

Innovation 2.0 Summit Speaker Profiles



William C. Taylor
Co-Author of *Mavericks at Work*

William C. Taylor is the co-Author of [Mavericks at Work](#), and soon to be published book *Practically Radical: Unleashing Big Change in Tough Times*, a book about the radical shifts transforming business and the practical steps that will determine who wins. Bill's new book is intended to help companies shake up their industry, transform their company, and recharge them. Bill says that the most successful companies don't just out-compete their rivals; they redefine the terms of competition by embracing unique ideas.

Bill is a provocative and inspiring voice on the future of business - an agenda-setting writer, speaker, and entrepreneur who has shaped the global conversation about the best ways to compete, innovate, and succeed. As a cofounder and founding editor of *Fast Company*, Taylor launched a magazine that won countless awards, and earned a passionate following among executives and entrepreneurs around the world.

Before founding Fast Company, Bill served as associate editor of the *Harvard Business Review* for more than three years. Bill is the coauthor of three books: *The Big Boys: Power and Position in American Business* (Pantheon Books, 1986), *No-Excuses Management* (Doubleday/Currency, 1993), *Going Global* (Viking Penguin, 1996). His articles and essays on business have appeared in a wide range of publications, including the *Wall Street Journal*, the *Washington Post*, the *New York Times Book Review*, *Newsday*, and *Institutional Investor*.

Bill is a graduate of Princeton University and the MIT Sloan School of Management. Adjunct Lecture in Entrepreneurship at Babson College.



Leonard A. Schlesinger
President, Babson College

Leonard A. Schlesinger became the 12th president of Babson College on July 1, 2008. Len brought with him a blend of leadership experience in academia and industry. Prior to joining Babson he worked at Limited Brands where he was the Vice Chairman and Chief Operating Officer. His academic career includes twenty years at Harvard Business School, where he served as the George Fisher Baker Jr. Professor of Business Administration, leading MBA and executive education programs. In addition, President Schlesinger has lectured and consulted on service quality and customer satisfaction for over 100 major corporations around the world.

President Schlesinger is well-known for his pioneering research and publications on the “service profit chain.” He is widely published and is the co-author of nine books including The Value Profit Chain, The Service Profit Chain, The Real Heros of Business and Not a CEO Among Them, The Management Game, and Managing Behavior in Organizations. He has written over 40 articles for academic audiences as well as The New York Times, Fast Company, and Harvard Business Review.

President Schlesinger currently serves as a Board Member of the Beth Israel Deaconess Medical Center, is a member of the Corporation of the Winsor School, and is Senior Advisor to Charlesbank Capital Partners. He also serves on the board of four major academic journals and has published numerous case studies on management issues that have sold well over one million copies.

President Schlesinger holds a Doctor of Business Administration from Harvard Business School, an MBA from Columbia University and a Bachelor of Arts in American Civilization from Brown University. His wife Phyllis is a management professor specializing in organizational behavior and a former faculty member of Babson College and The Ohio State University’s Fisher College of Business. They have three daughters.



Andrew (Drew) C. Marshall
Chief Innovation Officer
Kepner-Tregoe, Inc.

Andrew C. Marshall (Drew) is a Partner and the Chief Innovation Officer with Kepner-Tregoe, Inc. (KT). His focus is to ensure the products and services that KT delivers to its clients are directly meeting their needs and producing measurable and meaningful results. In this role he also chairs the Technical Leadership Committee which has responsibility for the successful implementation of KT's product development strategy, positioning the firm for long-term growth.

Drew's client work has focused on designing and implementing project management systems that support the implementation of organizational strategy. Other areas of focus include: analyzing organizational processes and subsequent change management, designing systems of organizational communication, facilitating issue resolution, and transferring critical thinking skills in client organizations. Drew has worked with such clients as: Visa International, the Port of Seattle, Unified Port District of San Diego, Cisco, Microsoft, Sun Microsystems, HP, Boston Scientific, and Bayer AG among others.

Prior to joining KT, Drew spent five years in the software industry with Adobe Systems, Inc., where he held a variety of positions including: manager of support operations, training and systems manager for North American Customer Services, and senior project manager. Drew has previous management experience in retail and service industries, and has worked in education and manufacturing.

Drew received his B.A. from the University of Western Sydney in Australia, a Master of Arts from Antioch University in Seattle, Washington, and he is a certified Project Management Professional.



