**

67-101 Information Systems Freshman Colloquium  
67-250 The Information Systems' Milieux  
67-271 Fundamentals of System Development  
67-272 Application Design and Development  
67-304 Database Design and Implementation  
67-320 Special Topics: The Transformative Power of Information Systems  
67-373 Software Development Project  
67-475 Information Systems Applications  
70-453 Systems Analysis and Design  
70-451 Management Information Systems  
70-455 Information Resource Management  
ACS-168 Structured Problem Solving (Computer Science, Illinois State)

### **Executive Education**

“Attracting and Retaining the Workforce of the Future,” Heinz Senior Executive Seminar.

### **Other**

NSF Workshop on Incorporating Object Oriented Methodologies into the Information Systems Curriculum

Developed and provided corporate training in Client-Server Development, System Analysis and Design, Program Design, Testing Methodologies, Program Development Tools, New Hire Training, Software Engineering, DB2 & SQL, Other network and development technologies.

### **Experience**

2007-  
present      **Research Director.** The Martin Prosperity Institute, Rotman School of Management, University of Toronto. The primary focus of the position is the management, direction and research support of programs and the operations of the Institute. The position coordinates closely with the Director in the management of research projects. Work with the Director to develop new curriculum, courses, seminars, and workshops and support delivery of them; supervise Institute personnel, graduate students and students.

2002-  
present      **Chief Discovery Officer.** Catalytix, Inc. Consulting and data analysis on regional economic development, primarily based on Creative Class theory. Also, Chief Operating Officer of this entrepreneurial start-up company.

- 2004-2007 **Assistant Professor (Teaching).** Carnegie Mellon University. Information Systems Program, College of Humanities and Social Sciences. Teaching and service assignments. Primary emphasis on system development and distributed object technology, database, programming and development methodology courses. In addition, oversee and review several Junior and Senior student teams' development projects, student internships, and independent studies.
- 2001 - 2004 **Lecturer.** Carnegie Mellon University. Joint position Information Systems Program, College of Humanities and Social Sciences and H. John Heinz III School of Public Policy and Management.
- 2001 **Research Assistant.** Carnegie Mellon Software Center. Worked on efforts related to the size, structure, and composition of the software industry. Investigated differences at the regional level. Assisted with the analysis and development of the *Information Week* annual salary survey of IS workers. Completed much of the data development and analysis for Richard Florida's *The Rise of the Creative Class* (New York City: Basic Books, 2002).
- 1997 - 2000 **Research Assistant.** Carnegie Mellon Census Data Research Center. Research assistant to the Executive Director of the research center. Position included extensive work with the Longitudinal Research Database (LRD), a Census data set that includes information from 1963 to the present on all U.S. manufacturing establishments. Additional research included working with the Public Use Micro Sample (PUMS) and data from the Bureau of Economic Analysis, Bureau of Labor Statistics and other government agencies as well as integrating Census data with data from outside sources.
- 1985 - 1996 **Systems Specialist.** Country Companies Insurance Group, Bloomington, IL. Project manager on strategic software development efforts over 70 person-years in duration with over 15 project team members. Planned the entire project through implementation and accountable to senior management for the effort. Managed client/server, mainframe, and workflow development projects. Collected end-user requirements, performed overall system and program design, developed test plans, developed new programs, enhanced existing programs, and implemented new systems. Researched new products and methods. Taught tool, methodology, and client/server classes to professional staff and management.
- 1987 - current **Consultant.** Part-time, Self-employed. Assist businesses in using PCs to solve their problems. Help with problem identification and implementation of the solution. Includes implementation recommendations, programming and support for software packages and hardware.
- 1987 **Lecturer.** Department of Applied Computer Science. Illinois State University.
- 1985 **Resident Assistant.** Illinois State University.
- 1983 - **Academic Advisor.** Department of Applied Computer Science.

