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THINKERS50 RADAR 2022

Thinkers50 identifies, ranks,
and shares the very best in
management ideas.

Every year we publish our list
of 30 thinkers to watch out
for in the coming year.

THINKERS50 RADAR 2022

Announced every January, the Thinkers50 Radar list of 30 thinkers to watch in the coming year is one of the most eagerly anticipated events in the Thinkers50 calendar. It is an eclectic mix of people who have crossed our personal radar or been nominated by members of the Thinkers50 community. We are delighted that for 2022 **Deloitte** has now joined us as our Radar partner.

The Radar Class of 2022 is an exceptional group of thinkers, whose ideas, hard work and passion we believe can make a real difference in the world. They may not have all the answers, but they are asking important questions about the business world and the sort of society we want to live in.

At Thinkers50, we believe in diversity, inclusivity, and equity. Our Radar list is a celebration of those values. We not only welcome but positively seek out the rainbow spectrum of thought that comes from seeing the world from multiple perspectives and backgrounds.

The Thinkers50 Radar Class of 2022 includes a Sri Lankan-born Irish computer scientist, a trailblazing US leadership coach for young women, a Norwegian expert on superclusters, a British-born champion of transformational justice, a crisis management specialist from Sierra Leone, and the Canadian innovator of the year.

At Thinkers50, we believe that ideas can change the world. We hope you enjoy finding out more about the Radar Class of 2022 – and how their work can make an impact in your organization and beyond.



Stuart Crainer & Des Dearlove

Founders, Thinkers50

AARON "RONNIE" CHATTERJI

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO: Mark Burgess and Lisa Benson-Burgess Distinguished Professor of Business and Public Policy at Duke University. Senior economic policy official in Biden and Obama Administrations. PhD UC Berkeley; BA Cornell University.

IDEAS: Ronnie works at the intersection of academia, policy and business, investigating the most important forces shaping economy and society. He has pioneered new ways to understand entrepreneurship, developed innovative policy ideas to leverage technology for a better world, and documented the rise of CEO activists and their impact on government.

CONTENT: Over 30 peer-reviewed articles in journals of strategic management, economics, finance and organizations. Ronnie's most recent book is *Can Business Save the Earth?* (2018). He has authored several op-ed pieces in the NYT and WSJ and writes often for management and policy audiences, with recent pieces in HBR and for Brookings.

WEBSITE:

sites.duke.edu/ronniechatterji

SOCIAL MEDIA:

| @RonnieChatterji
(Twitter and Instagram)

ANTONIO ALOISI

**NATIONALITY / COUNTRY OF ORIGIN:**

Italy

BIO:

Marie Curie fellow and assistant professor of Labour Law at IE Law School, Madrid. Previously, postdoctoral fellow at the European University Institute, Florence. PhD in Business and Social Law from Bocconi University, Milan.

IDEAS:

Antonio's research focuses on the impact of digital innovation on labour regulation and social institutions. His Boss Ex Machina project aims to map new practices of algorithmic decision-making and assess the adequacy of existing legal frameworks for enabling sustainable, data-driven workplaces. It is funded by the EU Horizon2020 programme.

CONTENT:

Your Boss Is an Algorithm. Artificial Intelligence, Platform Work and Labour (with Valerio De Stefano, 2022). Using examples from across the EU, the UK and the US, this book provides a compass to navigate the era of radical advancements such as the gig-economy, algorithmic management and digital surveillance.

WEBSITE:

ie.edu/law-school/faculty-research/faculty/antonio-aloisi

SOCIAL MEDIA:

AZEEM AZHAR

**NATIONALITY / COUNTRY OF ORIGIN:**

UK

BIO: Azeem is the creator of Exponential View, a newsletter on the intersection of technology, business and society, and an active investor. Previously he founded a number of technology startups. Azeem began his career as a journalist and has an MA in PPE from Oxford University.

IDEAS: Azeem argues that we are moving into the Exponential Age, a period where accelerating technologies will refashion our political economies. As these changes occur, our economic, political and cultural institutions will need to adapt – but will struggle to do so. The result is the ‘exponential gap’, a chasm that must be closed for inclusive and equitable progress.

