

MELISSA A. SCHILLING

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO: Professor of Strategy and Innovation at New York University and advisor to numerous tech firms. PhD in strategy from University of Washington.

IDEAS: Studies innovation and strategy in high technology industries such as smartphones, video games, streaming platforms, biotechnology, and electric vehicles. Melissa's major contributions have been in how firms win battles in platform ecosystems, how modularity creates value in both product and organizational forms, and the characteristics and strategies of serial breakthrough innovators.

CONTENT: *Quirky: The remarkable story of the traits, foibles and genius of breakthrough innovators who changed the world* (2018); *'What's your best innovation bet?'* (HBR); *'Platform strategy: Managing ecosystem value through selective promotion of complements'* (Organization Science); *'Toward a general modular systems theory'* (Academy of Management Review).

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