## Publications

- “Creative Jobs, Industries and Places”, with Charlotta Mellander and Richard Florida, *Industry and Innovation*, February 2010
- “Beautiful Places: The Role of Perceived Aesthetic Beauty in Community Satisfaction”, with Charlotta Mellander, *Regional Studies*, forthcoming.
- “Cultural Mapping: A Picture is Worth a Thousand Words”, with Elena Bird, *Rediscovering the Wealth of Places*, a municipal cultural planning handbook for Canadian communities, by Greg Baeker, Winter 2010.
- “Making high-speed rail work for Ottawa: Benefits and success factors”, with Ian Swain and Patrick Adler, *Journal of Public Transit in Ottawa*, Winter 2010.
- “The Occupation-Industry Mismatch: New Trajectories for Regional Cluster Analysis and Implications for Economic Development,” with Elizabeth Currid. *Urban Studies*, 2009, forthcoming.
- “Talent, Technology and Tolerance in Canadian Regional Development,” with Richard Florida and Charlotta Mellander. *Canadian Geographer*, 2009, forthcoming.
- "Density and Creativity in U.S. Regions" with Brian Knudsen, Richard Florida and Gary Gates, *Annals of the Association of American Geographers*, June 2008.
- “Urban Density, Creativity, and Innovation” with Brian Knudsen, Richard Florida, and Gary Gates, May 2007.
- "Inside the Black Box of Regional Development - Human Capital, the Creative Class, and Tolerance" with Richard Florida, Charlotta Mellander, forthcoming in *Journal of Economic Geography* Original: May 2007 Revised: February 2008.
- “The University and the Creative Economy: A Report on the Role of the University in the Economy” with Richard Florida, Gary Gates and Brian Knudsen, December 2006
- “Beyond Spillovers: The Effects of Creative-Density on Innovation,” with Brian Knudsen, Richard Florida, and Gary Gates, forthcoming in *Annals of the Association of American Geographers*, 2005.
- “Creativity, Connections and Innovation: A Study of Linkages in the Montréal Region” with Richard Florida, *Environment and Planning A*, 2006, volume 38, 1799 - 1817.
- “Technology, Talent and Tolerance: The “Soft” Factors of Regional Growth,” *Weiche Standortfaktoren* [roughly translated, “The Value of Regional Factors”],

Friedrich Thiessen, Oleg Cernavin, Martin Fuhr, and Martin Kaltenbach editors, Duncker and Humblot, Berlin, 2005. . (German, not available through U of T)

“The Use of Computers in the Insurance Industry,” in *Blackwell Encyclopedic Dictionary of Management Information Systems*, Gordon B. Davis, editor, 1997, Blackwell Publishers, Oxford, UK. (in a book, no e-version)

## **Conference Presentations and Proceedings**

“The Occupation-Industry Mix in Canada: Evidence from the 2006 Census of Canada,” with Karen M. King, Papers from the Annual Meeting of the Association of American Geographers, 2009.

“The Rise of the Creative Cluster,” Conference on Creating a Culture for Economic Development, Upstate Alliance for Innovation, Rochester New York, June 4, 2003.

“Technology, Talent and Tolerance: The “Soft” Factors of Regional Growth,” Science forum: The Future of the Rhine Main, Success Factors of Regional Economic Development, Darmstadt Germany, June 2003.

"The potential for synergy between certification and insurance," with Paul Li, Mary Shaw and Kurt Wallnau, *Proceedings of the First International Workshop on Software Reuse Economics*, Austin, Texas, April 16, 2002.

“Are Some Firms Better at IT? Differing Relationships between Productivity and IT Spending,” Stolarick, Kevin M., Workshop on Information Systems and Economics, *WISE*, Charlotte, NC; December 1999.

## **Working Papers**

“Creativity, Tourism, Economic Development in a Rural Context: the case of Prince Edward County” with Mark Denstedt, Betsy Donald and Greg Spencer. Martin Prosperity Research Working Paper Series, May 2010

“It's All About What You Do.” Martin Prosperity Research Working Paper Series, May 2010.

“Should I Stay or Should I Go, Now: The Effects of Community Satisfaction on the Decision to Stay or Move” with Richard Florida and Charlotta Mellander. Martin Prosperity Research Working Paper Series, March 2010.

“What You Do, Not Who You Work For: A Comparison of the Occupational and Industry Structures of the United States, Canada and Sweden” with Karen King and Charlotta Mellander. Ontario in the Creative Age Working Paper Series, April 2009

“That’s Entertainment: Scale and Scope Economies in the Location and Clustering of the Entertainment Economy” with Richard Florida and Charlotta Mellander. Music & the Entertainment Economy Working Paper Series, April 2009.

“A Research Note on the Impact on State Populations from Various Approaches to the Gay Marriage Issue,” a report for the Williams Institute, UCLA School of Law, 2006.

