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Dr. Rao teaches extensively in the Babson Executive Education programs. His executive teaching and consulting is in the areas of innovation, innovation initiatives within enterprises, entrepreneurial leadership, innovation culture and customer experience innovation. Dr. Rao teaches several elective courses in the Babson MBA programs: (1) Leading Innovation @ Gorillas, Chimps & Monkeys, (2) Disruptive Change & Enterprise Transformation, and (3) Entrepreneurial Leadership & Innovation.

He is the author of the book titled The Discipline and Culture of Innovation. His research has appeared in The Sloan Management Review, Journal of Innovative Management, The European Business Review, The European Financial Review, Cornell Hotel and Restaurant Administration Quarterly and others. He has written several business cases on a range of topics: Strategic Transformation and Leading Change, Entrepreneurial Leadership, Innovation Strategy, Entrepreneur's Journey, Innovation Culture, Customer Experience, and Strategy Execution.

He has lead executive programs and/or consulted for Novartis, Fresenius Medical Care, Pernod Ricard, Medtronic, Pictet, BBVA, BAE Systems, U.S. Navy, SABIC, Merck, EMC, Scania, Google India, Honeywell India, Baxter, Bayer, PWC, Assa Abloy Americas, Repsol, Iberdrola, Fidelity, Merrill Lynch, Boston Scientific, Vanke, and others.

Jay has lead several programs to develop faculty around the world.

He hails from a 75-year old family-business and sits on the board of Hymamshu (India). He is on the Strategic Advisory Board of Andor Health, US. From 2010 to 2015, he was a member of the Innovation Advisory Board at Ocean Spray (USA). From 2015 to 2018, he was on the Innovation Advisory Board of Bancolombia (Colombia), and on the Flavor Advisory board of Firmenich (Switzerland).