TIONA ZUZUL

NATIONALITY / COUNTRY OF ORIGIN: Croatia and USA

BIO: Assistant Professor at Harvard Business School; previously on the faculty at London Business School and University of Washington. Former entrepreneur and consultant who co-founded the first private university in Croatia.

IDEAS: How leaders and organizations navigate new industries and periods of dramatic change with the potential to reshape markets. Leaders’ identity and framing – how they conceptualize and communicate ‘who they are’ and ‘what they do’ – shapes an organization’s strategy, transformation, and performance in settings from high-tech start-ups to the FBI.


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