“Bridging and Bonding: A Multi-dimensional Approach to Regional Social Capital,” with Brian Knudsen, Denise Rousseau, and Richard Florida, 2005. Under review *American Sociological Review*.

“The University, Creativity and Regional Development” with Brian Knudsen, Richard Florida and Gary Gates, 2005.

“Why Do Talented African Americans Live in Atlanta?” with Erika Jefferson, Richard Florida and Joe Trotter, 2003. (can’t find – publication details?)

“The Effects of Population Density and Creativity on Innovation” with Brian Knudsen, Richard Florida, and Gary Gates, 2002. (can find a doc with this title on CC.com, but not correct one)

“Software, Creativity and Economic Geography” with Richard Florida, Brian Knudsen, Sam Lee, 2002.

“Understanding the Creative Sector and Wage Inequality” with Richard Florida, 2002.

“The “Brainiest” Regions in the United States” with Rochelle Sharpe of *USA Today*, 2002. (date?)

“What Do IT Workers Want in a Job?” with Richard Florida, 2001. (publication?)

“Are Some Firms Better at IT? Differing Relationships between Productivity and IT Spending,” 1999, U.S. Bureau of the Census, Center for Economic Studies, Working Paper, #99-13.

“IT Spending and Firm Productivity: Additional Evidence from the Manufacturing Sector,” 1997, U.S. Bureau of the Census, Center for Economic Studies, Working Paper, #99-10.

## **Commissioned Reports**

“Ontario in the Creative Age” with Richard Florida, Roger Martin, Feb., 2009, a report commissioned by Ontario Premier Dalton McGuinty.

“Canada’s Creative Corridor: Connecting Creative Urban and Rural Economies within Eastern Ontario and the Mega Region” a report for Prince Edward/Lennox and Addington Community Futures Development Corporation, 2009.

“Funding to Arts and Cultural Organizations by the City of Toronto, 1990-2008” with Andrew Bell, 2008.

“Creative Intelligence: Aberdeen, South Dakota,” a report for Absolutely Aberdeen, a venture of the Aberdeen Chamber of Commerce, 2006.

“El Paso’s Creative Economy Report Card,” a report for the El Paso Texas Chamber of Commerce, 2006.

“Tacoma-Pierce: Creative Economy Report Card,” a report for the Tacoma-Pierce Chamber of Commerce, 2006.

“Creative Attractiveness Measures,” in “The 2006 College Destinations Index” by Collegia, Wellesley MA, 2006.

“The State of Florida’s Creative Economy Report Card,” a report for Enterprise Florida, 2006.

“Film and Entertainment Technology: Opportunities and Obstacles for Sustainable Regional Growth (Orlando),” with Louis Musante, a report for the Orlando Metropolitan Economic Development Commission, 2006.

“Wilmington’s [NC] Creative Economy Report Card,” a report for the Wilmington Chamber of Commerce, 2006.

“Shreveport’s Creative Economy Report Card,” a report for the Greater Shreveport Chamber of Commerce, 2005.

“Phoenix Downtown: Right Place. Right Time!” with George Borowsky, a report for The City of Phoenix, Downtown Office, 2004.

“Montréal’s Capacity for Creative Connectivity: Outlook and Opportunities,” with Richard Florida and Lou Musante, a report for Culture Montréal, 2005

“Blueprint for Creative Growth” with Lou Musante, a report for the Metropolitan Development Association of Syracuse and Central New York, Inc., 2004.

“Regional Creative Scorecard for Durham County North Carolina,” a report for the Durham County Convention and Visitors Bureau, 2003.

“Regional Creative Scorecard for the City of Oakland California,” a report for the City of Oakland California and the Community and Economic Development Agency, 2003.

“Creativity Strengths Weaknesses Opportunities and Threats (cSWOT) for Upstate New York,” a report for the Metropolitan Development Association of Syracuse and Central New York, Inc., 2003.

“Regional Creativity Benchmarks for the Providence Region,” a report for the Providence Foundation, 2002.

