

Design Thinkers

d^ostudio



SAUDER
School of Business

California

Nathan Shedroff



Biography: Program chair of the MBA in Design Strategy offered in California College of Art & Design. Research interests include Experience Design, Interaction Design, Information Design and Sustainable Management. Nathan is a strategic consultant for companies wishing to build better, more meaningful experiences for their customers. He is also a consultant on corporate strategies for sustainability and builds strategies for firms using a variety of online technologies. Nathan is the former Chief Creative Officer of Vivid Studios, has been a design teacher in the past and is an avid writer and speaker.

Business Affiliations: HM RED, Vivid Studios, Nike, Kodak, Swissbank, Bell Atlantic, Microsoft, Bank of America.

Education

- BSc Industrial Design w/ emphasis in Transportation Design, *Art Center College of Design*.
- MBA in Sustainable Management, *Presidio School of Management*.

Websites

- Design MBA Blog (CCA): <http://www.cca.edu/academics/graduate/design-mba>
- Design MBA Blog (General): <http://www.designmba.org/resources/>

Sara Beckman



Biography: Senior Lecturer with Security of Employment and the Faculty Director of the Management of Technology Program in Haas School of Business. Research interests include Innovation and Design Management, New Product Development, Operations Strategy and Environmental Supply Chain Management. External service includes board participation in The Idea Factory, Building Materials Holding Corp. and Corporate Design Foundation. Beckman currently teaches three courses in Haas: Intro to Operations Management (BA), Managing the New Product Development Process (MBA), Design and Systems Thinking (MBA). She is a renowned writer and speaker.

Business Affiliations: Hewlett Packard; Booz, Allen & Hamilton.

Education: All degrees obtained from Stanford

- BSc Industrial Engineering
- Master of Science, Industrial Engineering and Engineering Management
- Master of Science, Statistics
- PhD, Department of Industrial Engineering and Engineering Management

Rich Lyons



Biography: Bank of America dean of the Haas School of Business. Prior to becoming dean, he served as the chief learning officer at Goldman Sachs, responsible for leadership development among the firm's management. Research interests include international finance, macroeconomics, currency/asset markets, leadership and innovation in organization. Lyons is affiliated with the Haas School of Business Faculty Finance Group, Economic Analysis and Policy Group and Masters in Financial Engineering Program. He also launched Berkeley Innovative Leader Development, a connecting theme that runs through the MBA curriculum with the aim of emphasizing culture to create innovative leaders.

Business/Public Affiliations: U.S. Fed Bank, IMF, European Central Bank, Citibank, Goldman Sachs and Council of Foreign Relations.

Education

- BSc in Business, *UC Berkeley*
- PhD in Economics, *MIT*

Websites

- Message from the Dean: <http://www.haas.berkeley.edu/haas/deanmessage.html>
 - Personal Website: <http://faculty.haas.berkeley.edu/lyons/>
-

Jon Pittman



Biography: Currently VP of Market Development Strategic Planning and Operations at Autodesk and a lecturer at Haas School of Business. Pittman takes part in Haas Marketing Group consisting of leading researchers in the areas of marketing strategy, quantitative and management of technology. He is also a lecturer in the Management of Technology program at Haas, teaching a course on Design as a Competitive Strategy (MBA). Pittman has had a varied professional background, with 25 years of experience in corporate strategy in software companies that serve various disciplines such as architecture, engineering and media.

Business Affiliations: Autodesk (and all their business associates), HOK Architects, Wavefront Technologies,

Education:

- B. Architecture, *U. of Cincinnati*
- MS in Computer Graphics, *Cornell U.*
- MBA, *U. of Cincinnati*

Course Website:

http://mot.berkeley.edu/Berkeley_Students/Students/Courses/Course_Descriptions/design.html

Hugh Dubberly



Biography: Principal in Dubberly Design Office, consultancy that focuses on making software easier to use through interaction design and information design. Dubberly has worked in Apple, managing cross-functional design teams. He later worked in Netscape as VP of Design and managed groups responsible for the design, engineering, and production of Netscape's web browser. A strong advocate of "design thinking," Dubberly believes that design is a key factor in growing companies, encouraging the use of design to make complex, abstract ideas visible rather than making objects. Thus, he is a big advocate of diagrams and uses this tool to synthesize business models.

