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Rita McGrath, a Professor at Columbia Business School, is an expert on strategy in environments in which competitive advantages are temporary. Her cutting edge ideas help CEO's and senior executives hone their innovation, growth and disengagement processes so that they can succeed in rapidly changing environments, turning strategic threats into profitable opportunities. She is valued for her rare ability to connect research to business problems, and speaks regularly at corporate events, such as the Microsoft CEO Summit and the World Economic Forum meeting in Davos. Her book, *Discovery Driven Growth* was named one of *BusinessWeek's* best design & innovation books of 2009. Her methodology for business planning (originally published in a best-selling *Harvard Business Review* article) was cited by Clayton Christensen as an antidote to "innovation killers." In 2009, she was inducted as a Fellow of the Strategic Management Society, an honor accorded to those who have had a significant impact on the field.

Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity (2009) was endorsed by Clayton Christensen, Ram Charan and CK Prahalad, among others. She has co-authored two previous books: *The Entrepreneurial Mindset* (2000) and *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005). *MarketBusters* has been translated into ten languages and was named one of the best business books of 2005 by *strategy+business*. It was featured by Bill Gates at the 2005 Microsoft CEO Summit, whose theme "New Pathways to Growth" was derived from the book's main topic.

Rita appears regularly on television and radio and is often cited in the press, including *The Wall Street Journal*, *New York Times*, *Financial Times*, and *Businessweek, Inc.*, She maintains an active blog (see www.ritamcgrath.com) and is featured as a discussion leader at Harvard Business Online (see <http://discussionleader.hbsp.com/mcgrath/>). She has written twelve articles published in the *Harvard Business Review*, including the forthcoming "Failing By Design."

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. She teaches MBA and Executive MBA courses, and is the Faculty Director for the Columbia Executive Education program *Leading Strategic Growth and Change*.

Rita's many academic publications have appeared in leading journals. She has won the *Academy of Management Review* "best paper" award and numerous other awards for excellence in scholarship. She is currently on the editorial boards of the *Strategic Management Journal* and *The Academy of Management Review*.