CONTENT: *Exponential: How Accelerating Technology Is Leaving Us Behind and What to Do About It* (2021); *‘The World is Spiky not Flat’* (Strategy & Business); Exponential View newsletter; Exponential View podcast.

WEBSITE:exponentialview.co**SOCIAL MEDIA:**

| @azeem

BASIMA TEWFIK

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Assistant professor of work and organization studies, MIT Sloan School of Management; former general management consultant in the USA and Europe; Poets & Quants '40 Under 40' Best Business School Professor.

IDEAS:

Basima's main stream of research examines the psychology of the social self at work, including rethinking what we know about impostor syndrome – for which there can be upsides – and how you can decline taking on more requests at work when you have too much on your plate.

CONTENT:

'The Impostor Phenomenon Revisited: Examining the Relationship between Workplace Impostor Thoughts and Interpersonal Effectiveness at Work' (Academy of Management Journal), plus research spotlighted in podcasts, books, and media outlets including Armchair Expert, A Slight Change of Plans, BBC, Business Insider, Daily Mail, Pivot, Think Again, and Adam Grant's WorkLife series.

WEBSITE:

[mitsloan.mit.edu/faculty/directory/
basima-tewfik](https://mitsloan.mit.edu/faculty/directory/basima-tewfik)

SOCIAL MEDIA:

CHRIS (CHRISTIAN) RANGEN

**NATIONALITY / COUNTRY OF ORIGIN:**

Norway

BIO: Strategy and transformation advisor to companies and governments globally. Founder of Strategy Tools. Founder of Engage // Innovate. Creator, Strategy Sims. Co-founder, Link Capital. Visiting faculty at IE, Duke, BI, and FHV.

IDEAS:

Building Transformational Companies, Accelerating National Transformation Through Innovation Superclusters and Exploring the Future of Strategy; Chris' work centers on large-scale strategy and transformation at both company and country level. He has developed 250+ visual strategy canvases, five strategy simulations and a global strategy community at www.strategytools.io

CONTENT: *Building the Transformational Company* (a CEO Handbook); 'Cluster Business Models: Exploring Business Models in Global Innovation Clusters' (report); National Cluster Programs: a global perspective; 'Building Innovation Superclusters: Economic Development for the 21st Century' (report); 'The Shifting Energy Arena: Accelerating the Shift' (report); Strategy Sims - used in classrooms and boardrooms globally.

WEBSITE:

strategytools.io ; strategysims.io

SOCIAL MEDIA:

DAVID LIDDLE

**NATIONALITY / COUNTRY OF ORIGIN:**

UK

BIO: Transformational culture expert, president of the Institute of Organisational Dynamics, CEO of The TCM Group. A recognised thought leader in the areas of conflict resolution, restorative justice and cultural change.

IDEAS: Life-long campaigner on the need for organisations to shift away from damaging, retributive models of workplace justice towards restorative approaches that have dialogue, compassion and collaboration at their heart. Conducts research to evidence the true impact of transformational cultures on performance, wellbeing, inclusion, and employee and customer experience.

CONTENT: Best-selling author of two books, *Managing Conflict: A Practical Guide to Resolution in the Workplace* (2017) and *Transformational Culture: Develop a People-centred Organisation for Improved Performance* (2021). Recent articles: [‘The Eight Enablers of A Transformational Culture’](#) (European Business Review) and [‘Want to Transform your Business? Start with Culture’](#) (Unleash).

WEBSITE:thetcmgroup.com**SOCIAL MEDIA:**

| @david_liddle

DEBORAH HEISER

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Founder and CEO, The Mentor Project™; Applied Developmental Psychologist with a specialty in aging; researcher; author; TEDx Speaker; Psychology Today contributor; Adjunct Professor.

IDEAS:

Our most precious natural resource isn't coal, oil or gas, it is intellect, expertise, and skills. Deborah writes and speaks about how we are built to give back, and the value of utilizing our world experts through mentorship. The Mentor Project™ brings experts to mentor students around the world, for free.

