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Gregory Fairchild is the E. Thayer Bigelow Associate Professor of Business Administration at the University of Virginia's Darden School of Business. Fairchild serves as an academic director for Darden's Institute for Business in Society. He teaches strategic management, entrepreneurship and ethics in Darden's MBA and Executive Education programs. He has received a number of awards for teaching excellence at the Darden School.

His research is likewise renowned, as he was recently the lead investigator studying business models and public policy issues in the field of community development finance, an initiative supported by a three-year \$850,000 grant from the John D. and Catherine T. MacArthur Foundation. Fairchild was named one of five high impact research professors, and the sole scholar focused in entrepreneurship by the Financial Times in 2010. In 2009, he received a faculty Pioneer Award presented by the Aspen Institute's Center for Business Education.