



Mark Bonchek is on a mission to update leaders' thinking in a digital age. As the founder and CEO of SHIFT Academy, Mark helps companies become unlearning organizations. With new mental maps, leaders better navigate the ever-changing landscape of business. SHIFT Academy gives teams a shared understanding, a shared language, and a shared purpose through online Expeditions, in-person Summits, and guided Journeys. Mark Bonchek's journey began at MIT in the early 1990s where he led a research project on digital engagement, leading to Harvard University's first doctorate on the topic of social media in 1997. Mark then became the first director of research at the Strategos Institute, where Mark explored the strategies that enable companies to reinvent themselves and transform their business models.

In the early 2000s, Mark began to put his research into practice. He left Strategos to lead the strategy practice in Boston for iXL, then served as COO of TomorrowLab for McKinsey & Company. At McKinsey, Mark designed a new offering using digital media and collaborative community to help leaders create digital strategy. When McKinsey went back to its traditional business model, Mark left to begin his entrepreneurial journey at the crossroads of leadership, strategy, and learning.

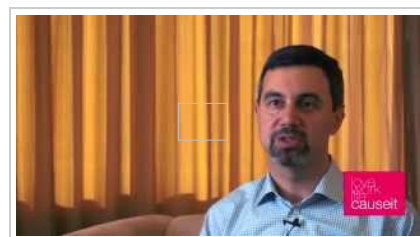
As the founder and CEO of Truman Company, Mark created a new model for strategy development and executive engagement based on co-creation and peer exchange. Working with market leaders including IBM, Avaya, The Economist, Manpower, and Gerson Lehrman Group, Mark's team reinvented advisory boards, conferences, and online communities as vehicles for customer advocacy, organizational alignment, and transformative change.

In 2006, Mar...

Mark Bonchek

Speech Topics

- Technology
- Social Media
- Marketing
- Management
- Innovation
- Employee Engagement



Testimonials

"[The] workshops were mission-critical milestones in our product development and marketing strategy planning cycle. Mark skillfully brought our cross-functional teams together and helped us establish a shared context and vision for our solution. We gained a huge advantage by having a shared vocabulary and a set of examples and stories that helped our team move in the same direction faster than ever before."

- Apollo Group.

"Mark, your presentations Tuesday were brilliant. You led an eye-opening analysis of the digital revolution and the major transformations that are resulting. You helped create an energizing and thought-provoking experience for our attendees, reflecting on concepts that impact our personal lives as well as our efforts to improve health in the workplace setting."

- American Heart Association.