Business Affiliations: Dubberly Design Office, Apple, Netscape, Times Mirror

Education:

- BFA Graphic Design, *Rhode Island School of Design*
- MFA Graphic Design, *Yale*

Corporate Website:

- <http://www.dubberly.com/>
-

Michael Barry



Biography: As one of the founders of Point Forward, a firm that works with future-oriented functions within large companies (product strategy, innovation teams, customer feedback and R&D), Michael has over twenty years delivering strategic innovation at critical stages of the product development process. Michael is also Consulting Assistant Professor and the Stanford School of Design and a guest lecture at Harvard School of Business and Haas, teaching the America's top students how to connect innovation to new understandings of customers. Michael is also a strong advocate of "learning by doing" and spends a lot of his time researching consumer needs through experiencing the environments where they live and work.

Business Affiliations: Point Forward, Sony, IBM, Kimberly-Clark, HP, Merck, Shure, Ericsson, Nestle, Wells Fargo Bank, Wrigley, and Unilever.

Education: all degrees obtained at Stanford Engineering School

- BSc Mechanical Engineering
- MS Product Design

Corporate Website:

- <http://www.pointforward.com/about.htm>

Clark Kellogg



Biography: His work focuses around hybrid uses of design strategy in communication, new media, organizational leadership and facility design and planning. Clark is also a professor at UC Berkeley's College of Environmental Design, teaching students about design beyond buildings and about design communication.

Business Affiliations: Collective Invention, SSgA, CDF, Kellogg Communication and Design (whose clients include IBM, American Express, Master Card, MTV, Nabisco, and Carnegie Hall).

Education:

- BA in Architecture, *UC Berkley*
- B.Arch, *CCNY*

Corporate Website:

- <http://www.collectiveinvention.com>
-

Brian Wong



Biography: With only 19 years of age, Brian is considered one of the youngest entrepreneurs of our time. Backed by True Ventures, Brian is the founder of Kiip, a mobile stealth startup focusing on bridging the real world and the gaming world. He is also a developer at Digg, a user driven social content website, and the CEO of Followformation.com, the world's first automated categorized Twitter discover tool. Brian is an avid speaker for youth entrepreneurship, focusing on youth targeted marketing, mobile marketing and mobile gaming with social dynamics.

Business Affiliations: Kiip, Digg, Followformation.com, True Ventures

Education:

- BCom, *UBC*

Websites:

- Twitter: http://twitter.com/brian_wong
- Personal: <http://www.brianwong.me/>

Nicola Acutt



Biography: Acutt is a faculty member and director of curriculum development at the Presidio School of Management. She has also worked as a consultant to the South African government on natural resource policy and coastal management. Her research interests revolve around corporate sustainability and she frequently guest lectures at UC Berkley on this topic.

Business Affiliations: CSERGE (Centre for Social and Economic Research on the Global Environment), Gov. of South Africa

Education:

- Ph.D, *University of East Anglia*
- BSc, *College of Natural Resources, UC Berkley*

Websites:

- Blog: http://blog.find-mba.com/2008/11/10/nicola_acutt_presidio_sustainability_mba_interview/
-

Peter Mortensen



Biography: Peter is a communications lead for growth strategy firm Jump Associates. He is also co-author of the book *Wired to Care: How Companies Prosper When They Create Widespread Empathy*. Peter has a great talent for articulating and expressing social, design and business questions in innovative forms. Other interests include technology, design and cultural topics. He is the lead blogger for Wired's Cult of Mac and has written for various magazines (see business affiliations).

Business Affiliations: Jump Associates, Spin Magazine, Holland Sentinel, nyou, Windsor Times and Wired News.

Education:

- Dual B. in Journalism and English Literature, *Northwestern University*

Websites:

- Cult of Mac Blog: http://www.wired.com/cult_of_mac/
- Twitter: <http://twitter.com/morepete>

Jeremy Utley



Biography: Jeremy is a Fellow at the Stanford Institute of Design (d.school). He has worked in four continents as a for-profit social entrepreneur, strategy consultant, agent of international development and educator. Specialities include design thinking, innovation and team dynamics and is experimenting with these at the Stanford d.school. Jeremy believes greatly in the power of inspiring creative confidence and considers himself as much of a student of the design process as he is an educator of it.

