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Rita Gunther McGrath is a popular speaker and facilitator, well known for her expertise in the areas of strategy, innovation and growth. She works with global organizations such as Nokia, Microsoft, Swiss Re and 3M as well as with smaller growth companies. She has co-authored two books: *The Entrepreneurial Mindset* (2000) and *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005), both published by the Harvard Business School Press. Both have received many accolades. *MarketBusters* has been translated into ten languages, named a “best business book” by *Strategy + Business* and a “top ten business book” ranking in Argentina. It was featured by Bill Gates at the 2006 Microsoft CEO Summit, whose theme “Pathways to Growth” was derived from the book’s main topic.

Rita is often cited in the press (see www.MarketBusting.com for recent coverage). She has appeared on television and in numerous radio programs. Her co-authored articles in the *Harvard Business Review* are: ‘Discovery Driven Planning’ (1995), “Discover Your Products’ Hidden Potential” (1996) “Discovering New Points of Differentiation” (1997) “Global Gamesmanship” (2003) and “MarketBusting” (2005). She is working on a new book, tentatively entitled “Discovery Driven Strategy”.

Rita joined the faculty of Columbia Business School in 1993. Prior to life in academia, she was an IT director, worked in the political arena and founded two startups. Her Ph.D. is from the Wharton School, University of Pennsylvania.

Rita’s academic publications have appeared in leading journals such as the *Strategic Management Journal*, *Academy of Management Review*, *Academy of Management Journal* and *Management Science*. She has won numerous awards for excellence in scholarship. Among these are the Strategic Management Society ‘best paper’ and ‘runner up’ awards in 2001 and 2004; the Maurice Holland award from the Industrial Research Institute; the *Academy of Management Review* “best paper” award, the Entrepreneurship Theory and Practice Award for the Best Conceptual Paper (both 1992 and 1996) and the European Foundation for Entrepreneurship Research (EFER) best paper award. She is on the editorial boards of the *Academy of Management Review*, the *Journal of Business Strategy*, the *Strategic Management Journal* and the *Journal of Business Venturing*. At Columbia, she teaches MBA and Executive MBA courses in strategy and the innovation process. She teaches regularly in Columbia’s top-rated executive education programs, and is the Faculty Director for *Leading Strategic Growth and Change*, and *Executing Breakthrough Strategy*.