Dr. Ron Adner

Ron Adner is The Nathaniel D'1906 and Martha E. Leverone Memorial Professor of Business Administration and Professor of Strategy and Entrepreneurship at the Tuck School of Business at Dartmouth College. Prior to joining Tuck, he was the Akzo-Nobel Fellow of Strategic Management at INSEAD, where he served on the faculty for ten years.

Dr. Adner's award winning research introduces a new perspective on the relationship between firms, customers, and the broader 'innovation ecosystems' in which they interact to create value.

His book, *The Wide Lens: What Successful Innovators See that Others Miss*, has been heralded as a path-breaking guide to successful innovation in an interdependent world. Among other honors, it was named a Best Business Book of the Year by *Strategy+Business*.

Dr. Adner has held editorial and board positions in the leading peer-reviewed academic journals of his field, including the *Academy of Management Review, Management Science,* the *Strategic Management Journal,* and *Strategy Science*. His has published numerous articles in these and other top academic journals. His managerial articles have been published in outlets including the *Harvard Business Review, The Atlantic, Fast Company, Forbes, Wired, The Financial Times, and the Wall Street Journal*.

Dr. Adner's work is a rare convergence of rigorous academic research, profound managerial insights, and practical, powerful frameworks. Applied, tested, and validated in some of the world's leading companies, his 'Wide Lens' approach to seeing the bigger strategy picture has been transformative in driving effective innovation in both the corporate and social sectors.

He is a keynote speaker, consultant, and advisor to companies around the world. His engagements have transformed strategy at Fortune 500 firms as well as at entrepreneurial startups Dr. Adner is founder of the Strategy Insight Group, whose mission is to help clients eliminate strategy blind spots and build robust go-to-market strategies in complex ecosystems, internal and external. He is an accomplished teacher and a seven-time recipient of the annual, student-determined, Award for Teaching Excellence at both Tuck and INSEAD (2000, 2002, 2003, 2004, 2005, 2011, 2019).

Dr. Adner holds a PhD and an MA from the Wharton School at the University of Pennsylvania, as well as master's and bachelor's degrees in mechanical engineering from the Cooper Union for the Advancement of Science and Art.