

AMY BLITZ, Ph.D.

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OVERVIEW: Expertise where strategy and macro disruption intersect, with extensive leadership in business and academia.

EDUCATION: M.I.T. Ph.D. Political Science, with concentrations in Political Economy and International Relations, 1995
Colby College, B.A. Economics with Distinction, 1982
London School of Economics, Junior Year, 1980-81
Harvard Business School, selected by IBM for 1-week Exec Ed course on Business Strategy, August 2007
Harvard Business School, 5-Week Doctoral Course in Business Management, Summer 1999

EXPERIENCE:

2012-Present

Babson College, Wellesley, MA

Professor of Management Practice/Lecturer, interdisciplinary appointment in Economics and Management Divisions

- Design and teach courses in Macroeconomics, Strategy, Managing Political Risk, and Management Consulting.
- Design and teach field courses in strategy consulting for students working with outside companies.
- Provide college-wide strategic leadership as elected member of the Faculty Senate, and leadership committees.
- Direct undergraduate honors theses as faculty advisor and formerly as a member of the Faculty Honors Council.
- Research, publish, speak, consult on innovation and strategy amid macro disruption.

2011-2012

Suffolk University, Boston, MA

Visiting Associate Professor, Entrepreneurship Division, Sawyer Business School

- Designed and taught courses on writing the business plan covering all aspects of entrepreneurial strategy.
- Designed and taught courses on emotional intelligence for entrepreneurs.

2009-2011

Innovation Collaborative, Cambridge, MA

Partner: Strategy Consulting, focusing on innovation and strategy across diverse industries.

- **McKinsey & Co**, core member of founding leadership team for a start-up social networking venture.
- **Silicon Valley Bank**, developed content marketing/thought leadership strategy to help reposition the bank.
- **M.I.T. Sloan**, editor and content advisor for research papers on innovation.

2005- 2009

IBM, Institute for Business Value and Strategy & Change Consulting Practice, Cambridge, MA

Head of Strategy Research, focusing on innovation, managing research design through new service development.

- Led IBM global leadership team for high profile 2006, 2008 CEO Surveys/Studies covering innovation strategy.
- Led IBM Strategy Practice research re: innovation in technology, operations, org design, and business strategy.
- Led marketing, communications, exec ed internally and externally for client impact, revenue growth, and PR.
- Advised IBM Corporate Strategy and CIO teams re: global opportunities in emerging regions and industries.

2003-2005

Ernst & Young (EY), Global Entrepreneur of the Year (EOY) Programs, Cambridge, MA

Director of Special Project: Research and Communications for Global Entrepreneurship Programs.

- Designed and launched major research initiative re: global entrepreneurship, strategy and related issues.
- Created communications and marketing strategy for network of 13,000 EOY winners in 35 countries.
- Developed content – database, surveys, cases, exec ed courses - for EOY winners' summits and EY consulting.

1999- 2003

Harvard University, Graduate School of Business Administration (HBS), Boston, MA

Director: Media Development for Entrepreneurial Management.

- Ran \$1 million program to develop content and media for HBS Entrepreneurial Management department.
- Interviewed and produced videos on founders/CEOs of Staples, Intuit, Weather Channel, Goldman Sachs, etc.
- Created online video archive and a web feature reaching 60,000+ readers, www.hbs.edu/entrepreneurs.

1996-1999

Ernst & Young, Center for Business Innovation, Cambridge, MA

Manager: Directed research, PR, marketing, commercialization and exec ed re: global business issues.

- Directed 250K expert-led "Delphi" study on the impact of the information revolution on global manufacturing.
- Managed 250K IPO study, based on a survey of over 500 newly public companies re: strategies for IPO success.
- Managed commercialization, leading to coverage in *HBR*, *WSJ*, and to ongoing, highly profitable new services.

1992-1995

Harvard University, John F. Kennedy School of Government, Cambridge, MA

Program Manager: Managed \$500K arms control project with Ash Carter, leading to new US Defense initiative.

