

ABOUT THE AUTHORS

Jeanne Liedtka

Jeanne Liedtka is a member of the Strategy, Ethics, and Entrepreneurship area at the University of Virginia's Darden School of Business, where she has taught since 1989. Formerly the executive director of the school's Batten Institute, a foundation established to develop thought leadership in the fields of entrepreneurship and innovation, Jeanne has also served as chief learning officer for the United Technologies Corporation (UTC), headquartered in Hartford, Connecticut, and as the associate dean of the MBA program at Darden. Jeanne's current teaching responsibilities focus on design thinking, innovation, and organic growth in Darden's MBA and Executive Education programs.

Jeanne's current research explores how design thinking can be used to enrich our ability to create inclusive strategic conversations about organizational futures. Her previous book, *The Catalyst: How You Can Become an Extraordinary Growth Leader* (Crown Business, 2009), is based on a three-year Batten Institute study of operating managers who excelled at producing revenue growth in mature organizations. *The Catalyst*, coauthored by Robert Rosen and Robert Wiltbank, was named by *BusinessWeek* as one of the best innovation and design books of 2009.

Jeanne received her DBA in Management Policy from Boston University and her MBA from the Harvard Business School. She has been involved in the corporate strategy field since beginning her career as a strategy consultant for the Boston Consulting Group.

Tim Ogilvie

Tim Ogilvie is the CEO of Peer Insight, an innovation strategy consultancy, where he has made pioneering contributions to the emerging disciplines of service innovation, customer experience design, and business model exploration. His clients include AARP, Bank of America, Diebold, GE, Hallmark, Hewlett-Packard, Pfizer, Procter & Gamble, Starwood Hotels, and The Hartford. His projects seek to create organic growth by using design thinking methods to link new customer experiences to scalable business models.

He has also consulted to five governments and influenced innovation policy from the United States to the European Union to Taiwan. In 2007 he coauthored “Seizing the White Space: Innovative Service Concepts in the United States,” published by Tekes, the Finnish funding agency for R&D. This publication established the precepts for service innovation that are being embraced by public policy makers and leading private firms in the European Union.

Tim is a visiting lecturer at the University of Virginia’s Darden School of Business, where he teaches customer-centered design and innovation. He holds a master’s degree in Computer Integrated Manufacturing Systems from the Georgia Institute of Technology and a BA in English from the University of Virginia.