CONTENT:

'Rethinking Aging: Mentoring a New Generation' (TEDx); Spiritual Assessment and Intervention with Older Adults (with Mark Brennan, 2013); contributor of numerous articles on Psychology Today and Thrive Global.

WEBSITE:

mentorproject.org ; deborahheiser.com

SOCIAL MEDIA:

GORICK NG

**NATIONALITY / COUNTRY OF ORIGIN:**

Canada

BIO:

Wall Street Journal Bestselling Author of *The Unspoken Rules* (2021), Gorick helps leaders instill an ownership mindset within their teams, and educational institutions increase the career and workplace readiness of their students.

IDEAS:

Organizations around the world, from law firms and the largest multinationals to startups and nonprofits, now use *The Unspoken Rules* as the foundation of their talent development and diversity and inclusion efforts. Harvard Business School has given Gorick's book to every MBA student, to give them an edge in the labor market.

CONTENT:

'How to Reach Level 7 Ownership' (Africa.com); 'This Is the Most Important Conversation You Need to Have With Your Team if You're a Manager' (CNBC); '11 Questions to Ask Your Boss the First Day of a Remote-Only Job' (Fast Company); 'How to Use Your Privilege to Even the Playing Field' (HBR).

WEBSITE:gorick.com**SOCIAL MEDIA:**

HILKE PLASSMANN

**NATIONALITY / COUNTRY OF ORIGIN:**

Germany

BIO:

PhD on Decision Neuroscience from Münster University; Post-doctoral scholar at the Department of Economics at Stanford, and Humanities and Social Sciences at Caltech. Now the Octapharma Chaired Professor of Decision Neuroscience at INSEAD.

IDEAS:

Research focusing on consumer decision-making and the brain. Pioneer in uncovering the neurobiology underlying how marketing works and how individual differences in their neurobiology can help explaining why – or why not – consumers make ‘good’ decisions.

CONTENT:

Published in premier scientific journals including PNAS, Nature Communications, and Journal of Marketing Research: tinyurl.com/HPlassmann-cites.

WEBSITE:

insead.edu/faculty-research/faculty/hilke-plassmann/personal-site

SOCIAL MEDIA:

JENNIFER MOSS

**NATIONALITY / COUNTRY OF ORIGIN:**

Canada

BIO:

Award-winning journalist, author and international public speaker; nationally syndicated radio columnist and writer for Harvard Business Review. Strategist and expert driving the conversation towards healthier workplace cultures.

IDEAS:

Writes and researches on workplace cultures and wellbeing. Novel research on burnout conducted during the pandemic informs Jennifer's latest work and publishing. Recognized expert on burnout, arguing that we need to rethink our definition and approach to burnout prevention.

CONTENT:

[The Burnout Epidemic](#) (2021); *['Beyond Burned Out'](#)* (HBR); *['The Future of Well Being is Now'](#)*; *['Navigating the Next "New Normal" for Business in a Post-Pandemic World'](#)*; *['Rethinking Burnout: When Self-Care is Not the Cure'](#)*; *['Are You Burned Out at Work? You're Not Alone'](#)*.

WEBSITE:jennifer-moss.com**SOCIAL MEDIA:**

@jennifermossinc | @jenleighboss

JULIA BINDER

**NATIONALITY / COUNTRY OF ORIGIN:**

Germany

BIO:

Professor of Sustainable Innovation and Business Transformation at IMD and Director of the School's Center for Sustainable and Inclusive Business. Led the sustainability center Tech4Impact at EPFL – collaborative projects with corporates, NGOs and international organizations like the UN.

IDEAS:

A systemic and holistic perspective on businesses, exploring how companies can shape a new economy that is socially just and respectful of planetary boundaries. Focuses on the role of entrepreneurs in launching and scaling impactful new ventures – thereby challenging and disrupting entire industries – and on the scalability of digital technologies for managing transformation towards sustainability.

CONTENT:

Julia's work is published in leading FT50 journals such as the Journal of Business Venturing, and Entrepreneurship Theory and Practice. She regularly shares her thoughts in IMD's magazine, I by IMD.