- Managed research and policy program resulting in the Nunn-Lugar Cooperative Threat Reduction Program.
- Created international PR strategy, leading to a book, and coverage on *Nightline* and other top media worldwide.
- Organized major conference with top US and foreign officials, journalists, and scholars.

BLITZ CV, cont.

- 1989-1992 **Massachusetts Institute of Technology**, Graduate Fellowship, Cambridge, MA
Research/Teaching Assistant: Ran research projects, seminars, courses with Harvard and MIT faculty.
- Managed Harvard-M.I.T. faculty seminar series on innovation and international economic development.
 - Directed Public Policy Internship Program, placing students and overseeing related research projects.
 - Taught courses on U.S. public policy, U.S. history, and media coverage of international relations.
- 1986-1989 **Economics Research Associates**, Economic and Business Consultants, Cambridge, MA
Associate: Designed and conducted economic strategy studies for diverse clients, managed communications.
- Conducted industry, feasibility, and economic impact analyses for public and corporate clients.
 - Conceived of, created, and maintained knowledge management database and information systems.
 - Wrote, edited, and presented proposals and reports to corporate and government clients.
- 1982-1986 **International Institute of Rural Reconstruction**, U.N.-affiliated Organization, Philippines and NY
Public Relations Manager/Research Fellow: Designed industry studies and managed public relations.
- Designed and helped establish successful credit cooperative, with an initial 10K serving 60 families.
 - Conducted research on local farming systems and identified credit cooperatives as key solution to local needs.
 - Managed PR, wrote monthly newsletter, edited annual journal, and managed relations with major donors.

SELECTED PUBLICATIONS:

Single Author Book: update of *The Contested State*, Rowman & Littlefield's Lexington Books imprint, forthcoming 2021 .

Recent Articles on Strategy and Innovation:

- Surviving Disruption: The Grocer's Tale, *Journal of Business Strategy*, November 2019.
- Mapping technology roadblocks and opportunities in the transportation revolution, co-authored with engineers at Draper Labs, *Strategy & Leadership*, July 23, 2019.
- Corporate life and death: who succumbs, who survives during disruption?, *Journal of Business Strategy*, October 2018.
- Lessons from the steel industry: If you can't compete on price, innovate your way to value-added differentiation, *Strategy & Leadership*, September 2017.
- A Lesson from Abroad for Creating American Jobs, *The Hill*, December 2016.
- Beset by the digital revolution successful retailers embrace technology that enhances customer value, *Strategy & Leadership*, November 2016.

IBM Studies on Innovation Strategy

, published in *Strategy & Leadership Journal*, and featured in other global publications:

- *Globally Integrated Operations*, with Dave Lubowe, Global and Americas Lead for Operations Strategy, 2009.
- *Succeeding in the New Economic Environment*, with Saul Berman, Global Lead for Strategy Consulting Practice; Steven Davidson, Growth Markets Lead; Sara Longworth, EMEA Lead, 2009.
- *Paths to Success: Three Ways to Innovate Your Business Model*, with Saul Berman, Global Lead of Strategy & Change Consulting; Edward Giesen, EMEA Lead for Business Strategy, 2007
- *The Power of Many: The ABCs of Collaborative Innovation*, with Lawrence Owen and Charles Goldwasser, 2007.
- *Driving Operational Innovation Using Lean Six Sigma*, with Dave Lubowe and George Byrne, 2007. This article has been among *Strategy & Leadership Journal's* top ten most cited articles.
- *2006 CEO Study on Innovation*, centering on 765 CEO in-person interviews, with senior leadership from Saul Berman, Global Lead; George Pohle, Global Business Strategy Lead; and Martin Fleming, Chief Economist, IBM, 2007.

EY Studies on Innovation and Entrepreneurship

, featured in major US and international publications:

- *The Connected Enterprise: The Effects of the Information Revolution on Business*, a video series hosted by James Burke of *Connections*, wrote and produced this for EY marketing, client events, and trainings, February 1999.
- *The Connected Manufacturing Enterprise: Emerging Trends in the Aerospace, Automotive, Hi-Tech, and Energy Industries*, with Chris Meyer, Director of the EY Center for Business Innovation. Featured in *Industry Week*, September 1998.
- *Measures That Matter: Managing the Success of the IPO Transformation Process*, co-authored. Featured in *The Wall Street Journal*, *CFO*, *Harvard Business Review* and other publications, 1998.

