

# Jay Rao

Professor, Strategy and Innovation, Babson

Facilitates & helps executives at Global 2000 enterprises to: (1) lead innovation, growth & change in turbulent contexts, (2) develop entrepreneurial leaders who can navigate uncertainty & ambiguity with strategic multi-dexterous skills, & (3) create a culture of innovation.



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## Work

09/1995 - Present

Boston, USA

**Professor**  
Babson

07/2015 - Present

Geneva, Switzerland

**Member, Flavor Advisory Board**  
Firmenich

07/2015 - Present

Medellin, Colombia

**Member, Innovation Advisory Board**  
Bancolombia

01/2000 - 01/2015

Boston, USA

**Member, Innovation Advisory Board**  
Ocean Spray

## Projects

Novartis, BAE Systems, US Navy, Bayer, Medtronic, SABIC,  
Fresenius Medical Care, EMC, PWC, Merck, GlaxoSmithKline,  
Instrumentation Laboratory, Masco, Assa Abloy Americas,  
Iberdrola, Repsol, Chilectra, Entel, Fidelity, Merrill Lynch,  
Scottish Enterprise, Saltire, Innovation Norway, IABD, EPM,  
Boston Scientific, Cofco, Reed Elsevier, BBVA, Telefonica,  
McKesson, NADA, Pernod Ricard, Gannett, Proteccion

## Education

08/1989 - 08/1995

Los Angeles, USA

**Ph.D., Management**  
UCLA

08/1987 - 06/1989

Lexington, KY, USA

**M.S., Operations Research**  
University of Kentucky

06/1983 - 05/1987

Chennai, India

**B.Tech., Naval Architecture**  
Indian Institute of Technology

## Skills

Executive Advisor & Leadership Development	●	●	●	●	●
Strategy & Growth Consulting	●	●	●	●	●
Innovation & Innovation Culture	●	●	●	●	●
Entrepreneurial Leadership & Leading Change	●	●	●	●	●
#CX #UX #XD Innovation	●	●	●	●	●
Scale-Up Entrepreneurship	●	●	●	●	●

## Publications

Innovation: Go Fast or Go Home  
DealerExec, Q1 2016

How Customer Focused is Your Dealership Culture?  
DealerExec, Q4 2015

El Sandbox de Innovacion (The Innovation Sandbox)  
Revista Capital, Santiago, Chile (in Spanish), 2015

Stop the Nonsense! Innovation is a Discipline  
The European Management Review, 2014

Learning Emergent Strategies Through Design Thinking  
Design Management Review, 2014

The Discipline & Culture of Innovation - A Socratic Journey  
Book, Profit Editorial, 2013

How Innovative is Your Company Culture?  
The MIT Sloan Management Review, 2013

To a More Innovative Culture – From Assessment to Action  
The European Financial Review, 2013

Innovacion 2.0  
Book in Spanish, Profit Editorial, 2012

Speaking the Lingua Franca of Innovation  
IESE Insight, 2012

## Failures

Two Failed Careers: (1) as an Engineer & (2) as a Mathematician

Two Dead Startups: EuroSpain.com (2000) & Edusult (2006)

Two Dead Books after publication (listed above)

Two Dead Books prior to publication (KomTek & Pixar)

Fired from many programs: notably GlaxoSmithKline, McKesson, NFFPA, Endeavor, and a few others...