Business Affiliations: D.light Design, The Boston Consulting Group

Education:

- MBA, *Stanford*
- BBA Finance, *U. of Texas*

Websites:

- Twitter: <http://twitter.com/jeremyutley/>
-

Kerry O'Connor



Biography: Kerry works in IDEO as a Business Designer and is a former Fellow of the Stanford d.school. Although Kerry discovered her passion for Anthropology during her undergraduate education, she did not rediscover and apply her education in behavior until much later in her career. She switched her field of interest to Equity Research and acquired her MBA, eager to learn more about how businesses are run and corporate strategy set. Kerry rediscovered her passion for understanding culture and influencing behavior by studying business organizations and how they function.

Business Affiliations: IDEO, Thomas Weisel Partners

Education:

- MBA, *Stanford*
- BA

Sean Randolph



Biography: Sean is President of the Bay Area Economic Forum, a CEO-level public-private organization of business, government, university, labor and community leaders working to foster a competitive economic environment in the San Francisco Bay region. His research interests include key economic and policy issues impacting California and the Bay Area economics, including transportation, housing, energy, water, scientific research and development, international trade and state and local governance. Sean is also a member of various organizations, including the U.S. National committee for Pacific Economic Cooperation and the Southwestern Center of Environmental Research and Policy.

Business Affiliations: Bay Area Economic Forum

Education:

- JD, *Georgetown University Law Center*
- Ph.D, *Fletcher School of Law and Diplomacy*
- B.S.F.A, *Georgetown University*

Corporate Website:

- www.bayareaeconomy.org
-

Deborah Nelson



Biography: Deborah is the Executive Director of Social Venture Network, a national organization of business leaders, investors and social entrepreneurs who are committed to transforming the way the world does business. She is also co-founder of the Social Impact Leadership Coalition, a network of firms that promote socially responsible business practices. Deb also served as a Peace Corps volunteer in Cameroon.

Business Affiliations: SVN, Working Assets, American Express, SILC

Education: all degrees from Northwestern University

- BA in English
- MBA in Marketing and Management Strategy

Corporate Website:

- www.svn.org

Thomas van Dyke

Picture Missing

Biography: Thomas is the Senior Vice President of the SRI Wealth Management Group (RBC). He has been a leader in the field of socially-responsible investing since starting at Dean Witter in 1983. He then founded Progressive Asset Management, a firm dedicated to socially responsible investing, which was later named SRI Wealth Management and integrated into RBC Wealth Management. Thomas has also been actively involved in cleantech investing. Van Dyke is also the founder of As You Sow, a shareholder advocacy foundation, and is active with environmental groups (see business affiliations).

Business Affiliations: RBC, As You Sow, Rainforest Action Network, Baykeeper, Bioneers and Earth Rights International.

Education:

- B.A in Political Science, *Duke University*
- Certified Investment Management Analyst (CIMA)
- Series 7 and Series 66 licensed

Corporate Website:

- <http://www.rbcfc.com/sri/index.htm>
-

Jo Mackness



Biography: Jo is Executive Director of the Center for Responsible Business at the UC Berkeley Haas School of Business. Committed to changing the practice of business leadership to create a sustainable world, Jo leads Center efforts that engage students, faculty and companies in research, teaching and experiential learning in the area of responsible business. Before joining the Center, Jo served as the Corporate Responsibility Integration leader at Ernst & Young. She has also been a human capital consultant working in the US and UK. Most recently, she is an instructor for the MBA and undergrad Strategic CSR & Consulting Projects course. Jo is a national member of Net Impact.