BLITZ CV, cont.

Single Author Book: *The Contested State: American Foreign Policy and Regime Change in the Philippines*, Rowman & Littlefield, Boulder, Colorado, 2000.

Book Chapter: *Nation Building, State Building, and Economic Development: Case Studies and Comparisons*, chapter on Philippine nation building and economic development, edited by C.S.M Paine, Professor, US Naval College, 2009.

HBS Case: Alison Brown of Compass Records, *HBS Publishing*, with Teresa Amabile, 2000. The case has been among the top 100 best-selling HBS cases and was included in the *HBS Premier Case Collection*, 2010.

Other Publications:

Unshackling Employees, with Gary Hamel, Founder of Strategos and Professor, London Business School, his *Management 2.0* Blog, *Wall Street Journal*, August 7, 2009.

Salvaged, original screenplay optioned by Robbins Entertainment, producers of several features distributed by Miramax, 1996.

The Press and Foreign Policy: A Case Study of New York Times Coverage of the Philippines, 1985-1986, Master's Thesis, M.I.T., Political Science Department, February 1990.

Marine Fishing in the Philippines, *Cultural Survival Quarterly*, Harvard University, Vol. 11, No. 2, 1987.

SELECTED CONFERENCES AND PUBLIC SPEAKING

NPR's Marketplace, interviewed for a piece on the grocery industry, November 2019.

Razing Cane: Political Economy of Sugar Cane, Strategic Business Management & Economic Research Conference, May 2015.

The Strategy Journey, Wellesley College, Women in Business Club, February 2015.

Academia and Social Enterprise, Social Enterprise (SEED) Conference, Brown University, Spring 2014.

The Strategy Journey, Universidad de Desarrollo (UDD), Chile, Spring 2013.

Keynote Panel Moderator and Discussant, Women's Leadership Conference, Conference Board, NY, Spring 2010.

Innovation, Keynote speaker to hundreds of students, faculty, community leaders, Proton University, India, Spring 2010

Collaboration and Innovation, Conference on Innovation, Rensselaer Polytechnic Institute, NY, Winter 2009.

Applied Business Model Innovation, IBM Leadership Event in Hamburg, Germany, Fall 2007.

Other IBM, frequent speaker at leadership events for strategy, consulting, sales force and other senior management, 2006-09.

Entrepreneurship and Regulatory Policy in 35 Countries, Ernst & Young Leadership Event in Monte Carlo, Spring 2004.

The IPO Transformation Journey, Ernst & Young IPO Event hosted by Jay Leno in Palm Springs, CA, Spring 1998.

Regime Change in the Philippines, 1898-1986, New England Political Science Association, Spring 1994.

The Press and Foreign Policy, Mass. Society for the Humanities, Rotunda of the Boston Capitol Building, Spring 1993.

The Press, Politics and Foreign Policy in the Gulf, a special MIT Forum led by Noam Chomsky, Winter 1991.

AWARDS AND GRANTS

- **BFRF Course Release**, Course release to complete book on regime change in the Philippines (2020-2021).
- **Rhode Island International Film Festival**, Third Prize in screenwriting competition for screenplay *Salvaged* (1998)
- **Institute for the Study of World Politics**, Dissertation Fellowship (1993-1994)
- **Massachusetts Foundation for the Humanities**, award for research on media coverage of the Philippines (1993-1994)
- **Harvard University's Center on the Press, Politics, and Public Policy**, Goldsmith Award (1992)
- **M.I.T. Center for International Studies**, MacArthur Fellowship for pre-dissertation research (1991)
- **The Woodrow Wilson International Center for Scholars**, Third Prize in Media Studies Competition, open to faculty and students, for original research on *New York Times* coverage of the transition from Marcos to Aquino (1989)