## Invited Presentations

“Putting the ‘Creative’ Back in New Orleans”, Speech to New Orleans Downtown Development District, New Orleans, LA, May 4, 2010

“Occupational and Industrial Distribution in Denmark: A Comparison study with Sweden, the United States and Canada”, presentation to FORA, The Danish Enterprise and Construction Authority’s Division for Research and Analysis, Copenhagen, Denmark, April 7, 2010

“Creative Campus Initiative,” Keynote Speech to 13 Universities in the South East of England, Southampton, UK, Mar. 23, 2010

“Creative Economy,” Keynote Speech to Brantford Arts Block, Brantford, ON , Mar. 5, 2010

“The Rural Creative Economy: Issues and Challenges," Presentation at Monieson Centre, Queen’s University, Kingston, ON, Feb. 16, 2010

“Acting Locally - Discussion on how music, education and government stakeholders can work together for a better and more marketable city and more dominant music industry,” Panel Discussion, Hamilton Music Awards Event, Hamilton, ON, Dec. 4, 2009

“The Arts and Artists – Not Necessarily the Same Thing,” Speech to Demography Workshop (co-sponsored with the Cultural Policy Center), University of Chicago, Nov. 5, 2009, Chicago, IL

Innovation Roundtable, Canada’s Research-Based Pharmaceutical Companies, (Rx&D) with the Hon. John Manley and Paul Lucas, Oct. 15, 2009, Toronto, ON  
“Prosperity: Quebec City” Keynote Speech to PÔLE Québec Chaudière-Appalaches, June 16 2009, Quebec City, Quebec

“Innovation in the Creative Age: Why Tapping Everyone’s Creative Potential is Vital,” Mohawk College keynote address, May 26, 2009, Hamilton, ON,

“The Creative Engine: Tapping into its Drawing Power” Speech to the Ontario Planning Forum Land and Economic Development Conference, Mar 5 2009, Toronto, ON

"From the Textbook to the Playbook: Creative Class Theory in Practice," Presentation to Eastern Norway Research Institute, Hamar, Norway, Nov. 4, 2008

“Creative Dimensions in Prosperity Forum,” Speech to Prosperity Council of Waterloo, Sept. 24, 2008

“Focus on work with the Prosperity Institute and research related to the Creative Class.” Speech to Ontario College and Library Association Spring Dinner, April 24, 2008, Toronto, ON

“Creating knowledge clusters of high-value employment in designated growth areas; the rise of the mega-region; and how can the GTA and Greater Golden Horseshoe

position itself to compete on a global basis,” Keynote Address to Ontario Planning Forum Land and Development Conference, April 1, 2008, Toronto, ON

“Orlando’s Film and Entertainment Technology Sector: Prospects for Growth,” invited by Metropolitan Orlando Economic Development Commission, March 8, 2006, Orlando, FL.

“Las Vegas Creative Economy Forum,” invited by University of Las Vegas Nevada, Nevada Development Authority, Clark County, September 29, 2005, Las Vegas, NV.

“Las Vegas Creative Economy Roundtable,” invited by University of Las Vegas Nevada, Nevada Development Authority, Clark County, March 30, 2005, Las Vegas, NV.

“C3MM: The Creative Community Capability and Maturity Model,” with Lou Musante and George Borowsky, invited by State of Michigan, Cool Cities Initiative, August 24, 2004.

“Phoenix Occupational Clusters,” invited by City of Phoenix, Community and Economic Development Department, July 1, 2004.

“Pittsburgh Occupational Clusters,” invited by Pittsburgh Regional Alliance, Market Research Committee, June 24, 2004.

“Montréal Creative Economy Benchmarks,” invited by Culture Montréal and partners, June 2, 2004.

## **Academic Service**

Doctoral students:

Worked the doctoral students from Business, Public Policy, Computer Science, Geography, Urban Studies, Engineering, Information Systems, Library Sciences, Sociology, and Human Computer Interaction.

Participated on the committee of several Public Policy doctoral students, including currently serving on the committee of a student at the Heinz School at Carnegie Mellon.

Master’s students:

Worked with numerous masters students from a variety of programs both teaching and on several independent study projects, including students from Information Systems, Computer Science, the MBA program, and Public Policy.

Board member for the Tepper MBA "Management Game" over eight years, including three years as Board Chair.

Undergraduate students:

Worked with numerous undergraduate students work with me on independent study, team-based research projects, and honours theses projects.