Business Affiliations: Ernst & Young, Net Impact, CRB, XUMA, Semler Brossy Consulting Group, Sibson & Company

Education:

- BA Cum Laude, Psychology, *U. of California*
- MBA, *UC Berkeley*

Website:

- Blog: <http://haasresponsiblebusiness.blogspot.com/>
- Twitter: <http://twitter.com/jomackjo>

Jennifer Aaker



Biography: Jennifer is a professor at the Stanford Business School. Courses she has taught include:

- Designing Happiness (BIB)
- Brands, Design & Technology, co-taught with IDEO's Chris Flink (BIB)
- The Power of Social Technology (BIB)
- Building Innovative Brands (BIB)
- Marketing Management (MBA)
- Understanding Consumers/Cultures (MBA)
- Brand Planning (MBA)
- Consumer Behaviour (MBA)

Jennifer has also written a great deal of publications revolving around the psychology of giving, brand and the role of design, building global brands, emotions and health and time, money and happiness.

Business Affiliations: RBC, As You Sow, Rainforest Action Network, Baykeeper, Bioneers and Earth Rights International.

Education:

- BA in Psychology, *UC Berkeley*
- Ph.D Marketing, Ph.D Minor in Psychology, *Stanford*

Website:

- Stanford: <http://faculty-gsb.stanford.edu/aaker/pages/courses.html>
-

United Kingdom

Alan Penn



Biography: Head of The Bartlett School of Graduate Studies (University of London), Penn is also a professor of architectural and urban computing and director of the VR Centre for the Built Environment. His research mainly revolves around understanding the way that the design of the built environment affects the patterns of social and economic behavior of organizations and communities. As founding director of Space Syntax Ltd, Penn participates in managing a portfolio of over 100 applied projects a year; these include city master plans, neighborhood development plans and individual buildings.

Business Affiliations: HEFCE Business Fellow, RIBA, Space Syntax Ltd, Urban Buzz, Shakespeare North Trust

Education:

- BSc (Hons)
 - MSc Dip. Architecture RIBA
-

Alexi Marmot



Biography: Alexi Marmot has had is an active participant in both academia and business. She is the Head at Bartlett School of Graduate Studies, professor of Facility and Environment Management at Bartlett, and Director of an architectural consulting firm of the same name. Strategically designing property to deliver business solutions is her major field of interest; she believes that “space matters” and can have a big influence on functioning environments, productivity and learning. She is an expert in the design of offices, libraries, educational buildings and spaces for learning. Alexi has coauthored two books, including *Understanding Offices: What Every Manager Needs to Know About Office Buildings* and *Office Space Planning: Designing for Tomorrow’s Workplace*.

Business Affiliations: Alexi Marmot and Associates and clients (IBM, HSBC, Ernst & Young, BP, BBC, British Airways), DEGW

Education:

- B. Arch
- M. Arch
- Ph.D

Website: <http://aleximarmot.com>

Matthew Carmona



Biography: Carmona is the Head of the Bartlett School of Planning as well as a professor of planning and urban design. His research focuses on policy and its context for delivering better quality environments, both naturally and built. Some of the research projects he has worked on include: design policies and guidance, design coding and residential design and development processes. As a consultant, Mathew has worked UK government departments, The Commission for Architecture and the Built Environment and the London Development Agency. His research has allowed him to publish a range of books, articles, reports and journals.

Business Affiliations: UK government departments, CABI, The Royal Town Planning Institute, The Economic and Social Research Council, The Audit Commission, London Development Agency

Education:

- BA
- BArch
- MA
- Ph.D

Harry Dimitriou



Biography: Dimitriou is a Bartlett professor of planning student and director of OMEGA Centre at the Bartlett School of Planning. OMEGA, a VREF global centre of excellence, focuses on the development of mega projects in transport and development. Dimtriou himself is a researcher, consultant and teacher, specifically in the areas of land and transportation for developed cities, urban transport policy and sustainable development and appraisal and planning of mega transport mechanisms. In the past, Dimitriou has served as a consultant to the Hong Kong and Indonesian governments as well as regional development agencies in UK and other organizations around the world.

Business Affiliations: European Commission, World Bank, United Nations Development Program, Economic and Social Commission for Asia and the Pacific, governments of Hong Kong and Indonesia, London Development Agency.

