



Mohanbir Sawhney is the McCormick Tribune Professor of Technology, the Director of the Center for Research in Technology Innovation and the Chairman of the Technology Industry Management Program at the Kellogg School of Management, Northwestern University.

Prof. Sawhney is a globally recognized scholar, teacher, advisor and speaker in strategic marketing, technology marketing and e-business strategy. His research and teaching interests include collaborative marketing with customers, IT and business value, technology-enabled business transformation and business innovation in large companies. He has been widely recognized as a thought leader. Business Week named him as one of the 25 most influential people in e-Business. Crain's Chicago Business named him a member of "40 under 40", a select group of young business leaders in the Chicago area. He is a Fellow of the World Economic Forum.

Prof. Sawhney is the co-author of three books - The Seven Steps to Nirvana: Strategic Insights into eBusiness Transformation, Techventure: New Rules for Value and Profit from Silicon Valley, and Kellogg on Technology Innovation. He has also co-authored PhotoWars, a strategy simulation game. His research has been published in leading journals like California Management Review, Harvard Business Review, Journal of Interactive Marketing, Management Science, Marketing Science, MIT Sloan Management Review, and Journal of the Academy of Marketing Science. He has also written several influential trade articles in publications like the Financial Times, CIO Magazine, and Business 2.0. He has won several awards for his teaching and research, including the 2001 Accenture Award for the best paper published in California Management Review in 2000 and the Outstanding Professor of the Ye...

Mohanbir Sawhney

Speech Topics

- Technology
- Sales
- Marketing
- Innovation
- Branding