WEBSITE:

imd.org/faculty/professors/binder-julia

SOCIAL MEDIA:

| @JuliaBinder_

JULIA DIBENIGNO

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Professor and award-winning researcher at Yale School of Management; former consultant with PhD from MIT.

IDEAS:

Organizational ethnographer researching how to harness the valuable ideas and expertise of lower-power employees, collaboration between professional groups, and socialization and culture change dynamics in healthcare and government organizations. Advances organizational theory while addressing pressing problems ranging from improving soldier mental healthcare delivery to supporting frontline caregivers combating Covid-19.

CONTENT:

'Proactive Mental Health Support for Frontline Covid-19 Caregivers' (2020); 'Team Identification Buffers Burnout for Covid-19 Caregivers' (2021); Academic Articles: 'Influence without Authority to Support Soldier Mental Healthcare in the US Army'; 'Cultivating Low-Power Teammates' Valuable Ideas to Drive Change in Healthcare'; 'Using Organizational Design to Address Conflicts between Professional Groups.'

WEBSITE:

som.yale.edu/faculty/julia-dibenigno

SOCIAL MEDIA:

@JuliaDiBenigno

JULIE CARRIER

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Founder, The Leadership Development Institute for Young Women; Thinkers50 Coaching/Mentoring Award Shortlist; recognized as the 'World's #1 Coach for Young Women' by Marshall Goldsmith; former Pentagon Senior Management Consultant in Leadership.

IDEAS:

A trailblazer in the field of young women's leadership, Julie shapes the leaders of the future by researching and bringing evidence-based, applied-neuroscience leadership coaching and development (normally reserved for executives in the C-suite) to reach girls and young women, when it can have the most profound impact – in high school.

CONTENT: Founder/Developer, The Leadership Course, the world's first evidence-based, applied-neuroscience leadership/coaching curriculum for high schools; internationally-recognized coach and speaker who has delivered hundreds of keynotes including Harvard's CoachX on mindset science; contributing author, *Insights on Coaching*; author, national bestseller *Girls Lead* (2017); featured on NBC's Today show, in Forbes and other publications.

WEBSITE:

ldiyw.com ; girlslead.com

SOCIAL MEDIA:

LISA KAY SOLOMON

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Educator, civic entrepreneur, author, and Designer-in-Residence at the Stanford d.school, where she incubates experiential courses and programs on futures-centered design and leadership for an increasingly complex world.

IDEAS:

'The future doesn't have to be something that happens to us.' Lisa designs environments, experiences, and classes to help people expand their futures, adapt to complexities, and build civic fellowship. Her work blends imagination with possibility, building the capacity to take the long view when today's problems seem overwhelming.

CONTENT:

Moments of Impact (with Chris Ertel, 2014); Design A Better Business (with Patrick van de Pijl and Justin Lokitz, 2016); 'Vote by Design' and '#AllVoteNoPlay.org' (projects); 'New View EDU' (podcast); 'The Future Series'; courses: 'Inventing the Future', 'Leading Like a Futurist' and 'Redesigning How We Work for 2021'.

WEBSITE:lisakaysolomon.com**SOCIAL MEDIA:**

| @LisaKaySolomon

LORAN NORDGREN & DAVID SCHONTHAL

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Loran is a Professor of Management and Organizations at the Kellogg School of Management, where David is a Clinical Professor of Strategy, Innovation and Entrepreneurship. Loran explores the psychological forces that propel and prevent the adoption of new ideas. Outside of academia, David's work in design and innovation have led to the creation of over 250 products and services around the world.

IDEAS:

The originators of Friction Theory, a ground-breaking methodology that explains why even the most promising innovations and change initiatives struggle to gain traction with their intended audiences – and more importantly, what to do about it.

CONTENT:

The Human Element: Overcoming the Resistance That Awaits New Ideas (2021). Loran's work on behavioral design and David's work on innovation and design thinking have been featured in HBR, California Management Review, Science, The Economist and the New York Times.

WEBSITE:

lorannordgren.com ; davidschonthal.com ;
humanelementbook.com

SOCIAL MEDIA:

LORENZO DAVIDS

**NATIONALITY / COUNTRY OF ORIGIN:**

South Africa

BIO:

CEO of The Development Impact Fund and The Justice Fund. Lorenzo's mission is to help build respectful, just, inclusive, safe, equitable and prosperous societies across the world.

