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Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen

Rita Gunther McGrath is a best-selling author, a sought-after speaker, and a longtime professor at Columbia Business School. She is widely recognized as a premiere expert on leading innovation and growth during times of uncertainty. Rita has received the #1 achievement award for strategy from the prestigious Thinkers50 and has been consistently named one of the world's Top 10 management thinkers in its bi-annual ranking. As a consultant to CEOs, her work has had a lasting impact on the strategy and growth programs of Fortune 500 companies worldwide.

Rita is the author of the best-selling *The End of Competitive Advantage* (Harvard Business Review Press, 2013). Her new book *Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen* will be published in September. She has written three other books, including *Discovery Driven Growth*, cited by Clayton Christensen as creating one of the most important management ideas ever developed. She is a highly sought-after speaker at exclusive corporate events around the globe, such as the Global Peter Drucker Forum.

Rita is the founder of Valize, a company focused on helping organizations go beyond innovation theater by developing tools to implement the Discovery Driven Growth approach.

She received her Ph.D. from the Wharton School (University of Pennsylvania) and has degrees with honors from Barnard College and the Columbia School of International and Public Affairs.