Education:

- Diploma Town and Regional Planning, *Leeds School of Town Planning*
- MSc Urban Science, *University of Birmingham*
- Ph.D Transport and Urban Development, *University of Wales*

Yvonne Rydin



Biography: A Bartlett professor of planning, environment and policy, Rydin's research focuses on an institutional paradigm looking at the networks and discourses of local planning. She is personally interested in strategy development, public participation, the role of social capital in planning and the analysis of policy discourses. Currently, she is focused on how to be sustainable within organizations and governance structures, examining both the public and private sectors. Bartlett is also the lead for the Sustainable Development Project within Bartlett's graduate school.

Business Affiliations: DCLG, DIUS, GLA, HEFCE, NAO and the Civic Trust

Education:

- B.A
- Ph.D

Brigitte Picot



Biography: Brigitte is Director of the Centre for Advancement of Learning and Teaching at University College London. She works with the centre to implement institution-wide strategies to benefit the student learning experience. She also leads a team of educational developers who design and deliver a range of programs to support teaching and learning across UCL. Brigitte has also worked on a short film titled "Your Life, Your World, Your Future." The film deals with global citizenship in the context of higher education, specifically students at UCL.

Website:

- Center for Advancement of Learning and Teaching: <https://www.ucl.ac.uk/calt/staff/B.Picot>

Misha Hebel



Biography: Dr. Misha Hebel is visiting faculty at the Cass and Open University Business Schools as well as a lecturer on the Cultural Leadership program. Her research focuses on entrepreneurship, information management, organizational behaviour and systems thinking. She has also coached global executives and graduate students in management and organizational development programs. Hebel is also the Managing Director of Dogwhistle, a company that specialized in organizational development, specifically in the areas of micro and small businesses.

Business Affiliations: Dogwhistle and clients

Education:

- B.A (hons)
- P.G.C (HE)
- Ph.D

Nick Leon



Biography: Nick Leon is the Director of Design London, a multidisciplinary educational initiative launched by Royal College of Art and Imperial College in London. Together with Design London, Leon is looking into design and how it can be effectively incorporated with business and technology to create disruptive products and services. Prior to this, he worked for IBM for 30 years as Director of Business Development in Europe, for IBM Global Services and headed IBM's business and telecommunications industry. His background is in design, engineering and business, making him a perfect fit for this joint initiative.

Business Affiliations: IBM, McKinsey, Accenture, Barcelona City government, CLM, Shoreditch Trust, Laing O'Rourke, Cloud Networks

Education:

- BSc Engineering, *Imperial College*
- Masters in Industrial Design, *Royal College of Art*

Website:

- Design London: <http://www.designlondon.net/>

Stephen Chadwick

Picture Missing

Biography: Stephen Chadwick is the MBA Director at London Business School. His areas of interest include operational delivery, educational strategy, finance, marketing and recruitment.

Education:

- *Australian Graduate School of Management*
- MSc Finance & Business Management, *University of Bedfordshire*

Dr. Jochen Runde



Biography: Runde is Director of the Judge Business School MBA Program at Cambridge. He is also co-editor of the *Cambridge Journal of Economics* forms part of the Cambridge Social Ontology Group and the Centre for Process Excellence and Innovation. Research interests include development and commercialization of digital technologies, the philosophy of economics and the social sciences more widely, social ontology, probability, uncertainty and rational choice theory.

Business Affiliations: IBM, McKinsey, Accenture, Barcelona City government, CLM, Shoreditch Trust, Laing O'Rourke, Cloud Networks

Education:

- BCom (hons), *University of Witwatersrand*
- MCom (hons), *University of Witwatersrand*
- MPhil, *University of Cambridge*
- Ph.D, *University of Cambridge*

Lucy Kimbell



Biography: Lucy Kimbell is a Clark Fellow in Design Leadership at Said Business School, Oxford. Coming from an art and design background, she is teaching Design Leadership on the MBA program and researches service design. Before joining Saiid, Lucy was part of the Arts and Humanities Research Council and was a performing arts research fellow at the Ruskin School of Drawing and Fine Art. Furthermore, she holds more than ten years experience in technology innovation consulting and management of design. Until 1999, she was the Director of Soda, an art and digital design firm, which she co-founded in 1996.

