

Prof. Mohanbir Sawhney

Director of the Center for Research in Technology & Innovation at the Kellogg School of Management

CSA CELEBRITY SPEAKERS

Professor Mohanbir Sawhney is a globally recognized scholar, teacher, consultant and speaker. His research and teaching interests include collaborative marketing with customers, IT and business agility, customer-centric organization design, organic growth and business innovation. He has been widely recognized as a thought leader and Business Week recently named him as one of the 25 most influential people in e-Business. He is a Fellow of the World Economic Forum.

"A globally recognized thought leader"

In detail

Professor Sawhney is the co-author of five books and his research has been published in leading journals like California Management Review, Harvard Business Review, Journal of Interactive Marketing, Management Science, Marketing Science, MIT Sloan Management Review, and Journal of the Academy of Marketing Science . He advises Global 2000 firms and governments worldwide and has won several awards for his teaching and research including the 2001 Accenture Award for the best paper published in California Management Review in 2000 and the Outstanding Professor of the Year at Kellogg in 1998.

What he offers you

Professor Sawhney offers organisations valuable insights based on his comprehensive research. In his presentations he focuses on showing companies how to create value through innovation and how the use of new technologies can stimulate growth and business development.

How he presents

A professional and informative keynote speaker Professor Mohanbir Sawhney is in great demand from audiences eager to benefit from his highly relevant insights.

Topics

- Business Innovation and Growth Strategies
- Network-Centric Innovation
- Digital and Social Media Marketing
- Creating Value through Business Synchronization
- E-Governance - Towards the Next Generation
- Create Value from Values
- Creating Growth with Services

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2010

Collaborating with Customers to Innovate: Conceiving and Marketing Products in the Networking Age

2008

Collaborating with Customers to Create

2007

The Global Brain: Your Roadmap for Innovating Smarter and Faster in the Networked World

2002

Kellogg on Technology and Innovation

2001

Techventure: New Rules for Value and Profit from Silicon Valley

"Mohanbir's content fitted in extremely well with our strategy, he gave great examples and an excellent performance - Global Data Warehouser"