IDEAS:

A dignified public transport system is fundamental to every great society - and everyone should use it. Conducts community conversations with groups of people across South Africa to help them articulate their aspirations and their fears and build an active citizenship.

CONTENT:

Editorials and opinion pieces in the Cape Times, Star, Natal Mercury and Argus newspapers; frequent commentator on matters of social development. Weekly column in the Cape Argus, '#AnotherVoice'. Co-author, 'Transformative literacy in South Africa' (*Global Citizenship for Adult Education*, 2021). Initiated a platform for 'the people and its constitution to engage each other in conversation.'

SOCIAL MEDIA:Twitter @UrbanLo | Instagram [lorenzodavids7](#)

MEHRAN GUL

**NATIONALITY / COUNTRY OF ORIGIN:**

Pakistan

BIO:

Writes about how companies and countries innovate. Previously a Fulbright Scholar; Fox International Fellow; Teaching Fellow at Yale; Winner of the Financial Times/McKinsey Bracken Bower Prize; author of forthcoming book on *The New Geography of Innovation* (Simon & Schuster / William Collins).

IDEAS:

Research focuses on the types of environments that serve as the breeding grounds for innovative ideas and practices; what countries and companies can do to foster more entrepreneurial and creative cultures; what startups in emerging technology and entrepreneurship hubs around the world are doing to compete with their more established rivals; how new beats old, small beats big, weak beats strong.

CONTENT:

The New Geography of Innovation (forthcoming).

WEBSITE:

mehrangul.com

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).

WEBSITE:melissaaschilling.com**SOCIAL MEDIA:**

| @mschilli1

MODUPE AKINOLA

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Professor and Director of Bernstein Center for Leadership and Ethics at Columbia Business School. Award-winning teacher. Former consultant, investment banker, and social entrepreneur. Host of TED Business Podcast.

IDEAS:

Studies stress and the biology of leadership. Examines why some thrive while others buckle under stress, offering interventions to optimize stress and achieve valued goals. Also researches workforce diversity, including the biases that affect the recruitment and retention of women and people of color in organizations.

CONTENT:

Podcast: 'TED Business'; Online Stress Courses: 'Ten Percent Happier with Dan Harris'; Insight Timer TV: 'Limitless with Chris Hemsworth'. Published in premiere scientific journals including PNAS, Psychological Science, Journal of Applied Psychology, Academy of Management Journal. Noteworthy media coverage: The New York Times, NPR, Wall Street Journal, Financial Times.

WEBSITE:modupeakinola.com**SOCIAL MEDIA:**[@ProfAkinola](https://twitter.com/ProfAkinola) | [@Modupe-Akinola](https://twitter.com/Modupe-Akinola)

MODUPE TAYLOR-PEARCE

**NATIONALITY / COUNTRY OF ORIGIN:**

Sierra Leone

BIO:

Modupe is a Sierra Leonean scholar (West Point, Cornell and Capella University) and practitioner of leadership, management and organizational development. A passionate pan-African, Modupe is dedicated to transforming Africa through good leadership.

IDEAS:

Every problem faced by a leader in Africa has already been solved by another leader in Africa. Modupe is the founder and CEO of BCA Leadership, a pan-African organization that has impacted over 2000 African leaders with leadership coaching and knowledge-sharing services, and the curator of the Made in Africa Leadership Conference.

CONTENT:

How I Made It: Striking Sustainable Success in Sierra Leone (2014); *Tough Love* (2021); 'School Principals Making Sense of a National Reform Agenda: The Case of Sierra Leone' (2021); 'Development by Design: The Battle to Equip Africa's Business Leaders' (2016); 'Success is three choices'(TEDx 2018).

WEBSITE:

breakfastclubafrica.com/coaches

SOCIAL MEDIA:

| @mtaylorpearce

ORI BRAFMAN

**NATIONALITY / COUNTRY OF ORIGIN:**

USA and Israel

BIO:

Distinguished Teaching Fellow at UC Berkeley's Haas School of Business, an internationally renowned New York Times bestselling author, defense leadership strategist, and business culture visionary.