Business Affiliations: BBC Radio, Soda

Education:

- B. Engineering Design and Appropriate Technology, *Warwick University*
- MA Computing in Art and Design, Center for Electronic Arts, *Middlesex University*

Websites

- Twitter: <http://twitter.com/lixindex>
 - Blog: <http://www.designleadership.blogspot.com/>
 - Personal: <http://www.lucykimbell.com/LucyKimbell/Home.html>
-

Robert O'Toole



Biography: With 10 years of experience in the application of learning technologies to learning environments, Robert is the Arts Faculty E-learning Advisor at Warwick. Not only does he work closely with faculty and students to improve existing educational systems, he works with his E-learning Advisor Team to investigate and report on new techniques of technology. Robert is also an avid software developer, concentrating his work on developing applications that support the research and analysis process.

Education:

- Philosophy Degree, *University of Warwick*
- MSc Knowledge Based System, *University of Sussex*
- Postgraduate Certificate in Education, *University of Warwick*

Websites

- Blog: <http://blogs.warwick.ac.uk/rbotoole/>

Carol Rutter



Biography: Rutter is a professor of English and Director of the CAPITAL (Creativity and Performance in Teaching and Learning) Centre at Warwick. CAPITAL is a joint venture between Warwick and the Royal Shakespeare Company aiming to enhance student learning through the use of theatre performance skills, such as open-space learning. At Warwick, she focuses on undergraduate teaching and monitors teaching excellence to enhance the learning experience for students.

Business Affiliations: BBC Radio, Royal Shakespeare Company

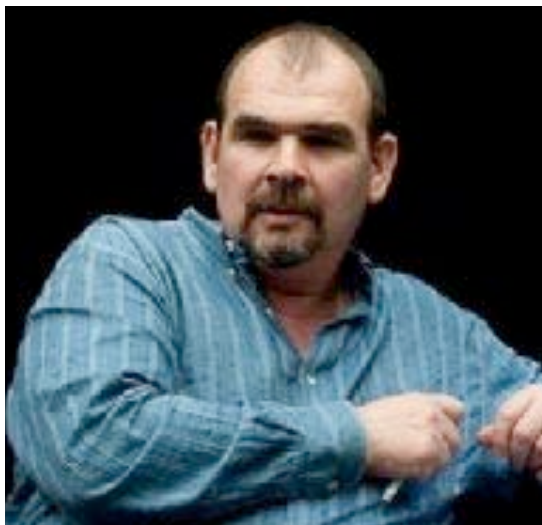
Education:

- _____, *UC San Diego*
- MA, *University of Michigan*
- Ph.D, *University of Michigan*

Websites:

- CAPITAL:
http://www2.warwick.ac.uk/fac/cross_fac/capital/

Nick Monk



Biography: Monk is a Postdoctoral Research Fellow at The CAPITAL Centre at Warwick. His research interests include the relationship between pedagogy and performance, performance and performativity in native literatures, the literatures of the American Southwest, theories of modernity and the “postsecular” society. An avid writer, Monk is working on a book on open-space learning and co-authored a piece on the uses of performance to teach Chemistry.

Education:

- MA, *Rutgers University*
- Ph.D, *Warwick University*

Grier Palmer



Biography: Palmer is the former Assistant Director for the Warwick Business School Centre for SMEs and was responsible for training/enterprise. Working closely with small firms, Palmer consulted regarding start up strategies, business growth and entrepreneurial strategies. He now teaches strategy, international business and critical thinking.

Amir Sharif



Biography: Amir is a professor of operations management and Director of MBA programs at Brunel Business School. His research interests include operations and supply chain management, organizational decision-making, information, knowledge management and organizational learning, applied artificial intelligence, management information systems, digital business models, paradigms and technology, project management and, lastly applied business research (production and service-oriented enterprises). He is also Director of the Operations and Supply Chain Systems research centre.

Business Affiliations: JPMorgan, UBS, KPMG, Sony and BBC.

Education:

- Ph.D, *Brunel*

Websites:

- Blog: <http://blogs.reuters.com/amir-sharif/>

Stephan Chambers



Biography: Chambers is Director of the MBA and Executive MBA programs at the Said Business School (Oxford). He also teaches entrepreneurship and entrepreneurial finance and works with Isis Innovation, the university's technology transfer company. Chambers is also Chairman of the Skoll Centre for Social Entrepreneurship and non-executive Chairman of IWA Publishing. Other than new business development, other research interests include electronic learning, digital publishing and science entrepreneurship.

