

DAN TOMA



Affiliation: Independent.

Ideas: Puzzled by why innovative products are mainly launched by startups, Toma focuses on the changes blue-chip organizations need to make to allow for new ventures to be built in a corporate setting. Now working on how to account for innovation.

Content: Co-author of *The Corporate Startup* (Vakmediën, 2017), which won the Management Book of the Year for Innovation and Entrepreneurship, from the Chartered Management Institute and The British Library in 2018.

Bio: A certified (Columbia University) lean startup acceleration specialist, Toma helps large companies such as Deutsche Telekom, Bosch, Jaguar Land Rover, Bayer, John Deere and Allianz to master lean startup techniques. A proponent of the ecosystem approach to innovation, he also works with government bodies to develop national innovation ecosystems, including the Finnish Ministry of Foreign Affairs in Vietnam.

Verdict: "The lean startup expert for big business." Thinkers50

Website: innovationaccountingbook.com

Social: @danto_ma