Bio:

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ANDREI HAGIU



Affiliation: Associate professor of Information Systems at Boston University's Questrom School of Business.

Ideas: Multi-sided platform businesses (Airbnb, Alibaba, Amazon, Google, PlayStation, Uber et al) and their unique strategic challenges.

Content: Recent <u>cover story</u> of *Harvard Business Review* on when data creates competitive advantage (with Julian Wright).

Previously, an associate professor in the Strategy group at Harvard Business School and in the Technological Innovation, Entrepreneurship and Strategic Management group at MIT Sloan. In 2012, he took a leave of absence from Harvard in order to work full-time at Intuit, helping with its strategic transformation from a product-focused company into a platform company. Holds a PhD in economics from Princeton University and did his undergraduate studies at the Ecole Polytechnique in France. He is a citizen of Romania, France, and the United States.

Verdict:"Hagiu is leading the next generation of thinking on platforms." Thinkers50

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