

Jay Rao

Professor, Strategy and Innovation, Babson

Facilitates & helps executives to: (1) lead innovation & growth, (2) develop entrepreneurial leaders - risk managers, uncertainty navigators & ambiguity explorers, & (3) create an innovation culture.



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WORK

Professor
Babson

1995 - current

Boston, US

Member, Flavor Advisory Board
Firmenich

2015 - 2018

Geneva, Switzerland

Member, Innovation Advisory Board
Bancolombia

2015 - 2018

Medellin, Colombia

Member, Innovation Advisory Board
Ocean Spray

2010 - 2015

Boston, US

Trustee
Hymamshu

2001 - current

Bangalore, India

PROJECTS

Assa Abloy Americas, Novartis, BAE Systems, US Navy, Bayer, Medtronic, SABIC, Fresenius Medical Care, EMC, PWC, Merck, GSK, Merrill Lynch, Fidelity, Iberdrola, Repsol, BBVA, Telefonica, Bancolombia, Argos Colombia, SURA Colombia, Nutresa, Entel, Pernod Ricard, TCL China, GDTV China, Cofco China, Infosys, Walmart India, Kotak Mahindra, Honeywell India, Google India, Patil Group India, Baker Hughes, KFAS

EDUCATION

Ph.D., Management
UCLA

08/1989 - 08/1995

Los Angeles, USA

M.S., Operations Research
University of Kentucky

08/1987 - 06/1989

Lexington, KY, USA

B.Tech., Naval Architecture

Indian Institute of Technology, Madras

06/1983 - 05/1987

Chennai, India

SKILLS

Strategy & Growth

Innovation Strategy

Innovation Culture

Entrepreneurial Leadership

PUBLICATIONS

BYD - The Rise of the EV Car Giant

Babson Case Study, 2025

Disruption - How Minimills Beat Big Steel

Babson Case Study, 2024

How Industry Giants Challenge Upstart Rivals

Babson Case Study, 2024

Hidden Champions - The Mid-Market Masters

Babson Case Study, 2023

Domino's - Digital Transformation in a Legacy Industry

Babson Case Study, 2022

Developing Entrepreneurial Leaders; Pixar's Radical Innovation Culture

Babson Case Study, 2021

Dodging Digital Disruption: Turnaround of The Washington Post

Babson Case Study, 2021

Black Duck - Turnaround of a Software Venture

Harvard Business Publishing, 2020

What Silicon Valley gets wrong (and right) about culture

QUARTZ AT WORK, 2018

The Discipline & Culture of Innovation - A Socratic Journey

Book, Profit Editorial, 2013

How Innovative is Your Company Culture?

The MIT Sloan Management Review, 2013

FAILURES

Two Failed Careers: Engineer & Mathematician

Two Dead Startups: EuroSpain.com (2000) & Edusult (2006)

Two Dead Books: KomTek & Pixar (prior to publication)