Teaching:

Taught, over six years, 33 sections of 13 unique courses with 1,575 students completing those courses, not including masters and undergraduate independent study courses, Information Systems Curriculum Revision Committee (Chair) – substantially revised the Carnegie Mellon Information Systems Program’s curriculum, 2004-2006; Information Systems Faculty Search Committee, 2006; Information Systems Program Strategic Planning Committee (Co-Chair), 2003-2005; various Carnegie Mellon Scholarship Review and Award Committees, on-going; Tepper School of Business MBA Management Game Board Member and Board Chair, 1999-present.

Peer Reviewer: *Management Science, MIS Quarterly, Information Systems Research, Economic Development Quarterly, ARCTIC, Journal of Economic Geography, Small Business Economics, Journal of Rural Studies, Annals of the American Association of Geographers*, International Conference on Information Systems

## **Grants Received**

The Heinz Foundation, “The Role of the University in the Creative Economy,” Co-PI with Richard Florida; \$45,000; 2002.

The Kauffmann Foundation for Entrepreneurial Leadership, “Creativity Co-llab Seed Grant,” sole Primary Investigator; \$100,000; 2004-2005.

## **Technical Skills**

Project management; Client/Server and distributed system design and development; system development lifecycles; numerous system development methodologies including RAD, Rational Unified Process, Spiral, and Extreme Programming (XP); object-oriented system development; UML 2; Java; Enterprise Java Beans; CORBA; Java/RMI; JINI; XML; SOAP/WSDL/UDDI; C++; C#; Visual Basic.NET; PHP; MySQL; Smalltalk; testing methodologies; COBOL; IBM MVS JCL; CICS; SQL; DB2; Oracle DB; MS Access; dBASE; HTML; WML; XHTML; CSS; AJAX; Visio; Visual Basic; Stata; Minitab; Gauss; SAS; Special Sworn Status United States Bureau of the Census. Deemed employee of Statistics Canada.

## **Awards and Honors**

William Larimer Mellon Fellowship (Carnegie Mellon University), Presidential Honors Scholar, University Honors Scholar, National Merit Scholar, Bone Scholar Nominee, DPMA Scholarship, ACM Scholarship, Service Star Award.

## **Professional Designations**

**Associate in Automation Management**, 1989, Insurance Institute of America.

**Fellow, Life Management Institute**, 1991, Life Management Institute.

**Chartered Life Underwriter**, 1992, The American College.

**Chartered Financial Consultant**, 1992, The American College.

**Chartered Property Casualty Underwriter**, 1995, American Institute for Property Casualty Underwriters.

TO BE ADDED:

The Occupation-Industry Mix in Canada: Evidence from the 2006 Census of Canada  
King, Karen M; Stolarick, Kevin  
Papers from the Annual Meeting of the Association of American Geographers - 2009.  
[np]. (can't find)

Urban Density, Creativity, and Innovation - May 2007  
By Brian Knudsen, Richard Florida, Gary Gates, and Kevin Stolarick - May 2007

The University and the Creative Economy - Dec 1 2006  
A report on the role of the university in the economy by Richard Florida, Gary Gates,  
Brian Knudsen, and Kevin Stolarick.

Density and Creativity in US Regions 98(2)  
Annals of the Association of American Geographers

MPI WORKING PAPERS:

What You Do, Not Who You Work For: A Comparison of the Occupational and  
Industry Structures of the United States, Canada and Sweden  
April 2009  
by Karen King, Charlotta Mellander and Kevin Stolarick  
Ontario in the Creative Age Working Paper Series

Creativity, Tourism, Economic Development in a Rural Context: the case of Prince  
Edward County  
May 2010  
by Kevin Stolarick, Mark Denstedt, Betsy Donald and Greg Spencer

It's All About What You Do  
May 2010  
by Kevin Stolarick

Should I Stay or Should I Go, Now: The Effects of Community Satisfaction on the  
Decision to Stay or Move  
March 2010  
by Richard Florida, Charlotta Mellander and Kevin Stolarick

That's Entertainment: Scale and Scope Economies in the Location and Clustering  
of the Entertainment Economy  
April 1, 2009

Report:

Funding to Arts and Cultural Organizations by the City of Toronto, 1990-2008  
Andrew Bell and Kevin Stolarick  
2008

Music Scenes to Music Clusters: The Economic Geography of Music in the U.S., 1970-  
2000  
April 2010  
by Richard Florida, Charlotta Mellander and Kevin Stolarick  
Environment and Planning A, Volume 42, Number 4, April 2010, pages 785 – 804