

# Jay Rao

Professor, Strategy and Innovation, Babson

Facilitates & helps executives to: (1) lead innovation, growth & change in turbulent contexts, (2) develop entrepreneurial leaders who can manage risk, navigate uncertainty & confront ambiguity with strategic multi-dexterous skills, & (3) create a culture of innovation.



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## WORK

### Professor Babson

09/1995 - Present

Boston, US

### Member, Strategic Advisory Board Andor Health, FL

01/2018 - Present

Orlando, US

### Member, Flavor Advisory Board Firmenich

07/2015 - 12/2018

Geneva, Switzerland

### Member, Innovation Advisory Board Bancolombia

07/2015 - 12/2018

Medellin, Colombia

### Member, Innovation Advisory Board Ocean Spray

01/2010 - 01/2015

Boston, US

### Trustee Hymamshu

2001 - Present

Bangalore, India

## PROJECTS

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

## 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

Executive Advisor

Strategy & Growth Consulting

Innovation Strategy

Innovation Labs & Projects

Innovation Culture

Family Business Strategy & Innovation

Entrepreneurial Leadership

Scale-Up Entrepreneurship

## PUBLICATIONS

Black Duck - Turnaround of a Software Venture  
*Harvard Business Publishing, 2020*

What Silicon Valley gets wrong (and right) about culture  
*QUARTZ AT WORK, 2018*

Six Innovation Pain Points & How to Overcome Them  
*IESE Insight, 2018*

Entrepreneurial Leaders in the VUCAH age  
*Grupo Sura Annual Report, 2017*

Leading Change & Radical Innovation: Big Bang v Start Small  
*Babson Insight, Fall 2016*

Innovation: Go Fast or Go Home  
*DealerExec, Q1 2016*

The Discipline & Culture of Innovation - A Socratic Journey  
*Book, Profit Editorial, 2013*

How Innovative is Your Company Culture?  
*The MIT Sloan Management Review, 2013*

To a More Innovative Culture - From Assessment to Action  
*The European Financial Review, 2013*

## FAILURES

Two Failed Careers: Engineer & Mathematician

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

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

## LANGUAGES

English



Spanish

