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For nearly a decade, Bob Kulhan and Craig Fox have collaborated to develop the Dynamic Management program taught at Fuqua. The program is the first of its kind at a top-tier business school.

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### **Bob Kulhan**



Bob Kulhan is CEO and Co-Owner of [Business Improvisations](#) , which creates workshops that blend conceptual and experiential learning with improvisation exercises that are applied to business simulations.

**Areas of Interest:** Kulhan's leadership and managerial improvisation workshops emphasize team skills, including collaboration, active listening, and adaptive problem solving. He also focuses on crisis management, dyadic relationships, and fostering creative work cultures. Since 1998, his customized business improvisation programs have benefited many leading companies including [Pepsi](#) , [Capital One](#) , and [Proctor & Gamble](#) .

**Fuqua Experience:** Kulhan co-introduced improvisation to The Fuqua School of Business in a unique collaboration with Professor Craig Fox. Their Workshop in Managerial Improvisation (a 2-credit elective course) blends experiential exercises, adapted from traditional improv, with classroom lectures, case studies and discussion. It has consistently ranked among Duke

University's highest rated [Daytime MBA](#) electives. Kulhan has also designed workshops for Fuqua faculty, staff, and PhD students, as well as for Duke Law School. He regularly teaches within Fuqua's Executive Education [Dynamic Management program](#) .

**Other Experience:** Kulhan has been sought world-wide, facilitating business improvisation workshops in the United States, England, Scotland, Singapore, Australia, and Canada. He has also taught at Columbia College, UCLA Anderson School of Management, The Australian Graduate School of Management, and Columbia Business School. His performing credits include:

- [The Second City](#) (core faculty and artist in residence)
- [Baby Wants Candy](#) (founding member)
- [Improv Olympic](#)
- [London TheaterSports](#)
- [The Banff Centre](#)

**Education:** Kulhan received a B.S. in Marketing from the University of Illinois at Chicago. In 1995, he was recognized by Chicago Mayor Richard M. Daley with the Bank of America Small Business Award for Creative Marketing.

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## Craig Fox



Craig Fox is Professor of Strategy and Policy at the UCLA Anderson School of Management and is Professor of Psychology at the College of Letters and Sciences at UCLA. He is also co-director of the UCLA Behavioral Decision Making Research Group.

**Areas of Interest:** Fox's research investigates how people make judgments and decisions under conditions of risk, uncertainty, and ambiguity. His research has been published in leading journals of management, psychology, economics, neuroscience, and law.

**Fuqua Experience:** Fox joined the UCLA faculty in 2003 after more than six years on the faculty at The Fuqua School of Business, where he was named the Outstanding Faculty Member in 2001. He remains an adjunct faculty member at Duke and continues to teach in Fuqua's Executive Education [Dynamic Management program](#) .

**Other Experience:** Fox currently teaches courses in leadership and decision making at UCLA and has also taught courses in strategy, negotiation and dynamic management. Fox previously taught at the Booth School of Business at the University of Chicago, the Kellogg Graduate

School of Management at Northwestern University, Columbia Business School, and Stanford University. He has been a visiting scholar at Columbia University, New York University, the University of Mannheim, and The Hebrew University of Jerusalem.

Fox is a former Associate Editor of Management Science, co-editor of a special issue of the Strategic Management Journal, and he serves on the editorial boards of Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, and Judgment and Decision Making.

**Education:** Fox earned undergraduate degrees in economics and psychology from the University of California at Berkeley, where he completed his thesis work with Nobel Laureate Daniel Kahneman. He received an M.A. and Ph.D. in experimental psychology from Stanford University under the supervision of the late Amos Tversky.