IDEAS:

Moving from Israel to Texas gave Ori a unique lens. He predicted how decentralization would change the world. He later explored psychological research on irrational behavior, and still later he joined forces with the 18th Chairman of the Joint Chiefs of Staff, Martin Dempsey, to explore how inclusion is a strategic imperative.

CONTENT:

The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations (2008); *Sway: The Irresistible Pull of Irrational Behavior* (2009); *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership* (2018); 'Inclusion, belonging, and creating shared meaning' (2018).

WEBSITE:oribrafman.com**SOCIAL MEDIA:**

| @oribrafman

PAUL CARLILE

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Professor of Information Systems and Senior Associate Dean for Innovation at Boston University Questrom School of Business; industry advisor, entrepreneur, and innovative educator currently disrupting higher education business models.

IDEAS:

Paul's article on an 'integrative framework' for managing knowledge across boundaries has been used to drive innovative outcomes across numerous organizations and many industries. He has helped develop the social and technological infrastructures that support cross-disciplinary and cross-industry collaboration to drive large-scale innovation in science, digital health and education.

CONTENT:

Held a series of global collaborative events to identify changes needed in business education. To address those needs, developed award-winning programs in experiential learning, certificates in digital transformation on edX (380,000 learners) and a disruptively priced online MBA focused on business problems and supported by a cross-disciplinary curriculum and peer learning.

WEBSITE:

bu.edu/questrom/profile/paul-carlile

SOCIAL MEDIA:

ROBERT LIVINGSTON

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Social psychologist and leading expert on the science underlying bias and racism in organizations. Diversity consultant and lecturer in public policy at Harvard Kennedy School.

IDEAS:

Examines an effective approach for achieving racial equity in the workplace and society. Building on his PRESS model (Problem Awareness, Root Cause Analysis, Empathy, Strategy, Sacrifice), the goal is to build a better understanding of the underpinnings of systemic racism, as well as strategies for redressing it.

CONTENT: *The Conversation: How Seeking and Speaking the Truth about Racism Can Radically Transform Individuals and Organizations* (2021, shortlisted for FT and McKinsey Business Book of the Year award); 'How to Promote Racial Equity in the Workplace' (HBR, winner of the 2020 Warren Bennis Prize); Denver Frederick Podcast.

WEBSITE:

robertwlivingston.com

SOCIAL MEDIA:

SHALENE GUPTA

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Research Associate at Harvard Business School; former Fortune reporter; former Fulbright scholar.

IDEAS:

Trust is a powerful force companies can benefit from that improves financial and performance outcomes and is the bedrock of success. Trust is built using four key dimensions: competence, motives, means, and impact. Moreover, lost trust can be recovered.

CONTENT:

The Power of Trust (2021, with Sandra Sucher); HBR articles: 'Coming Out as Trans at Work'; 'What Corporate Boards Can Learn from Boeing's Mistakes'; 'How to Make Furloughs More Humane'; 'The Elements of a Good Company Apology'; 'Leading with Trust'; 'The Trust Crisis'; 'A Better, Fairer Approach to Layoffs'.

WEBSITE:

shalenegupta.com

SOCIAL MEDIA:

| @ShaleneGupta

SHEREE ATCHESON

**NATIONALITY / COUNTRY OF ORIGIN:**

Ireland / Sri Lanka

BIO:

An international multi-award winner for her services to Diversity and Inclusion in industry, Sheree is a Global D&I Executive; Board Member, Women Who Code; Contributor, Forbes and author of *Demanding More*.

IDEAS:

Demanding More - listed as one of the Financial Times' best books of summer 2021 - focuses on how deliberate exclusion has been in systems and society, so we can be purposefully and deliberately inclusive moving forward.

CONTENT:

'*Demanding More* (2021)'; 'The balance of being underrepresented yet privileged' (TEDx 2021); multiple articles for Forbes forbes.com/sites/shereeacheson.

WEBSITE:shereeacheson.com**SOCIAL MEDIA:**

TAMSEN WEBSTER

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Tamsen helps experts drive action from their ideas. Part message strategist, part storyteller, part English-to-English translator, she helps clients build the stories partners, investors, and customers will tell themselves - and others.