James P. (Pat) Carlisle
President
The de Bono Group

James P. (Pat) Carlisle, president of The de Bono Group, has been recognized, applauded and congratulated by Dr. Edward de Bono for his extensive and successful teaching and training of the widely acclaimed de Bono Thinking™ methods. Foremost as a leader in the field of de Bono Thinking™, he has organized de Bono distributorships and trained trainers in Argentina, Brazil, Colombia and Mexico. As one of the first twelve Master Trainers, personally certified by Dr. Edward de Bono, and one of twelve certified creativity facilitators world-wide, Mr. Carlisle brings a special perspective of experience in his program and process leadership.

Experienced in leading a variety of programs and processes from Executive Team/Leadership Development in his work with teams and organizations to career assessment, coaching and counseling in his work with individuals, his primary focus is developing the full creative thinking potential of organizations via their leaders and teams. A Master Trainer in the parallel thinking program, Six Thinking Hats, and in the creativity and innovation program, Lateral Thinking, he is also a trainer in DATT, a program for sharpening decision making and problem solving skills.

The de Bono Group clients include Guidant, Boston Scientific, The US Army Central Electronics Communications Command, Atlas Materials, Phillip Morris, Genentech, The Orchestra Forum, Colgate, Cadmus Press, Gillette, Independence Blue Cross, Rogers Corporation, The Defense Intelligence Agency, Mars Inc., Oracle, United Technologies, Wachovia, The Betty Ford Center, Merrill Lynch, The Defense Intelligence Agency and The Federal Reserve Bank of Philadelphia



Francis Guillard
President and Co-Founder,
Experience Co-Creation Partnership

Francis Guillard is President and one of the two founders of the Experience Co-Creation Partnership. He is considered one of the leading authorities on the topic of strategy, transformation and capabilities-building. He is a sought-after public speaker, lecturer and advisor on experience co-creation. He works across the United States, Europe and Asia, and has worked in most industries, with a particular expertise in agricultural products, cement, chemicals, insurance, office equipment, paper and professional services.

Francis is co-author (with James Kelly) of the book *Transforming the Organization* (McGraw-Hill, 1995), which reached the top of *BusinessWeek*'s best-seller list in 1995. He is also co-author (with Frederick Sturdivant) of the *Harvard Business Review* article "Spend a Day in the Life of Your Customers" (January 1994). He also authored the book *Stratégie pour une Entreprise Compétitive* (Editions Economica, 1989) which was named "Best Strategy Book of the Year" by the French Association of Strategic Planners (AFPLANE) in 1989.

Francis has been widely quoted in the *Wall Street Journal*, *BusinessWeek* and *Fortune*, among other publications, and has been featured on CNBC.



Ed Barrows
Vice President
Palladium Group

Ed Barrows is Vice President of Palladium Group. The Palladium Group's expertise is in strategy, finance, and IT which are delivered through consulting, education, training, and technology implementation services. Palladium helps clients clarify strategy, drive performance, and optimize data. Ed is a strategic management advisor and expert in performance measurement, performance measurement systems, and strategic management processes. He has written several articles on strategic planning and the Balanced Scorecard for Harvard Business School Publishing as well as case studies that describe the management practices of high performing organizations.

Most of Ed's experience has come in the area of professional services. He began his advisory career at Deloitte and Touche, LLP where he worked as an In-Charge Accountant on the assurance staff. Subsequently he worked as a Senior Consultant at PricewaterhouseCoopers, LLP where he focused on process improvement and strategic management. He also held internal posts at GE Capital and Inc. Magazine. Ed also teaches at Babson College and Boston College's Carroll School of Management. He is currently studying how organizations manage strategic performance in turbulent industries.

Clients he has worked with include AstraZeneca, Boeing, BP, Los Angeles County/USC Medical Clinic, Lundbeck, Hershey, Husky, M7 Aerospace, Ricoh, Security National Holdings Corporation, State Farm Insurance, U.S. Department of Commerce, and U.S. Navy. Prior to the start of his professional career he served on active duty as a Marine Officer. He participated in Operation Desert Storm and more recently Operation Iraqi Freedom where he was a Company Commander with the 1st Marine Expeditionary Force. After 20 years of service he retired having reached the rank of Lieutenant Colonel.

Ed has a B.S. from Boston University and an M.B.A from Georgetown University and he is a D.B.A. candidate at Cranfield School of Management's Center for Business Performance.