



Rita Gunther McGrath, a Professor at Columbia Business School, is regarded as one of the world's top experts on strategy and innovation with particular emphasis on developing sound strategy in uncertain and volatile environments. Her ideas are widely used by leading organizations throughout the world, who describe her thinking as sometimes provocative, but unfailingly stimulating. She fosters a fresh approach to strategy amongst those with whom she works. Thinkers50 presented Rita with the #1 award for Strategy, the Distinguished Achievement Award, in 2013. Rita is in their top ten global list of management thinkers overall. She has also been inducted into the Strategic Management Society "Fellows" in recognition of her impact on the field.

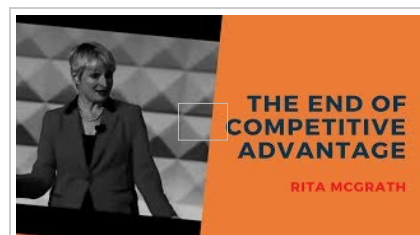
Rita maintains an active social media presence, and has been rated one of the 25 smartest women to follow on Twitter by Fast Company Magazine. She consistently appears in rankings of the top business school professors to follow on that medium: Professors on Twitter. She authors a regular column, "The Entrepreneurial Strategist" for Inc Magazine and blogs regularly at HBR.org. Rita is also one of the Wall Street Journal's Experts.

Rita's new, best-selling book, is titled *The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business*, which was recognized by Strategy+Business as the #1 business book of the year. Rita has co-authored three previous books: *Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity* (2009); *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005); and *The Entrepreneurial Mindset* (2000), all published by Harvard Business Review Press. *MarketBusters* has been translated into ten languages and was ...

Rita McGrath

Speech Topics

- Women in Business
- Leadership
- Innovation
- Human Resources
- Entrepreneur
- Change



Testimonials

Rita was a brilliant and engaging speaker - lots of value to senior executives from large companies, and always a pleasure to work with. Dr. Peter S. Temes, Founder and President, ILO Institute

- Founder and President, ILO Institute.

Rita, I want to express our appreciation and warm-felt thank you for your outstanding presentations and support. We have had numerous requests for your return as well as having provided your info to many associations for further engagement. Early feedback has been very positive. Some written comments: "One of the definite must-attend conferences. I left feeling that my time was well spent and with ideas that I could implement or adjust to my organization." "This is my 9th DigitalNow and, after having seen so many rock star quality speakers, I have high expectations — so when I say you blew me away in 2010... Well done." "This was definitely one of your top conferences from a content standpoint. You know it was good when you can't wait to get back to work and make some changes." Don Dea, Co-founder, Fusion Productions, DigitalNow Conference

- Co-founder, Fusion Productions, DigitalNow Conference.