IDEAS:

The Red Thread™ lays out a reliable process for explaining what your idea is and why it's important. It reveals the universal 'code' people use to make sense of ideas, and how you can use it to make sense of their own ideas, both to themselves and to their audiences.

CONTENT:

Find Your Red Thread: Make Your Ideas Irresistible (2021); 'The Red Thread' weekly [newsletter](#); video series on [YouTube channel](#), hundreds of articles on website blog.

WEBSITE:

tamsenwebster.com

SOCIAL MEDIA:

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.

CONTENT:

"Matter Battles": The Failure of Collaboration in Two Smart Cities, (Academy of Management Journal); *'Start-up Inertia versus Flexibility: The Role of Founder Identity in a Nascent Industry'* (Administrative Science Quarterly - with Mary Tripsas); *'The Advocacy Trap: When Legitimacy Building Inhibits Organizational Learning'* (Academy of Management Discoveries - with Amy Edmondson).

WEBSITE:

hbs.edu/faculty/Pages/profile.aspx?faId=478965

SOCIAL MEDIA:

TOM VAN DER LUBBE

**NATIONALITY / COUNTRY OF ORIGIN:**

Netherlands

BIO:

Co-founder of Viisi NV, a Dutch mortgage advice company voted #1 Great Place to Work in The Netherlands in 2019, 2020 and 2021 and #1 in Europe in 2021.

IDEAS:

'People First, Clients Second, Shareholders last'; 'Less is More'. Tom's mission is to leave the world in a better shape than it was when we were born and believes in the 'why' of individuals and organisations; the 'why' is the motivational engine that gives fulfilment in what we do.

CONTENT:

'Less is More: What Organizations Can Learn From Mies Van Der Rohe'; 'Less is More: 10 Practical Examples'; It's About Solidarity, Stupid! (Why Avoiding Layoffs Makes Sense).

WEBSITE:

viisi-expats.nl/over-viisi/team/tom-van-der-lubbe

SOCIAL MEDIA:

| @tomvanderlubbe

VANESSA BOHNS

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Cornell professor of organizational behavior and psychology; Columbia PhD; bylines in New York Times, Wall Street Journal; Harvard Business Review; author of a Financial Times business book of the month.

IDEAS:

Studies help-seeking, social influence, compliance, consent, and why it's so hard to say 'no'; has demonstrated experimentally that it is harder for people to say 'no' to us than we realize, which means we have more influence than we think, for better and worse.

CONTENT:

You Have More Influence Than You Think: How we underestimate our power of persuasion, and why it matters (2021); '(Mis)Understanding our influence over others' (Current Directions in Psychological Science); 'Rejecting unwanted romantic advances is more difficult than suitors realize' (Social Psychological and Personality Science).

WEBSITE:vanessabohns.com**SOCIAL MEDIA:**| [@profbohns](https://twitter.com/profbohns) (Twitter and Instagram)

ÖYKÜ IŞIK

**NATIONALITY / COUNTRY OF ORIGIN:**

Belgium and Turkey

BIO:

Professor of digital strategy and cybersecurity at IMD. A computer scientist by training, Öykü earned her MBA in Istanbul and her PhD from the University of North Texas. Selected as a Digital Shaper 2021 by BILANZ and digitalswitzerland.

IDEAS:

Digital Resilience: cybersecurity as a matter of safety, not just technology; data protection as a matter of reputation, not just regulation; and digital ethics as a matter of business integrity, not just philosophy. These topics should not be treated as disconnected elements of risk, but rather as enablers of sustainable digital transformation.

CONTENT:

Early research on BI (business intelligence) and BPM (business process management) with several academic publications. Öykü's current work focuses on digital resilience, AI Trust and transparency, as well as operationalization of digital ethics practices in organizations. She designs and delivers programs at IMD including Cybersecurity for Business Executives and Digital Ethics for Senior Executives.

WEBSITE:

imd.org/faculty/professors/isik-oyku

SOCIAL MEDIA:

| @oykuisik