Business Affiliations: Blackwell Publishers, NCC Blackwell, and Dawn Capital.

Education:

- BA, *Hull University*
 - MLitt, *Oxford*
 - *Warwick School*
-

Italy

Gabriella Lojacono Davide



Biography: Gabriella is a professor of strategic entrepreneurship and entrepreneurial management at SDA Bocconi. Her research interests include international business strategies and management of design-based companies.

Education:

- Degree in Business Administration, *Bocconi University*
 - Ph.D. in Economics and Management, *Bocconi University*
-

Roberto Verganti



Biography: Roberto Verganti is a professor of management of innovation at Politecnico di Milano, teaching several faculties, including the School of Management, School of Design and in the Doctoral Program of management. He is also Director of MaDe in Lab, a laboratory for advanced education on management of Design and Innovation at Politecnico. Roberto is the co-founder of PROject Science, a consulting firm supporting firms on a global scale in their processes of innovation by applying business methods that he develops through research. Verganti's research interests include design-driven innovation, collaborative innovation, technological

innovation in rapidly moving environments, and research and innovation policy. His vision is that, "organizations and companies are unlikely to be innovative if they use standard methods that their competitors also use. Leading firms are those that 'innovate the way they innovate' by using the most unique, advanced and proven processes. Having published a number of works on design driven business innovation, Verganti is often considered the "go-to-guy" when it comes to the design method.

Business Affiliations: PROject Science, Keystone Strategy, Ferrari, Volvo Group, Xerox, Kodak, Samsung, Hewlett-Packard, Acer, Nestle, Unilever, Tetrapak, Unicredit Group, Vodafone and Telia.

Education:

- Graduated summa cum laude in Electronic Engineering, *Politecnico di Milano*

Websites: <http://www.verganti.it/>

Claudio Dell'Era



Biography: Claudio is a contract professor at Politecnico di Milano, teaching a variety of courses in the MBA, masters and EMBA programs. Some courses include Design Driven Innovation and Project Management, Strategic design and Economics and Organization. He graduated with a Ph.D. in Language Mining, managing design driven innovation by capturing, interpreting, sharing and communicating knowledge on socio-cultural trends. Research interests include design management, innovation management, new product development, and project management. He also spent some time as a visiting professor at the Saïid Business School.

Business Affiliations: Mantero, EVaN and ART DECO

Education:

- Graduated summa cum laude in Management Engineering, *Politecnico di Milano*
 - Ph.D. Language Mining, *Politecnico di Milano*
-

Spain

Jonathan Wareham



Biography: Wareham is the Vice Dean of Research and a professor at ESADE, teaching information systems. His research interests mainly revolve around the relationship between information technology, economics and strategy. Dr. Wareham's work has been published in a variety of journals and major companies, including Microsoft, often sponsor his research. In 2003, he was awarded the Myron T. Green Outstanding Teaching Award at Georgia State University.

Business Affiliations: Microsoft, Olicom, Unilever

Education:

- Ph.D. Information Systems, *Copenhagen Business School*
- M.S. Finance & Accounting, *Copenhagen Business School*
- A.B. Economics, *U.C Berkeley*
- A.B. Comparative Literature, *U.C Berkeley*

Christoph Zott



Biography: Zott is a professor in the Department of Entrepreneurship and Private Equity at IESE Business School. His research revolves around resource management in entrepreneurial firms. This includes design of business models, the acquisition and mobilization of resources and the deployment of resources. Zott is also a consultant on growth ventures and for larger firms who wish to foster entrepreneurial leadership.

Business Affiliations: Alexi Marmot and Associates and clients (IBM, HSBC, Ernst & Young, BP, BBC, British Airways), DEGW

Education:

- DEA, Génie Industriel, *Institut National Polytechnique de Grenoble*
- Diplom-Wirtschaftsingenieur, *Technische Universität Karlsruhe*
- Ph.D Commerce and Business Administration, *UBC*